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ANALYSIS OF THE EFFECT OF THE MARKETING MIX ON THE PURCHASE DECISION OF HONEY PURCHASES AT THE ACEH AGRICULTURAL TRAINING CENTER, LEUMBAH DISTRICT, SEULAWAH, ACEH BESAR REGENCY

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Abstract

Butternut squash is a type of pumpkin plant like peanut seeds and has very sweet taste of fruit flesh. This pumpkin has yellow color like butter so it is called butternut. This fruit has good nutrition for health. Butternut squash started the production at Aceh Agricultural Training Center, Saree, Leumbah Seulawah Subdistrict, Aceh Besar district since 2016. This center have 1 Ha with 5000 plants and it was became a trial area for new food commodities. The results of the honey pumpkin are sold in Farmer Agro Market Expo at the Aceh Agricultural Training Center with price of 80,000 IDR / kg. Marketing of honey pumpkin in Aceh Agricultural Training Center has several problems because the price is expensive and some people in Aceh did not know the benefits of honey pumpkin. This study aims to analyze the effect of the marketing mix on the purchasing decision of honey pumpkin at Aceh Agricultural Training Center in Leumbah Seulawah Sub-District, Aceh Besar District. The sampling method in this study used accidental sampling. Data analysis used a multiple linear regression analysis model using SPSS version 18.0 software. The results showed that the R2 coefficient value was 0.439, purchasing decisions can be explained by the four marketing mix variables, namely products, prices, places and promotions 44%. While 56% is explained by other variables outside the model. The value of F count 6.838> F table 2.640, meaning that all marketing mix variables have a significant effect on the decision to purchase honey pumpkin in Aceh Agricultural Training Center. Partially the products, prices,

Keywords: ***marketing mix, purchase of decision.***

1. INTRODUCTION

The buying process begins when a person realizes his or her needs. A person's buying behavior can be said to be unique, because everyone's attitude is different. In addition, consumers come from various segments so that what they want and need is different. Purchase decisions are influenced by consumer involvement and trust. The higher the consumer is involved in the search for product information, the greater the consumer's incentive to make a purchase.

Pumpkin honey (Butternut squash) is a type of pumpkin plant with a shape like a peanut seed and has a very sweet flesh taste that is called a honey pumpkin. This pumpkin has a buttery yellow flesh color, so it is called butternut, has good nutritional content for health, namely high levels of vitamin A, calcium, potassium, folic acid, antioxidants, beta carotene and high iron. Honey pumpkins have been produced in the Aceh Agricultural Training Center Complex, Saree Settlement, Leumbah Seulawah District, Aceh Besar Regency since 2016, by getting ideas from agricultural office employees who study work in the Bandung area, an area of 1 ha with a population of 5000 plants as a commodity trial area. new food, the results obtained are quite promising and show a high production of up to 3 tons.

The marketing of honey pumpkins in the Balai Diklat complex is experiencing problems because of the high price, which is Rp. 80,000/kg and some Acehnese people are not familiar with the benefits of this honey gourd. Therefore, people will not be interested in buying honey

pumpkins, because people do not get information about honey pumpkins, because the Education and Training Center does not implement a marketing strategy. Realizing the problems that arise, the Education and Training Center began to think of strategies to attract consumers to be interested in their products and influence consumers to make purchasing decisions on their products. The marketing mix or often referred to as the marketing mix is a set of controlled marketing tools that the company combines to produce the desired response in the target market. The right marketing strategy to influence purchasing decisions for pumpkin honey is the use of a marketing mix strategy. These strategies include: product, price, place, and promotion strategies.

This study aims to analyze the influence of the marketing mix on purchasing decisions of honey pumpkins at the Aceh Agricultural Training Center, Saree Settlement, Leumbah Seulawah District, Aceh Besar District.

2.RESEARCH METHOD

This research was conducted at the Aceh Agricultural Training Center, Saree Settlement, Leumbah Seulawah District, Aceh Besar District. This study uses two sources of data, namely primary and secondary data, primary data is data obtained from interviews with respondents (consumers) who buy honey pumpkins at the Aceh Agricultural Training Center, Saree Settlement, Leumbah Seulawah District, Aceh Besar District. Secondary data is data obtained from literature studies, journals and internet related to research.

The analytical method used to test the hypothesis in this study is the method of multiple linear regression analysis, and to get good results multiple linear regression requires the classical assumption test. To analyze how the influence of the marketing mix on purchasing decisions, each indicator is measured using a Likert scale. Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. The form of the Likert scale used is as follows:

Strongly agree (SS) = Score 5
Agree (S) = Score 4
Neutral (N) = Score 3
Disagree (TS) = Score 2
Strongly disagree (STS) = Score 1

2.1 Validity and Reliability

2.1.1 Validity Test

The formula used to test the validity is the Pearson product moment correlation formula with rough numbers (Suharsimi Arikunto, 2006), the formula is as follows:

$$rxy = N.\sum XY\ X.\sum Y\ \{N.\sum X2 - (\sum X)\ 2\}\{\ N.\sum Y2 - (\sum Y)\ 2\}$$

Information:

Rxy = correlation coefficient sought
N = number of respondents
X = total score of each item
Y = total score of each respondent

2.1.2 Reliability Test

The formula used to test the reliability of the questionnaire in this study is the alpha/cronbanch's alpha reliability formula, which is as follows:

$$rn\ = \{\ K\ K-1\ \}\{1-\sum \sigma b2\ \sigma 12\ \}$$

Information:

Rn = instrument reliability
K = number of questions
□□b2 = number of item variances
12 = total variance

2.2 Classic assumption test

2.2.1 Multicollinearity Test

To detect the presence or absence of multicollinearity in this study, it was done by looking at the value of VIF (Variance Inflation Factor). If the VIF value is greater than 10, there is a very high multicollinearity in the data (Gujarati, 2003).

2.2.2 Heteroscedasticity Test

Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of the pattern on the scatterplot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the residual (Y predicted - Y actually) that has been studentized. If there is a certain pattern, such as the dots that form a certain regular pattern (wavy, widened then narrowed), then it indicates that heteroscedasticity has occurred. If there is no clear pattern and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

2.2.3 Normality Test

The normality test aims to test whether in the regression model, the dependent variable (dependent) and the independent variable (independent) have a normal distribution or not. To find out a good regression model, that is, if the variables studied have a normal distribution or are close to normal. This is in accordance with the theory put forward by Gujarati (2013) which states that a data is said to be normally distributed, so the distribution of data on a diagonal source on a normal pp plot of Regresstion Standardizet Residual follows a diagonal line.

2.3 Multiple Linear Regression Analysis

The formula used in this research is:

$$\mathbf{Y = a + b1X1 + b2X2 + b3X3 + b4X4 + e}$$

Information :

Y = Purchase Decision
a = Constant
b1……b4 = Regression Coefficient
X1 = product (product)
X2 = Price (price)
X3 = place (place)
X4 = Promotion (promotion)
e = error

2.4 Hypothesis Test

2.4.1 Partial test (t test)

The t test was used to partially test each variable. Ho is accepted and Ha is rejected at a certain significant level (α) if tcount < ttable. This shows that the independent variable (marketing mix) partially has no significant effect on the dependent variable (purchase decision). Ho is rejected and Ha is accepted at a certain significant level (α) if tcount > ttable, so that the

independent variable (marketing mix) partially has a significant effect on the dependent variable (purchase decision).

2.4.2 Simultaneous Test (F Test)

The F test is used to find out the independent variables together have a significant influence on the dependent variable. Significant means that the relationship that occurs can apply to the population. The significance level uses a = 5% or 0.05. Ho is accepted and Ha is rejected at a certain significant level (α) if Fcount < Ftable. This shows that the independent variable (marketing mix) has no significant effect on the dependent variable (purchase decision). Ho is rejected and Ha is accepted at a certain significant level (α) if Fcount > Ftable, so that the independent variable (marketing mix) has a significant effect on the dependent variable (purchase decisions).

2.4.3 Coefficient of Determination (adjusted R Square)

By using statistics to determine the coefficient of determination the following formula is used:

$$R^2y.12 = e_i^2\ y_i^2$$

With description:

$R^2y.12$ = coefficient of determination
ei2 = residual square value
yi2 = the value of the square of the variable

3. RESULTS AND DISCUSSION

3.1 Discussion Mix

3.1.1 Products

Table 1. Respondents' responses to the sweet taste of honey pumpkin

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	19	47.5
4	Agree	21	52.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
	Amount	**40**	**100**

Source: Primary data (processed), 2018

Based on table 1 shows as many as 40 respondents stated that the taste of honey pumpkin is sweet. Pumpkin honey has the right level of sweetness. This is because honey pumpkin has sugar content so it tastes sweet without having to add sugar.

Table 2. Respondents' responses to the soft texture of the honey pumpkin

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	11	27.5
4	Agree	29	72.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
	Amount	**40**	**100**

Source: Primary data (processed), 2018

Based on table 2 above shows as many as 40 respondents stated that honey pumpkin has a soft texture. This is because the honey pumpkin has a soft meat texture and there is no fiber at all, so the meat can be used as a whole without any wasted or unused meat.

Table 3. Respondents' responses about the attractive shape of the honey gourd

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	3	7.5
4	Agree	19	47.5
3	Neutral	17	42.5
2	Don't agree	1	2.5
1	Strongly disagree	0	0
	Amount	**40**	**100**

Source: Primary data (processed), 2018

Based on table 3 shows as many as 22 respondents stated that the honey pumpkin has an attractive shape. This is because the honey pumpkin has a unique shape, which is a shape like peanuts and the seeds are located at the bottom so that it attracts the attention of consumers to buy, while as many as 17 respondents stated that it was neutral for the attractive honey pumpkin shape. This is because for them that the shape of the honey gourd is not very attractive so that when they make a purchase the honey gourd is not based on the shape of the honey gourd but rather the taste of the honey gourd.

3.1.2 Price

Table 4. Respondents' responses regarding the price which is quite expensive when compared to ordinary pumpkins

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	0	0
4	Agree	0	0
3	Neutral	13	32.5
2	Don't agree	18	45
1	Strongly disagree	9	22.5
	Amount	**40**	**100**

Source: Primary data (processed), 2018

Based on table 4 shows as many as 27 respondents who stated that the price of honey pumpkin is not expensive when compared to ordinary pumpkin. This is because the price of the honey pumpkin is Rp. 25,000/Kg while the price of the ordinary pumpkin is Rp. 20,000/fruit and the quality contained in the honey pumpkin is in accordance with the price offered. The higher the price offered for a product, the higher the quality of the product.

Table 5. Respondents' responses regarding the price offered in accordance with the quality of the honey pumpkin product

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	10	25
4	Agree	30	75
3	Neutral	0	0
2	Don't agree	0	0

1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 5 shows as many as 40 respondents stated that the price offered was in accordance with the quality of the honey pumpkin product. This is because the quality of the honey pumpkin is indeed high, because the honey pumpkin has a sweet taste without having to add sugar, has no fiber, is rich in nutrients, and has a unique shape.

Table 6. Respondents' responses regarding the price of honey pumpkin is affordable by all people

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	**(2)**	**(3)**	**(4)**
5	Strongly agree	0	0
4	Agree	16	40
3	Neutral	10	25
2	Don't agree	12	30
1	Strongly disagree	2	5
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 6 above shows as many as 16 respondents stated that the price of honey pumpkin is affordable by all people. Affordable here means that the price of honey pumpkin can still be paid by consumers. For respondents with high incomes, of course, they have high purchasing power, so that whatever the price of pumpkin honey they can still be paid. There are 14 respondents who think the price of honey pumpkin is unaffordable. This is because respondents who do not continue to re-purchase honey pumpkins assume that when there are many other needs that must be met and the income received happens to be low, then the price of honey pumpkins is not affordable.

3.1.3 Place

Table 7. Respondents' responses regarding the location of honey pumpkin sales is easy to reach

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	**(2)**	**(3)**	**(4)**
5	Strongly agree	9	22.5
4	Agree	23	57.5
3	Neutral	8	20
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 7 shows as many as 32 respondents stated that the location of honey pumpkin sales is easy to reach. This is because the location of the sale of honey pumpkins is located on the side of the Medan-Banda Aceh road. Making it easier for anyone who wants to buy a honey pumpkin.

Table 8. Respondents' responses regarding the convenience of the location of purchasing honey pumpkins.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	**(2)**	**(3)**	**(4)**
5	Strongly agree	15	37.5
4	Agree	25	62.5

3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 8 shows as many as 40 respondents stated that the location of the sale of pumpkin honey has a comfortable atmosphere. This is because the arrangement of the location of the honey pumpkin sales is regular, providing seating, various drinks and food, the place is clean, not crowded, bright, and cool, it is like a cafe in general, can be a resting place for visitors or honey pumpkin buyers, making consumers feel comfortable buying pumpkin honey.

3.1.4 Place

Table 9. Respondents' responses regarding promotional messages were conveyed through internet media.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	**(2)**	**(3)**	**(4)**
5	Strongly agree	16	40
4	Agree	24	60
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 9 above shows as many as 40 respondents stated that promotional messages were indeed delivered through internet media, this was because promotional messages were delivered via google. So that wherever consumers are, they can get information on pumpkin honey without having to come to the location of the sale of pumpkin honey to get information on pumpkin honey.

Table 10. Respondents' responses regarding the promotional messages conveyed attracted attention to buy honey pumpkins.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	**(2)**	**(3)**	**(4)**
5	Strongly agree	8	20
4	Agree	20	50
3	Neutral	12	30
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 10 shows as many as 28 respondents stated that the promotional message conveyed attracted attention to buying pumpkin honey. The message conveyed by the honey pumpkin company is a unique fruit shape, sweet taste, no fiber, butter yellow flesh color, nutritional content, price, and location of sale. Respondents simply get information about honey pumpkin from messages conveyed by the media during promotions. So that consumers are interested in buying pumpkin honey.

Table 11. Respondents' responses regarding the content of messages conveyed on the internet are in accordance with their products.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	21	52.5
4	Agree	19	47.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 11 shows as many as 40 respondents stated that the content of the message conveyed on the internet media was in accordance with the product. This is because the respondents have enjoyed the honey pumpkin and the benefits that can be obtained from the honey gourd are in accordance with what was conveyed on the internet media, namely the honey pumpkin has a sweet taste without adding sugar, yellow flesh like butter, does not have fiber, is rich in sugar. nutrition, and has a unique shape.

3.2 Purchase Decision Stages

3.2.1 Recognition of Needs

Table 12. Respondents' responses about buying honey pumpkins based on needs

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	4	10
4	Agree	16	40
3	Neutral	0	0
2	Don't agree	20	50
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 12 shows as many as 20 respondents stated that they did not agree with this statement, 16 respondents agreed with this statement, and 4 respondents stated that they strongly agreed with this statement. So it can be concluded that as many as 50% of respondents who stated that they did not agree that consumers' purchasing decisions were based on needs. Because many respondents buy honey pumpkins because they are interested in seeing the shape and curious about the taste, so respondents buy honey pumpkins without involving their needs.

3.2.2 Information Search

Table 13. Respondents' responses about getting honey gourd information from other people

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	0	0
4	Agree	0	0
3	Neutral	9	22.5
2	Don't agree	17	42.5
1	Strongly disagree	14	35
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 13, 31 respondents stated that they did not agree with this statement, and 9 respondents stated that they were neutral with this statement. This means that most of the

respondents, as many as 77.5%, stated that consumers know pumpkin honey not because they get information from other people, but they get information from the internet media and there are also those who pass by accidentally so they immediately get information from the pumpkin producer or company. .

Table 14. Respondents' responses regarding seeking more information about honey gourd.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	17	42.5
4	Agree	23	57.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 14, 23 respondents stated that they agreed with this statement, and 17 respondents stated that they strongly agreed with this statement. So it can be concluded as many as 57.5% of respondents who agreed that consumers will seek more information about honey pumpkin. This is because pumpkin honey has many benefits, so respondents will seek more information about pumpkin honey, such as what benefits pumpkin pumpkin has for health, and so on.

3.2.3 Evaluation of Alternatives

Table 15. Respondents' responses about looking for alternatives other than pumpkin honey

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	0	0
4	Agree	10	25
3	Neutral	7	17.5
2	Don't agree	16	40
1	Strongly disagree	7	17.5
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 15 shows as many as 10 respondents stated that they agreed with this statement, and 16 respondents stated that they did not agree with this statement. So it can be concluded as many as 25% of respondents who agree that consumers will look for other alternatives besides pumpkin honey, namely ordinary pumpkin. This is because respondents who choose another alternative, namely by buying ordinary pumpkins because respondents do not really need honey pumpkins, respondents just want to make cakes or other things that can be replaced with ordinary pumpkins without having honey pumpkins. A total of 17.5% of respondents stated neutral that consumers would look for other alternatives besides pumpkin honey, namely ordinary pumpkin, this means that if consumers need honey pumpkins for their needs and cannot be replaced with ordinary pumpkins then consumers will not choose another alternative, namely ordinary pumpkins, whereas if consumers need pumpkin pumpkins for their needs that can be replaced with ordinary pumpkins then consumers will choose another alternative, namely ordinary pumpkin. As many as 57.5% of respondents stated that they did not agree that consumers would look for other alternatives to pumpkin honey, namely ordinary pumpkin. This is because respondents buy

ordinary pumpkins because their needs cannot be replaced with ordinary pumpkins, such as respondents buying honey pumpkins for baby food, buying honey pumpkins to sell juice and so on, these respondents will not choose another alternative, namely ordinary pumpkins. whereas if consumers need pumpkins for their needs that can be replaced with ordinary pumpkins, consumers will choose another alternative, namely ordinary pumpkins. As many as 57.5% of respondents stated that they did not agree that consumers would look for other alternatives to pumpkin honey, namely ordinary pumpkin. This is because respondents buy ordinary pumpkins because their needs cannot be replaced with ordinary pumpkins, such as respondents buying honey pumpkins for baby food, buying honey pumpkins to sell juice and so on, these respondents will not choose another alternative, namely ordinary pumpkins. whereas if consumers need pumpkins for their needs that can be replaced with ordinary pumpkins, consumers will choose another alternative, namely ordinary pumpkins. As many as 57.5% of respondents stated that they did not agree that consumers would look for other alternatives to pumpkin honey, namely ordinary pumpkin. This is because respondents buy ordinary pumpkins because their needs cannot be replaced with ordinary pumpkins, such as respondents buying honey pumpkins for baby food, buying honey pumpkins to sell juice and so on, these respondents will not choose another alternative, namely ordinary pumpkins. 5% of respondents stated that they did not agree that consumers would look for alternatives other than pumpkin honey, namely ordinary pumpkin. This is because respondents buy ordinary pumpkins because their needs cannot be replaced with ordinary pumpkins, such as respondents buying honey pumpkins for baby food, buying honey pumpkins for selling juice and so on, the respondent will not choose another alternative, namely ordinary pumpkins. 5% of respondents stated that they did not agree that consumers would look for alternatives other than pumpkin honey, namely ordinary pumpkin. This is because respondents buy ordinary pumpkins because their needs cannot be replaced with ordinary pumpkins, such as respondents buying honey pumpkins for baby food, buying honey pumpkins for selling juice and so on, the respondent will not choose another alternative, namely ordinary pumpkins.

3.2.4 Purchase Decision

Table 16. Respondents' responses about being motivated to make a purchase.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	21	52.5
4	Agree	19	47.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 16 shows as many as 19 respondents stated that they agreed with this statement, and 21 respondents stated that they strongly agreed with this statement. So it can be concluded as many as 52.5% of respondents who stated strongly agree that consumers are encouraged to buy pumpkin honey. This is because the respondents are interested in the shape of the honey gourd and also the respondents have received information about the honey gourd, so that the respondent is encouraged to make a purchase of the honey gourd because the respondent wants to prove that the information obtained is in accordance with the product.

Table 17. Respondents' responses about feeling confident with purchasing decisions.

Score	Alternative Answer	Number of Respondents	Percentage (%)

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(1)	(2)	(3)	(4)
5	Strongly agree	14	35
4	Agree	26	65
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 17 shows as many as 26 respondents stated that agree with this statement, and 14 respondents stated strongly agree with this statement. So it can be concluded as many as 65% of respondents who agreed that consumers feel confident with purchasing decisions. This is because respondents have received information about pumpkin honey and pumpkin honey has many health benefits.

3.2.5 Post-Purchase Behavior

Table 18. Respondents' responses about being satisfied with the products purchased

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	23	57.5
4	Agree	17	42.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Based on table 18 shows as many as 17 respondents stated that they agreed with this statement, and 23 respondents stated that they strongly agreed with this statement. So it can be concluded as many as 57.5% of respondents who stated strongly agree that consumers are satisfied with the products purchased. This is because respondents who have consumed pumpkin honey feel that the information obtained from pumpkin honey is in accordance with the quality of the product owned by pumpkin honey, so that respondents or consumers of pumpkin honey do not feel disappointed with the products offered, namely pumpkin honey.

Table 19. Respondents' responses about being willing to recommend pumpkin honey to others.

Score	Alternative Answer	Number of Respondents	Percentage (%)
(1)	(2)	(3)	(4)
5	Strongly agree	19	47.5
4	Agree	21	52.5
3	Neutral	0	0
2	Don't agree	0	0
1	Strongly disagree	0	0
Amount		**40**	**100**

Source: Primary data (processed), 2018

Berdasarkan tabel 19 menunjukkan sebanyak 21 orang responden menyatakan bahwa setuju dengan pernyataan ini, dan 19 responden menyatakan sangat setuju dengan pernyataan ini. Maka dapat disimpulkan sebanyak 52,5% responden yang menyatakan setuju bahwa para konsumen

bersedia merekomendasikan labu madu kepada orang lain. Hal ini disebabkan karena produk labu madu memiliki kualitas yang baik dan memiliki banyak manfaat.

3.3 Uji Asumsi Klasik

3.3.1 Uji Multikolinearitas

Tabel 20. Hasil Uji Multikoliniearitas

Model	Collinearity Statistics		
	Tolerance		VIF
1	(Constant)		
	Produk	.943	1.061
	Harga	.845	1.183
	Tempat	.828	1.208
	Promosi	.963	1.039

Source: Primary data (processed), 2018

Pada tabel 20 terlihat bahwa data bebas dari multikoliniearitas dikarenakan nilai VIF untuk semua variabel lebih kecil dari 10.

3.3.2 Uji Heteroskedastisitas

The results of the analysis showed that the data on the influence of the marketing mix on the purchasing decisions of honey pumpkins at the Education and Training Center did not experience heteroscedasticity because the plot did not show a systematic pattern or the residual data were randomly distributed.

3.3.3 Normality Test

Based on the results of graphic analysis (normal PP plot) shows that the data is normally distributed because the residual data is around the regression line.

3.4 Multiple Linear Regression Analysis

Table 21. The Result of the Analysis of the Effect of Marketing Mix on the Purchasing Decision of Honey Pumpkin

Model	Unstandardized Coefficients				
	B	Std. Error	Beta	t	Sig.
1(Constant)	8,294	4.518		1,836	.075
Product	.428	.172	.325	2,492	.018
Price	.572	.160	.492	3,570	.001
The place	.629	.249	.352	2,527	.016
Promotion	.439	.174	.326	2.525	.016

Source: Primary data (processed), 2018

Based on table 21, the regression equation obtained is as follows:

Y= 8.294 + 0.428 X1 + 0.572 X2 + 0.629 X3 + 0.439 X4

From the regression equation can be interpreted as follows:

a. The constant of 8,294 states that if the product (X1), price (X2), place (X3), and promotion (X4) mathematically, X1, X2, X3, and X4 are 0, then the magnitude of consumer purchasing decisions (Y) is equal to 8,294

b. The product regression coefficient (X1) is 0.428, meaning that the product has a positive influence on the purchasing decision variable. If the product variable is increased while the other variables are fixed, the purchase decision will increase.
c. The regression coefficient for the price variable (X2) is 0.572, meaning that the price has a positive influence on the purchasing decision variable. If the price is affordable while other variables remain, the purchase decision will increase.
d. The place variable regression coefficient (X3) is 0.629, which means that the place has a positive influence on the purchasing decision variable. If the place variable is increased while other variables remain, then the purchase decision will increase.
e. The regression coefficient of the promotion variable (X4) of 0.439 means that promotion has a positive influence on the purchasing decision variable. If the promotion variable is increased while other variables remain, then the purchasing decision will increase.

3.5 Hypothesis Test
3.5.1 Partial Test (t)

Table 22. Coefficients (t test)

Coefficientsa

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Beta	t	Sig.
1 (Constant)	8,294	4.518		1,836	.075
Product	.428	.172	.325	2,492	.018
Price	.572	.160	.492	3,570	.001
The place	.629	.249	.352	2,527	.016
Promotion	.439	.174	.326	2.525	.016

Source: Primary data (processed), 2018

a. Product t value (X1) = 2.492; t table = 1.6905, because 2.492 > 1.6905 then Ho is rejected, so that there is a partially significant effect between product variables (X1) on purchasing decisions (Y).
b. Value of t count price (X2) = 3,570; t table = 1.6905, because 3.570 > 1.6905 then Ho is rejected, so that there is a partially significant effect between the price variable (X2) on purchasing decisions (Y).
c. Place value t count (X3) = 2,527; t table = 1.6905, because 2.527 > 1.6905 then Ho is rejected, so there is a partially significant effect between the place variable (X3) on purchasing decisions (Y).
d. Promotional t-count value (X4) = 2.525; t table = 1.6905, because 2.525 > 1.6905 then Ho is rejected, so that there is a partially significant effect between the promotion variables (X4) on purchasing decisions (Y).

3.5.2 Simultaneous Test (F)

Table 23.ANOVA (F Test)

ANOVA
b

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	35,872	4	8,968	6,838	.000a
	Residual	45,903	35	1.312		
	Total	81.775	39			

Source: Primary data (processed), 2018

a. Predictors: (Constant), promotion, product, price, place
b. Dependent Variable: purchase decision
c. Price F table
   The result of F table is 2.640
d. Test decision
   Ho is rejected if F count > F table
   Ho is accepted if F count < F table
e. Conclusion
   The calculated F value = 6.838, F table = 2.640, because 6.838 > 2.640 then Ho is rejected, so that there is a significant influence between product, price, place, and promotion together on purchasing decisions.

3.5.3 Coefficient of Determination (adjusted R Square)

Based on the calculation results in the summary model, the R square number is 0.439. This means that 44% of purchasing decisions can be explained by the four marketing mix variables, namely product, price, place and promotion. While the rest (100% - 44% = 56%) is explained by other variables outside the model.

4.DISCUSSION OF RESEARCH RESULTS

4.1 Influence of Products on Purchase Decisions

The test results obtained that the t-count value of the product (X1) = 2.492, while t-table = 1.6905, because the t-count value is greater than t table, Ho is rejected, so it is concluded that there is a partially significant effect between product variables (X1) on purchasing decisions (Y). If the product variable is increased while the other variables are fixed, the purchase decision will increase.

4.2 Effect of Price on Purchase Decision

The test results obtained the value of t-count price (X2) = 3.570, while t-table = 1.6905, because the value of t-count is greater than t-table then Ho is rejected, so it is concluded that there is a partially significant effect between the price variable (X2) on purchasing decisions (Y). If the price is affordable while other variables remain, then the purchase decision will increase.

4.3 The Influence of Place on Purchase Decision

The test results obtained that the t-count value (X3) = 2.527, while t-table = 1.6905, because the t-count value is greater than t-table, Ho is rejected, so it can be concluded that there is a partially significant effect between the place variable (X3) on purchasing decisions (Y). If the place variable is increased while other variables remain, the purchase decision will increase.

4.4 Effect of Promotion on Purchase Decision

The test results obtained the value of t-count promotion (X4) = 2.525, while t-table = 1.6905, because the value of t-count is greater than t-table, Ho is rejected, so it can be concluded that there is a partially significant effect between the promotional variables (X4) on purchasing decisions (Y). If the promotion variable is increased while other variables remain, then the purchasing decision will increase.

4.5 Effect of Product, Price, Place and Promotion Together on Purchase Decision.

The test results obtained the calculated F value of 6838, F table = 2.640, because F arithmetic is greater than F table then Ho is rejected, so it is concluded that there is a significant influence between product, price, place and promotion together on the decision to purchase honey pumpkins at Balai training.

5. CONCLUSION

From the results of calculations using the t-test, the price variable (X1) gets the t-count result of = 2,492, price (X2) of = 3,570, place (X3) of = 2,527, and promotion (X4) of = 2,525. Thus the hypothesis of the marketing mix variables (product, price, place and promotion) partially has a significant effect on purchasing decisions at the Education and Training Center.

From the results of calculations using the F test, the calculated F value is 6838, and the F table is 2.640 at a significant level of 0.05 so that it can be said that the calculated F value > F table then Ho is rejected and Ha is accepted. Thus the hypothesis which states that the marketing mix variables (product, price, place and promotion) together have a significant effect on purchasing decisions at the Training Center. From the results of the regression equation Y = 8.294 + 0.428 X1 + 0.572 X2 + 0.629 X3 + 0.439 X4, the regression coefficient for the product variable (X1) is 0.428, price (X2) is 0.572, place (X3) is 0.629, and promotion (X4) of 0.439. The place variable has the highest coefficient value. The results of the coefficient of determination (adjusted R Square) obtained the number of R square is 0.439. This means that 44% of purchasing decisions can be explained by the four marketing mix variables, namely product, price, place and promotion. While the remaining 56% is explained by other variables outside the model.

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