

THE INFLUENCE OF MARKETING MIX TOWARDS ART SHOP'S SALES IN PASAR ATAS BUKITTINGGI

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ABSTRAK

Sektor pariwisata sering menjadi prioritas pembangunan sebuah kota yang kemudian memicu pembangunan-pembangunan di sektor-sektor lain seperti ekonomi dan perdagangan. Di Bukittinggi, kota yang telah mendaklarasikan dirinya sebagai Kota Wisata, sektor pariwisata telah memberikan banyak dampak positif bagi masyarakatnya, terutama kepada para pemilik Art Shop di Pasar Atas. Penelitian ini bertujuan untuk menganalisa pengaruh Bauran Pemasaran terhadap penjualan pada art shop-art shop di Pasar Atas Bukittinggi. Teknik pengambilan sampel yang digunakan adalah random sampling method. Dan analisis yang digunakan diantaranya simple linear correlation, multiple regression analysis dan wisestep analysis. Hasil penelitian menunjukkan bahwa (1) secara individual terdapat tiga variabel yang menunjukkan pengaruh signifikan terhadap penjualan, yaitu: produk, distribusi/tempat, dan promosi, (2) produk, harga, tempat dan promosi secara bersama-sama memiliki pengaruh signifikan terhadap penjualan, (3) berdasarkan wisestep analysis, terdapat tiga variabel (produk, harga, dan promosi) yang memiliki hubungan yang kuat terhadap penjualan.

Keywords: *Marketing mix, product, price, place, promotion, sales, souvenirs, art shops*

INTRODUCTION

Background

The tourism sector is one of Bukittinggi's priority development which is expected to provide a positive influence for other activities. The development should be carried out as an alternative to city's revenues, to expand employment opportunities for it's citizens, and to introduce it's Minangkabau cultural heritage and it's city beautiful view. In its development, it is expected that the tourist arrivals are spread evenly to all attractions in the city. In line with that, the efforts to increase the number of tourists to Bukittinggi, every year the city government and it's citizens continued to enhance the tourism attractions by a variety of activities.

Bukittinggi has the potential of natural and cultural characteristics. It is at the intersection which is strategically located on the trans-Sumatra road, and have a topography of hilly areas and valleys, beautiful natural landscape with a panoramic view of Mount Merapi and Mount Singgalang and cool air throughout the year. As a tourism city, Bukittinggi has some tourism potential that could attract visits from home and abroad, such as Sianok Canyon, Panorama Park, Japan Cave, Kinantan's Wildlife and Cultural Conservation, Fort de Kock Fortress, world famous Jam

Gadang, and the birth home of Bung Hatta (Indonesia's independence proclama-tor and the first Vice President). although it has quite a lot of tourism potential but the development of tourism in the Bukittinggi always have it's ups and downs.

Currently Bukittinggi have adequate access to reach the city, either by land, sea or air. In terms of transport is also sufficient, but a number of tourism practitioners call Bukittinggi some weaknesses and constraints that would hinder the increase in the number of tourist arrivals. Those weaknesses and constraints, among others in terms of monotonous tourism products and no every day programs for tourist every day is applied, so that the foreigners feel bored to linger in Bukittinggi. One popular tourist location is Pasar Atas (Upper Market), which is located about 20 meters from the Jam Gadang. This location is known as a culinary tourist area, cheap shopping, and souvenir center.

The latest data of the Central Statistics Agency (BPS) showed tourist arrivals in Bukittinggi during the year of 2012 is 27.183 visitors. This number increased compared to 2011 which only reached 21.457 visitors. Although the tourist arrivals in 2012 increased compared to 2011, but the number was still far below the visit in 2010, which was reached 33.598 visitors and 36.242 visitor in 2009.



Source: Bukittinggi's Central Statistics Agency (2016)

From some period of development, Pasar Atas has been amended several times, both rehabilitation of the attraction with Jam Gadang Area and improvement of means of support, namely the composition of the buildings layout in the form of market areas and parking. The development or rehabilitation of Pasar Atas attraction is conducted by the local government. Pasar Atas establishment and development can not be separated with the local community.

Most art shops owner in Pasar Atas is from local community. This is done so that the locals can enjoy the fruits of the tourist attraction. However, because more and more art shop grows, the marketing become one of many problems faced by souvenir sellers. The success in producing goods and services with the help of technology and existing production factors are often faced with problem of "how to sell" these productions so that the money invested can be quickly returned with a number of benefits. There is no means attempt from the producer to creates goods and services with various shapes and high quality if it is not accompanied with the ability to carry out marketing activities well.

As a basis for development in marketing activity is the Marketing Mix. With a number of factors and variables of marketing, it is expected an interaction occurs between producers and the consumers. An indication of the success of marketing

activities are: increased sales or at least sales target can be achieved in accordance with a predetermined plan. Increased sales results by seller indirectly demonstrated its ability to dominate the market and compete with similar competitors. If the sales decline occurs, it can result in accumulated goods. In order for goods and services do not accumulate, then attempt to sell goods and services accurately and quickly is through the marketing mix. In general activities of the marketing mix (marketing mix) include product, price, place and promotion.

Along with the growing efforts of the art shop, this led to a very tight competition among small entrepreneurs. Therefore, the marketing mix activities should be implemented by art shop owners to increase their sales.

Problem Formulation

Based on the above background, the problem in this research is as follows: (1) How is the relationship between the marketing mix which consist product, price, place and promotion towards art shop sales in Pasar Atas Bukittinggi? (2) How marketing mix variables which consist product, price, place and promotion can simultaneously and partially influence art shops sales in Pasar Atas Bukittinggi? (3) Which variabel(s) is the most significant in affecting art shops sales in Pasar Atas Bukittinggi?

Research Objectives

- 1) Knowing the relationship between marketing mix variables which consist product, price, place and promotion to sales.
- 2) Determine the influence of marketing mix variables which consist product, price, place and promotion, simultaneously and partially to sales.
- 3) to find out the most significant variable(s) affecting sales.

Research Benefits

The results of this study are expected to provide benefits to the following parties.

- 1) The art shop business owners. This research can be used as input and consideration in choosing a particular marketing strategy and business decisions in general.
- 2) For the local government of Bukittinggi, the results of this study are expected to contribute input and taken into consideration in the development plan of the art shop in Pasar Atas.
- 3) From the point of science development, as resources to enrich the social science, especially with regard to the science of tourism marketing.

LITERATURE OVERVIEW

The Significance of Marketing

Definition of Marketing according to Kotler (1997: 8) is a social and managerial process in which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others.

The purpose of marketing is market-oriented to understand the needs and desires of consumers, provide guidance for the activities of profitable sales, and coordinate marketing activities to meet those needs and wants. Thus, the purpose of

marketing is not to provide goods and services are easily generated and then trying to sell it.

Marketing should start from the needs and desires of consumers by anticipating the needs and desires of consumers to the supply of goods and services that satisfy effectively and efficiently. In a highly competitive global era of marketing is like the heartbeat for the survival of the company. It is not a day longer if a company only shows how many items can be produced and then produce it. In order to survive in a market that is sensitive to changes in a very tight competition, a company first determine "what can be sold, how much can be sold, and what strategies should be utilized to entice consumers".

Kotler and Armstrong (1997: 3) says that:

"Marketing is a social and managerial process by which individuals and groups obtain what they need and they want through creating and exchanging products and value each other."

Boyd, Walker and Larreche (2000: 4) states:

"Marketing is a social process that involves important activities that allow individuals and companies to get what they need and want through exchange with other parties and to develop exchange relationships."

According to Kotler et al. (1999: 7)

"Marketing is a social and managerial process in which individuals and groups obtain what they need and want through creating, offering, and the exchange of anything of value (product of value) with another person or group."

Wahab (1997: 27) states:

"Tourism marketing is a settlement or adjustment of systematic and coordinated policy of corporate entities travel or policies in the tourism sector at the federal level, local, regional, national and international, to achieve a point of optimum satisfaction for the needs of the specific group of customers who have been determined previously, as well as to achieve an adequate level of profit."

Thus, the conclusion of some of the above concepts: that marketing is an interaction which seeks to create an exchange relationship. However, marketing is not just to generate sales of goods and services only. Actually marketing is done, both before and after the exchange. The activities in the marketing, all intended to give satisfaction, both for the seller and for the buyer of goods and services.

Marketing Strategy

Tourism marketing strategy is a set of strategies and marketing techniques, which include (1) the market strategy-product or often referred to as a competitive strategy, grouped into market segmentation, determination of target markets and positioning, (2) marketing tactics include differentiation and marketing mix strategy that related to the activities on the planning of the marketing mix and elements of marketing value that can be grouped into brand, service, and processes.

The marketing strategy consists of five interrelated elements. The Five Elements according to the Corey (in Tjiptono, 1997: 6) is as follows.

1. Market research, which have a market to be served. This decision is based on factors such perceptions of product functionality and clustering technologies that can be predicted and nominated, and limited internal resources that drive the need for narrower concentration (focus). Based on the cumulative experience of trial

and error in reaching the opportunities and challenges, the ability that comes from access to scarce resources or protected markets.

Market research begins with market segmentation and then selecting target markets most likely to be served by the company.

2. Product planning, covering specific products that will be sold, product formation and design offerings, the product itself, offers the benefits gained by customers when making a purchase. Such benefits include the product itself, brand name, product availability, guarantee and warranty, repair and technical aids are provided sales, as well as personal relationships that might be formed between buyers and sales.
3. Pricing, which determine the price to reflect the quantitative value of the product to the customer.
4. The distribution system, namely the wholesalers and retail channels through the product until it reaches the end consumer who buy and use them.
5. Marketing communication/ promotion, which includes advertising, personal selling, sales promotion, direct marketing, and public relations.

Instead, according to Kotler (1997: 88), the marketing strategy is "an integrated range of actions aimed at achieving a sustainable competitive advantage."

As was stated by Mc Carthy (Kotler, 1997: 82) marketing strategy and marketing mix strategy have an integral relationship. Marketing mix strategy is one of the tools in marketing strategies for achieving their goals, especially in the creation of the exchange. Marketing strategy include external and internal factors of the company, while the marketing mix is the basic idea and function of marketing generic consisting of elements of product, price, place and promotion to make up the sales.

Having regard to the above description, it can be seen that the core elements of the marketing strategy is the marketing mix. Marketing mix is a core part of the marketing strategy used by companies to establish the exchange.

Definition of Marketing Mix

According Kottler and Armstrong (1997: 47), the marketing mix is a set of marketing variables, which can be controlled and integrated by the company to produce the desired response in the target market. The marketing mix consists of everything that can be done by the company to influence the demand for its products. The activities referred to in the definition is the decision of the four variables, namely product, price, distribution, and promotion. In order to achieve the company's goal of achieving the intended market and meet or serve customers as effectively as possible then these activities should be combined, integrated, and coordinated. In this case the company or organization does not simply have the best combination, but also had to coordinate the various elements of the marketing mix to implement effective marketing programs.

In summary, each of the marketing mix variables are described as follows.

- 1) **Products.** According Sunu (1995: 99) the product is anything that can be offered to the market to be noticed, purchased or consumed. Basu Swastha and Irawan (1996: 165) says that the product is of a complex nature, whether tangible or intangible, including wrapping, color, price, the company's

achievements, and the retailer received by the buyer to satisfy the wants and needs.

- 2) **Price.** Price is the value of goods and services measured by the amount of money. Based on the value of a person or company willing to release the goods or services owned to others. Inside the company, the price of a good or service is determining the market demand. Prices may affect the competitive position of the company. Decisions on pricing should never be done by chance. In common products, falling prices could increase sales, whereas in the products that carry the prestigious image, the price increase will raise the sales for products with high prices will show individual achievement.
- 3) **Distribution / Place.** Place reflects the activities of the company that made the product available to target consumers. Part of the task is to choose an intermediary distribution that will be used in the distribution channel that is physically handling and lifting products through the channel, meaning that the product can reach the target market in a timely manner.
- 4) **Promotion.** Promotion reflecting activities that communicate the benefits of the product and persuade consumers to buy them. Thus, promotion is a component that is used to provide and influence the market for the company's products. The activities are included in the promotion are advertising, sales promotion, personal selling and publicity.

Marketing Mix Strategy

According Yoeti (2002: 107), the marketing strategy is not just the marketing mix or the four elements of P (product, price, place and promotion), but to implement it must first be selected who the target market that will be addressed, whether sufficient budget to carry out marketing activities it, and whether the time to market on time. This is important because if the timing is not suitable or appropriate, then everything will be in vain. Briefly each marketing mix strategies are outlined below.

Product Strategy

Broadly speaking, the product strategy can be grouped into several types, namely the product positioning strategy, product repositioning strategy, strategy of product overlap, the scope of product strategy, product design strategy, product elimination strategy, new product strategy and diversification strategy.

1. **Product Positioning Strategy.** Positioning strategy is a strategy that seeks to create a unique differentiation in the minds of target customers that need a brand image or product that is superior to brand / product competitors.
2. **Product Repositioning Strategy.** This strategy required occurs when one of the four following possibilities: 1) There are competitors who entered and positioned adjacent to brand their products so that the company had a negative impact on the company. 2) Consumer preferences have changed. 3) Found a new group of customer preferences, followed by a promising opportunity. 4) There was an error in the previous positioning.

3. **Product Overlap Strategy.** This strategy is a marketing strategy that creates competition for the company's own particular brand. This rivalry is formed in three ways, as follows: 1) The introduction of products that compete with existing products. 2) The use of private labels, which produce a product which uses the brand name of another company. 3) Sell the components used in the company's own products to competitors. The underlying factor is the desire to produce at full capacity level and the desire to promote the primary demand.
4. **Product Scope Strategy.** This strategy is associated with a perspective on a company's product mix, such as the number of products and the number of items each day has to offer. This strategy is determined by calculating the overall mission of the business unit. There are some requirements in implementing this strategy, which is as follows: 1) Single-product strategy, the company must update the product, even should be technology leaders to avoid obsolescence (outdated). 2) Multiproduct strategy, the product should complement each other in a portfolio of products. 3) System-of-products strategy
5. **Product Design Strategy.** This strategy relates to the degree of standardization of products. The company has three options strategy, ie standard products, customized products with specific customer needs and wants, and standard products with the modifications. The goal of each of these strategies is as below: 1) Standard products, to improve the company's economics of scale through mass production. 2) Customized products, to compete with mass production manufacturers through product design flexibility. 3) The standard product with modifications, to combine the benefits of two strategies above.
6. **Product Elimination Strategy.** In essence, a product that is not successful or not in accordance with the company's product portfolio needs to be abolished because it could hurt the company concerned, in both the short and long term. Most of the product in those categories can be characterized as follows: 1) Low profitability. 2) Sales volume or market share is stagnant or even declined. 3) The risk of obsolescence is big enough. 4) The products had entered the maturity stage or decrease in the product life cycle. 5) Products from less according to the strength or the mission of the business unit.
7. **New Product Strategy.** Definition of new products may include original products, perfected products, modified products, and a new brand that developed through research and development efforts. In addition, it can also be based on consumers' views about the product. Generally, the objectives of the creation of the new product are as follows: a) To meet the new requirements and strengthen the company's reputation as a innovator, offering a product that is newer than the previous product. b) To maintain the competitiveness of the existing products, that is by offering a product that can provide a new kind of satisfaction, can form in addition to the existing product vision or revision of the product that does not exist.

8. Diversification Strategy. Diversification is an effort to find and develop new products or markets or both in order to pursue my growth, increased sales, profitabilitas, and flexibility. In broad outline, the diversification strategy was developed with a variety of purposes including: 1) promote growth when the market / existing products have reached the maturity stage in the product life cycle. B) maintain stability by spreading the risk of fluctuations in earnings

Pricing Strategy

In order to be successful in marketing a product or service, every company must establish appropriate price. Price is the only element of the marketing mix that provides income or revenue for the company, while the other three elements (products, distribution, and promotion) causes costs (expenses). In addition, the price of a marketing mix that is flexible, meaning it can be changed quickly.

Pricing strategies can be grouped into new products pricing strategy; established products pricing strategy, strategic flexibility pricing strategy, product lines pricing strategy, bundling pricing strategy, price leadership strategy, pricing strategies to establish market share.

Distribution Strategy

Distribution channel is route or a series of intermediaries, both managed by independent or marketers in delivering goods from producers to consumers.

The distribution strategy includes distribution channel strategy, distribution range strategy, multiple distribution channel strategy, distribution channel modification strategy, distribution channel control strategies, conflict management strategies in distribution channels.

Promotion Strategy

Promotion is one of the factors determining the success of a marketing program. No matter how high the quality of a product, if consumers have never heard it and was not sure that the product that will be useful to them, then they will never buy it.

Promotion strategy includes promotion spending strategies, promotional mix strategies, strategic media selection, ad copy strategy, sales strategy, motivation strategies and providing salespeople.

Sales

Sales is a process in which the seller to make sure, anticipating and satisfying the needs or wishes of the buyer in order to achieve the benefits, both for the seller and for the buyer in a sustainable and beneficial for both parties (Winardi, 1991: 3). Thus, the sale is a process of exchange of goods / services between sellers and buyers, with a medium of exchange in the form of money and the people who sell things will get financial rewards.

In sale the seller is required to have artistic talent and skills to influence others. Talent is often not shared by everyone because it is not easy to direct the willingness of prospective buyers a way forward various reasons and opinion. The factors that could affect the sales activities are as follows:

1. Sales Conditions and Capabilities. Sales transaction in principle involves two parties: the seller as the first party and the purchaser as the second party. In this process, sellers should be able to convince the buyer to successfully achieve expected sales objectives. Some of the important issues that need to be understood by the seller is the type and characteristics of the goods, prices, terms of sale.
2. Market conditions. The market in question in this case is a group of buyers or parties who were targeted in the sale. Market conditions need to be considered is the type of market, the buyer group or segment of the market, its purchasing power, the frequency of the purchaser, desires and needs.
3. Capital. Capital is required when product is not yet known and the buyer's location away from the seller's premises. To introduce the product, the seller brought the product to the buyer. To that end, the need for facilities and businesses, such as transportation, business promotion, and so on. If the company has the funds, there is a possibility that it will be done.
4. Conditions of the Company's Organization. In larger companies, the sales process is usually handled by the sales department containing by those skilled in the art of sales. In contrast, in a small company, with sales handled by the top leadership and was not given to others.
5. Other Factors. Other factors such as granting discounts, commissions, etc., often affecting sales. Thus, marketing activities can stimulate the attractiveness of the buyer to buy a product.

Basically, businesses in tourism facilities was organized with a business license, but businesses such as rental homes to tourists for a certain period commonly known as the cottage is not based on the license. The obligation to have a business license, which includes the implementation of this classification is an attempt to stall as a family business, as well as small businesses that provide the needs for tourist purposes, such as business art shop or souvenir shop, and others.

Hypothesis

Based on the description of the research background, the theoretical basis and research purposes, then formulated the following hypotheses: (1) There is a positive relationship between marketing mix variabls consisting of product, price, place, and promotion towards sales. (2) There is a simultaneous and partial effect marketing mix variables consisting of product, price, place, and promotion towards sales. (3) At least there is one marketing mix variables that most significantly impact towards sales.

METHODS

Identification Variables and Operational Definitions

The variables that are closely related affecting sales (Y) can be identified, ie product (X_1), price (X_2), place / distribution (X_3), and promotion (X_4). The operational definition of each variable is explained as follows.

1. Sales is a sales turnover growth can be achieved by the company.

2. The product is the result of craft items that can be offered to consumers to consider and purchase
3. The price is the value of a good craft as measured by the amount of money, in a situation in which consumers are willing to buy.
4. Distribution / place is an intermediate used in distributing products that consumers can purchase.
5. Promotion is a component that is used to influence consumers that are willing to buy.

Sample Size Determination

To determine the number of samples to be taken and used in this study is Random Sampling Method. This is quite an objective, frequently used, and suitable for not so much sample amount and can reduce subjectivity in sampling. The number of samples taken in this study is 10% of the population of 184 respondents, as many as 64 respondents.

The sample size taken from the population using formulas created by Slovin cited Sevilla and Umar (1994: 49):

$$n = N/[1+N(e)^2]$$

Information:

n = sample size

N = the number of population, in this case 184

e = level of precision (limits of accuracy) is desirable, in this case 10%.

The sample size is calculated as follows:

$$\begin{aligned}n &= 184 / [1 + 184 (0.1)^2] \\ &= 184 / 2.84 \\ &= 64.78 \\ &= 64 \text{ respondents}\end{aligned}$$

Thus, the sample used is as many as 64 respondents

Samples were taken with random sampling method, because the art shop's in Pasar Atas is selling the same type of goods, namely bracelets, necklaces, key chains, gemstones and other handicrafts.

Data Collection Procedures

The data collected in this study using interviews and observation.

Data Analysis Techniques

The analysis technique used to answer the research problem is (1) Correlation Analysis, (2) Regression Analysis, (3) Stepwise Analysis.

Value of Test Validity Construction can be done by calculating the correlation of each statement with a total score based on a formula Technical Product Moment Correlation, as follows:

$$r = \frac{N(\sum xy) - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Information :

N = number of samples

V = Variable Marketing Mix

Y = Sales

Correlation values (r_{count}) were obtained and compared with the number of correlation value r (r_{table}), if the value of r_{count} is greater than the value of r_{table} with a level of 5%, then the research instruments was significant.

Multiple Linear Regression Analysis

Regression analysis to estimate the independent variables that affect the sales volume, formulated as follows.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots \beta_4 X_4 + e$$

Information :

Y = the dependent variable, the value of sales

X = independent variable, namely the variables that affect the value of sales

β_0 = Constant

β_1 - β_4 = Coefficient of regression

e = Error

X_1 = Product sales items

X_2 = Cost of sales

X_3 = Distribution sales location

X_4 = Promotion

The assay used in this study are:

a. F Test (Variance Test)

To determine whether the independent variables X simultaneously significantly influence the dependent variable.

F test to prove whether there is at least one variable Y. F test is formulated with:

$$R_{\text{count}} = \frac{R^2/k}{(1 - R^2)/(n - k - 1)}$$

Information :

k = number of independent variables

n = number of samples

R^2 = coefficient of determination

At the 95% confidence level or on the real level of 5% variation regression hypothesis test simultaneously by using variation analysis or F test through the following procedures. To determine the significance of variations in the regression analysis, the comparison between the calculated F_{count} of regression with F_{table} . If the $F_{\text{count}} > F_{\text{table}}$ 5%, meaning that simultaneous X independent variables affect the dependent variable Y. If $F_{\text{count}} < F_{\text{table}}$ 5%, meaning that simultaneous independent variables X has no effect on the dependent variable Y.

b. t test

The t-test carried out to determine which independent variable X affect the dependent variable Y. T test would significantly test the effect of independent variable (X) partially on the dependent variable (Y) which can be calculated using the formula:

At the 95% confidence level or on the real level of 5% of the test carried out with the formulation of hypotheses as follows.

Ho: $\beta_1 = \beta_2 = \dots \beta_4 = 0$, indicates that the independent variable (X_1) to variable X_4 does not significantly affect the dependent variable (Y).

H1: $\beta_1 \neq 0$, at least one of the independent variable (X) we tested has a significant influence on the dependent variable (Y).

The hypothesis test above is done by comparing the value of t_{count} with t_{table} . If the $t_{count} > t_{table}$ 5%, meaning that partially independent variables (X_i) has an effect on the dependent variable (Y). If $t_{count} < t_{table}$ 5%, meaning that partially independent variables (X_i) has no effect on the dependent variable (Y).

Stepwise Analysis and Path Analysis

Stepwise Analysis is used to determine the independent variables (X_i) that have the most influence in sequence on the dependent variable (Y). This analysis is based on regression analysis a step forward and a step backward simultaneously selected with the partial correlation coefficient between variable X with variable Y of the strongest.

Path analysis is used to determine the independent variables (X_i) that has the greatest direct influence in sequence of variable X to variable Y, which is based on the results of simple linear correlation analysis.

RESULTS AND DISCUSSION

Correlation Analysis

From the correlation analysis of four independent variables (X) towards the sale of souvenirs (Y), it can be seen that individually there are three variables X that shows the correlation or relationship showed significantly ($p < 0.05$) to variable sale of souvenirs (Y), the variable handicraft products (X_1), the distribution of sale (X_3), and promotion (X_4), but the price variable (X_2) shows not significant correlation ($p > 0.05$).

The higher the value of the correlation coefficient indicates the increasingly close relationship. In addition, the variable X_1 , X_3 , and X_4 can be said that the higher the value of the correlation coefficient can lead to increasing sales (Y). It can be calculated by the correlation value for the variable (X) with sales (Y) which is positive. One variable (X) others that show a correlation between the variables (X) which states the nature of collinearity among the variables X. It turns out that the X_1 was significantly correlated with X_2 and X_3 ; X_2 correlated with X_3 and X_4 and X_3 to X_4 , but the variable X_1 to X_4 did not show any significant correlation ($p > 0.05$) or no real connection between the variables X_1 to X_4 .

The Influence of Marketing Mix Strategy, Simultaneously and Partially towards Sales

Four X variable has a very significant influence towards Y variable (sale of souvenirs) with a calculated F_{count} of 7.86 or with a probability (p) of 0.000. Furthermore, of the four X variables can be known which one has a real effect partially to variable Y (sale of souvenirs) can be determined by t test.

$$Y = 0.413 + 0.308 X_1 - X_2 + 0.268 + 0.298 0.0985 X_3 X_4$$

It can be said that three of the four variables, namely X_1 (handicraft products), X_2 (sales price), and X_4 (sale) showed a significant effect on the level of $< 5\%$ and the

remaining variables X_3 (distribution of sales locations) showed no significant effect ($p > 0.05$). From the results of multiple linear regression analysis of four variables X are included in the above model to Y obtained the coefficient of determination (R^2) of 31.60%.

This means that 31.6% of the variation of the variable Y (sale of souvenirs) can be explained simultaneously by the independent variables are real. Although the coefficient of determination (R^2) is relatively small (< 0.50), it shows the F_{test} that is highly significant ($p = 0.000$). It was from four independent variables X that shows the real effect on the real level ($\alpha < 5\%$, or at odds (p) < 0.05). The variables that significantly affect the sale of souvenirs variable (Y), the variable X_1 (goods crafts) with significance level (α) = 0.1% or $p = 0.001$; X_2 (sales price) with significance level (α) = 1.9%, $p = 0.019$; X_4 (sale) with significance level (α) = 0.1% or with $p = 0.001$.

One other variable that showed no significant effect on the level of $\alpha > 5\%$ is a variable X_3 (distribution of sales locations) with significance level (α) = 3.00%, or with $p = 0.300$.

The Influence Level of Each Marketing Mix Towards Sales

Furthermore, to determine which variables that have the most influence on the sale of souvenirs (Y), then followed by leveled regression analysis or stepwise regression, Wisestep regression analysis obtained three independent variables X which has the strongest links in sequence to Y .

The most strongly linked to Y (sale of souvenirs) indicated by the variable X_1 (handicraft products) with a coefficient of determination (R^2) of 15.78%. This means that the sale of souvenirs (Y) amounted to 15.78% influenced by the product itself (X_1). The better the product, the sales will be increased. The second level after X_1 is X_4 (sale) with a coefficient of determination (R^2) cumulative, ie by 25.33%. This can explain that by 9.55% or (25.33% - 15.77%) from the sale of souvenirs (Y) is influenced by X_4 (promotion). The third stage is the effect of variable X is the smallest still significant influence on the sale of souvenirs (Y) is variable X_3 (distribution of sales locations) with a coefficient of determination (R^2) cumulatively amounted to 30.52%. X_3 can be explained that the sale of souvenirs (Y) of 5.19% or (30.52% - 25.33%) is affected by the variable distribution of point of sale (X_3).

Thus, it can be said that the location also determines the size of the sale of souvenirs. The rest, X_2 (sales price) showed no significant effect on the sale of souvenirs (Y) with the coefficient of determination (R^2) of 1.08%. This value can be negligible influence.

Furthermore, of the three stages of the wise regression analysis steps can be modeled regression equation step by step as follows:

1. The first phase by the equation: $Y = 0.7874 + 0,342X_1$
2. The second phase by the equation: $Y = 0.2092 + 0.290 + 0.254 X_1$ and X_4
3. The third stage by the equation: $Y = 0.5504 + 0.332 X_1 + 0.317 + 0.250 X_2 X_4$

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

- 1) Individually there are three variables that showed a significant correlation ($p < 0.05$) on souvenir sales variable (Y), they are product (X_1), distribution (X_3), and promotion (X_4).

- 2) The results of multiple linear regression analysis showed that, simultaneously, four variables has significant influence on the variable (Y) with a calculated F_{count} of 6.67. The coefficient of determination (R^2) of 30.52%. This means that 30.52% of sales variation (Y) is explained by the variation of Y simultaneously.
- 3) The results of multiple linear regression analysis showed that product (X_1), price (X_2), and promotion (X_4), partially has significant influence on sales (Y).
- 4) From the stepwise analysis we obtained that X_1 , X_2 and X_4 has a strong relationship to Y.

Suggestions

To increase its sales volume, it is recommended to art shopentrepreneurs to:
(1) They should always take into consideration about certain factors, such as giving rebates, consumption, and others in determining the price because the price has a very large impact on the level of sales. (2) The physical environment need to get improvement, both from the local government, as well as from employers art shop.

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