



Effect of Marketing Mix on Consumer Decisions in Purchasing Pesticide Products Antracol 70 WP in Enrekang Regency (Case Study on Shallot Farmers Using Pesticides in Anggeraja District)

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Abstract— This study aims to determine the effect of the marketing mix (product, price, promotion, and place) on consumer decisions in purchasing pesticide products Antracol 70 WP in Enrekang district. This research was conducted in Pekalobean Village, Anggeraja District, Enrekang Regency, in February 2022. The respondents in this study were domiciled in Anggeraja Subdistrict, Enrekang Regency as many as 310 farmers. The sampling technique used the simple random sampling method (Simple Random Sampling) as many as 50 respondents. Samples were taken through a questionnaire. The data analysis method used in this research is descriptive analysis. The results showed that the factors that most influence purchasing decisions are product, price, place and lastly promotion. This shows that the product has the largest average value of 4.45 in the "strongly agree" category, meaning that the product greatly influences farmers' decisions to purchase Antracol pesticides, because farmers choose to use Antracol pesticides because the quality of these products has good quality and product suitability farmers want.

Keywords— Marketing Mix, Consumer Decision, Pesticide Antracol 70 wp.

I. INTRODUCTION

The dynamic development of the business world and the rate of growth population which the more increase fast, push the more increase growth economy. Thing this cause existence competition between companies, including in the field of pesticides, is getting sharper especially in their efforts to market their products well in the form of goods and service to consumer. Marketing in a units effort is wrong one aspect activity which veryimportant in determine continuity life and developmenteffort, as well as determine acquisition profit effort. Strategy formulation marketing could help company maintainthe product on position which more good in market so that product could received by consumer. factors which influence and supporting its success is related to the marketing mix. In meeting consumer needs and desires, companies must be able to study and understand consumer behavior patterns.

Understanding consumer behavior patterns can determine the success of the marketing program that is run (Tjiptono, 2010). Furthermore, price and product quality are the main things that consumers pay attention to before making a purchase, they prefer at a relatively affordable price to get quality products, especially products that already have a brand. Marketing activities aim to influence consumers in purchasing a product. In making a purchase, consumers need information about the product to be purchased. To inform the products that have been produced, promotions are carried out.

Pesticides are materials that provide many benefits so that many needed Public on field agriculture (food, plantation, fishery, farm), storage results agriculture, forestry (forest plants and preservation of forest products), house ladder and health environment, settlement, building,transport and etc. In side benefit which given, pesticide also at a time have

potency for could cause impact which no wanted (Ministry Agriculture, 2011). Farmer use pesticide in farming for push population pest and disease which attack on try it.

The producer must pay attention to the value of the product that has been embedded in the hearts of consumers or further develop it in order to maintain the value of the product itself for consumers. Product attributes are elements that are considered important by consumers and are used as the basis for making decisions to buy a product. According to Peter and Olson (2013) product attributes consist of, price, design, color, quality, features, and product brand. All of these product attributes are important considerations in launching a product, because the product launched is largely determined by the product attributes.

The marketing mix can influence consumer decisions in making purchases. The importance of this marketing mix research is expected to be used to determine whether the four variables in the marketing mix affect consumer decisions in buying pesticides. Because the constraints faced are because each farmer has different abilities, desires and expectations that depend on product quality, price, place, and promotion.

II. METHODOLOGY

2.1 Location and Time Period

This research was conducted in Pekalobean Village, Anggeraja District, Enrekang Regency. The selection of the research location was carried out by *purposive sampling*, namely the determination of the location on the basis of the consideration that Pekalobean Village, Anggeraja District, is a center for producing shallots in Enrekang Regency. This research will be conducted in February 2022 .

2.2 Sampling Method

The population in this study were all shallot farmers who live in Anggeraja District, Enrekang Regency as many as 310 farmers. (Parinsi , 2017). After knowing the population in the research area, the next step is to randomly select a sample of farmers. To determine the sample size of a population can be calculated and using a simple random method (*Simple Random Sampling*). The reference used is the opinion of Suharsimi Arikunto (2004) which says that "for a population whose subjects are less than 100 respondents, it is better to take all of them, so that the research is a population study and then if the number of subjects is more than 100 respondents it can be taken

between 10% - 15% of the total population. The sample used in this study were 47 respondents who were rounded up to 50 respondents, using the Slovin formula with $e = 0.15$ so as to produce 50 respondents.

2.3 Sampling Method

In data collection, the type of data used in this study is primary data. Primary data is data obtained directly from the community either through interviews, observations and other tools. In this study to obtain primary data can be done by distributing questionnaires /questionnaires directly to consumers who use pesticides. The questionnaire /questionnaire was conducted by collecting written data based on the answers from respondents to the questions.

2.4 Data analysis method

The data analysis used in this research is descriptive analysis. Descriptive analysis method that describes and explains the influence of the marketing mix on consumer decisions in purchasing Antracol pesticide products in Enrekang Regency.

In this study, the Likert scale was used. The answers given by the respondents were then scored using the agree-disagree scale technique by developing statements that resulted in agree-disagree answers in various ranges of values. The scoring technique is a minimum of 1 and a maximum of 5, then the calculation of the average answer score is carried out by the following formula (Sugiyono, 2018) .

III. RESULT AND DISCUSSION

Characteristics of Respondents

The data on the characteristics of the respondents in this study are useful for describing the characteristics of the sample obtained from shallot farmers in Pekalobean Village, Anggeraja District, Enrekang Regency, South Sulawesi Province. In this study, the characteristics of the respondents were explained by gender, age, education level, occupation, and income level.

1. Gender

Gender is one of the factors that affect work ability and is also very decisive in the classification of the division of labor . Thus, gender can have an influence on the life rate of a person's life. For more details regarding the population by gender in Pekalobean Village, Anggeraja District, Enrekang Regency, it can be seen in the following table:

Table 1. Total population by gender in Pekalobean Village, Anggeraja District, Enrekang Regency, 2022

| No. | Gender | Number of people | Percentage (%) |
|-----|--------|------------------|----------------|
| 1 | Man | 44 | 88 |
| 2 | Woman | 6 | 12 |
| | Amount | 50 | 100 |

Source : Primary Data after processing, 2022.

Based on Table 1 shows that 88% are male, and the remaining 12% are female respondents. Most of the farmers in Pekalobean Village, Anggeraja Subdistrict, are male, because onion farming activities require more men, such as land management, maintenance, fertilization, pest management, harvesting, and post-harvest. This is considered because the man is the head of the family who should work and earn a living. The Central Bureau of Statistics (2010) explained that the head of the household (KRT) is one of the household members who is responsible for meeting daily needs in the household or the elderly/considered/appointed head of household.

2. Age

Age maturity and the ability to think and work are strongly influenced by the age of the farmer. In general, young and healthy farmers have stronger physical abilities and are relatively more receptive to new innovations than older farmers. Respondent farmers in managing their businesses have different age levels. To find out more about the population by age in Pekalobean Village, Anggeraja District, Enrekang Regency, see table 2 below:

Table 2. Total population by age group in Pekalobean Village, Anggeraja District, Enrekang Regency, 2022.

| No | Age (Years) | Number of people | Percentage (%) |
|----|-------------|------------------|----------------|
| 1 | 20-30 | 9 | 18 |
| 2 | 31-40 | 9 | 18 |
| 3 | 41-50 | 13 | 26 |
| 4 | 51-60 | 12 | 24 |
| 5 | 61-70 | 7 | 14 |
| | Amount | 50 | 100 |

Source : Primary Data after processing, 2022.

Based on table 2, the majority of farmers in the age range of 41-50 years are 13 people with a total percentage of 26%. It is considered that the productive age of farmers in Pekalobean Village, Anggeraja District, starts from 41 years to 50 years. An explanation of the grouping of different age ranges as evidence that the various age ranges of the population in Pekalobean Village, Anggeraja Subdistrict, make a living as farmers. Susanti, Listiana, & Widayat (2016) explained that farmers aged 30-59 years have physical potential to support farming activities, are dynamic, creative, and fast in accepting new technological

innovations. Farmers over 59 years of age have an advantage in terms of experience.

3. Level of education

A person's skills in entrepreneurship and participating in activities in the surrounding environment are partly determined by the level of education, both formal and informal. Therefore, population data based on education is quite important to know. Population data based on education in Pekalobean Village, Anggeraja District, Enrekang Regency, can be seen in table 3 below:

Table 3. Total population by age group in Pekalobean Village, Anggeraja District, Enrekang Regency, 2022

| No | Level of education | Number of people) | Percentage (%) |
|----|--------------------------|-------------------|----------------|
| 1 | SD/Equivalent | 15 | 30 |
| 2 | Middle School/Equivalent | 10 | 20 |
| 3 | High School/Equivalent | 13 | 26 |
| 4 | D3 | 2 | 4 |
| 5 | D4/S1 | 10 | 20 |
| | Amount | 50 | 100 |

Source : Primary Data after processing, 2022.

Table 3 shows that the education level of the respondent farmers, elementary school as many as 15 people with a percentage (30%), junior high school 10 people with a percentage (20%), high school 13 people with a percentage (26%), D3 2 people with a percentage (4%) and D4/S1 10 people with a percentage (20%). This situation is an advancement for the community in the research area. that a higher level of education is an indicator for progress in various business fields, especially in the field of farmers. Progress in education means that it will encourage the creation of new innovations in farming. The family

economy is usually influenced by the education that each family has (Wahyu Apriliyawati, 2017).

4. Work

Most of the residents in Pekalobean Village, Anggeraja Subdistrict, Enrekang Regency are farmers. However, not all residents in Pekalobean Village, Anggeraja Subdistrict, Enrekang Regency make a living as farmers because there are also some people whose livelihoods are farmers, housewives, and civil servants. For more details, see the Table

Table 4. Total population by type of work in Pekalobean Village, Anggeraja District, Enrekang Regency, 2022

| No | Type of work | Number of people) | Percentage (%) |
|----|---------------|-------------------|----------------|
| 1 | Farmer | 39 | 78 |
| 2 | Housewife | 6 | 12 |
| 3 | civil servant | 5 | 10 |
| | Amount | 50 | 100 |

Source : Primary Data after processing, 2022.

Based on Table 4, it can be seen that the largest occupation is residents with jobs as farmers, which is 78%. This is in line with the statement (Trisnawati et al., 2018) that the most dominant work in rural areas is in the agricultural sector. Likewise, in Pekalobean Village, Anggeraja District, in general the population has a livelihood as farmers. In addition, there are a small number of respondents who have

main jobs outside of agriculture as housewives and civil servants.

5. Income Level

Income is the income obtained by farmers from farming less expenses for farming. Income can influence the decision-making process. Based on the level of income can be seen in Table 5 below :

Table 5. Total population by income level in Pekalobean Village, Anggeraja District

| No | Income Level | Total (Org) | Percentage (%) |
|----|-------------------------------|-------------|----------------|
| 1 | <Rp. 1,000,000 | 15 | 30 |
| 2 | IDR 1,000,000 - IDR 2,000,000 | 20 | 40 |
| 3 | IDR 3,000,000 – IDR 5,000,000 | 15 | 30 |
| | Amount | 50 | 100 |

Source : Primary Data after processing, 2022.

Based on Table 5, it can be seen that the variable income level with the most income is Rp. 1,000,000 – 2,000,000 as many as 20 people with a percentage of 40%, income <Rp. 1,000,000 as many as 15 people with a percentage of 30%, and an income of IDR 3,000,000 - 5,000,000 as many as 15 people from 50 respondents with a percentage of 30%. This shows that people who have high incomes are farmers who mostly buy pesticide products Antracol 70 WP considering that farmers prioritize quality, so the higher the farmers' income, it will influence farmers to make decisions in purchasing pesticides.

This is in accordance with the opinion (Sirait Fauzi, 2016) that the ability to make purchases of a product can be influenced by consumer income. The higher a person's income, the ability to make large purchases, be it the quantity of the product or the price of the product needed.

Validity test

Validity test is used to measure the determination or accuracy of a research instrument. To determine whether or not an item is used, it can be tested significantly.

Table 6. Validity Test

| Variable | | R Value Calculate | Table R Value | Value Significance | Information |
|----------------------------------|------------------|-------------------|---------------|--------------------|-------------|
| Product (X₁) | X _{1.1} | 0.714 | 0.279 | 0.000 | Valid |
| | X _{1.2} | 0.577 | 0.279 | 0.000 | Valid |
| | X _{1.3} | 0.634 | 0.279 | 0.000 | Valid |
| | X _{1.4} | 0.718 | 0.279 | 0.000 | Valid |
| Price (X₂) | X _{2.1} | 0.759 | 0.279 | 0.000 | Valid |
| | X _{2.2} | 0.768 | 0.279 | 0.000 | Valid |
| | X _{2.3} | 0.636 | 0.279 | 0.000 | Valid |
| Promotion (X₃) | X _{3.1} | 0.782 | 0.279 | 0.000 | Valid |
| | X _{3.2} | 0.768 | 0.279 | 0.000 | Valid |
| | X _{3.3} | 0.579 | 0.279 | 0.000 | Valid |
| Place (X₄) | X _{4.1} | 0.714 | 0.279 | 0.000 | Valid |
| | X _{4.2} | 0.577 | 0.279 | 0.000 | Valid |
| | X _{4.3} | 0.634 | 0.279 | 0.000 | Valid |
| Purchase Decision (Y) | Y ₁ _ | 0.718 | 0.279 | 0.000 | Valid |
| | Y ₂ _ | 0.759 | 0.279 | 0.000 | Valid |
| | Y ₃ | 0.768 | 0.279 | 0.000 | Valid |
| | Y ₄ | 0.636 | 0.279 | 0.000 | Valid |
| | Y ₅ | 0.782 | 0.279 | 0.000 | Valid |
| | Y ₆ | 0.768 | 0.279 | 0.000 | Valid |
| | Y ₇ | 0.579 | 0.279 | 0.000 | Valid |

Source: Primary data after processing, 2022

Based on Table 6, the results of the validity test of each indicator of product, price, place and promotion variables on consumer decisions in purchasing Antracol 70 WP pesticide products, the correlation coefficient value is greater than r table. With n = 50 at a significance level of 5% r table = 0.279 so that it can be declared valid.

Reliability Test

An instrument is said to be reliable if a person's answer to the statement in the questionnaire is consistent or stable from time to time. To determine the reliability of a statement, the SPSS 25 computer program was used, to obtain the *Cronbach Alpha value* for each research variable. The test results can be said to be reliable if *Cronbach Alpha* > 0.600 (Imam Ghazali, 2007:41)

Based on this description, it is necessary to test the reliability of each variable, where the data is processed with the help of SPSS 25.

Table 7. Reliability Test

| Variable | Cronbach's Alpha | Information |
|-----------------|------------------|-------------|
| Product | 0.692 | real |
| Price | 0.755 | real |
| Promotion | 0.755 | real |
| The place | 0.640 | real |
| Buying decision | 0.840 | real |

Source: Primary data after processing, 2022

Based on the data in table 7 above, it shows that the numbers from the *Cronbach Alpha (a)* value on all variables in this study, all of them show a magnitude above the value of 0.600. This means that all statements for the independent and dependent variables are reliable and it can be concluded that the questionnaire statement instrument shows reliability in measuring the variables in the research model.

Descriptive Analysis

Descriptive analysis aims to provide an overview of the respondents' level of agreement on all questionnaire items.

Table 8. Respondents' Responses Regarding Products

| No | Question Items | Score Frequency | Score | | | | | Amount | Average |
|---------|--|--------------------|-------|----|----|-----|-----|--------|---------|
| | | | TB | KB | CB | B | SB | | |
| 1 | How is the quality of the pesticide antracol 70 WP? | Frequency | 0 | 0 | 5 | 18 | 27 | 50 | 4.44 |
| | | F x Score | 0 | 0 | 15 | 72 | 135 | 222 | |
| 2 | How about packing in the form of bottles or packs on antracol 70 WP pesticide? | Frequency | 0 | 0 | 3 | 25 | 22 | 50 | 4.38 |
| | | F x Score | 0 | 0 | 9 | 100 | 110 | 219 | |
| 3 | How to Label information about dose use and ingredient active antracol 70 WP pesticide, has the explanation been completed? complete and detailed? | Frequency | 0 | 0 | 3 | 25 | 22 | 50 | 4.38 |
| | | F x Score | 0 | 0 | 9 | 25 | 22 | 219 | |
| 4 | Is the quality of antracol 70 WP pesticide effective? | Frequency | 0 | 0 | 0 | 20 | 30 | 50 | 4.6 |
| | | F x Score | 0 | 0 | 0 | 80 | 150 | 230 | |
| Average | | | | | | | | | 4.45 |

Source: Primary data processed, 2022

From table 8 it is known that the respondents' answers regarding product variables with an average number of 4.45 and in the "Very good" category means that Antracol pesticide products have good quality, quality and packaging

The level of approval of the questionnaire was expressed in the form of strongly disagree, disagree, neutral, agree, strongly agree. While the variable items tested are product, price, promotion, and place.

Product Variable Descriptive

A product is anything that can be offered to a market for attention, purchase, use, or consumption that might satisfy a want or need. In this study, the product variables were measured with 4 indicators as follows:

and have complete and detailed information labels on dosage and use. .

Thus, product variables with product quality indicators, product packaging, and information labels on dosage and product use have been assessed and approved by consumers.

Price Variable Descriptive

Price is the amount of money exchanged for a product or service. Price, which is the only element of the marketing

mix that is often used as a consideration for consumers in making purchases, cannot be ruled out by companies. In this study the price variable is measured by 3 indicators as follows:

Table 9. Respondents' Responses Regarding Prices

| No | Question Items | Score Frequency | Score | | | | | Amount | Average |
|---------|---|--------------------|-------|----|----|-----|-----|--------|---------|
| | | | TM | KM | CM | BM | SM | | |
| 1 | How do you respond | Frequency | 0 | 0 | 3 | 21 | 26 | 50 | 4.46 |
| | Mr/mother about fairness price of pesticide antracol 70 WP ? | F x Score | 0 | 0 | 9 | 84 | 130 | 223 | |
| 2 | What is your opinion | Frequency | 0 | 0 | 7 | 29 | 14 | 50 | 4.14 |
| | regarding the pricing of antracol 70 WP pesticide? | F x Score | 0 | 0 | 21 | 116 | 70 | 207 | |
| 3 | How is the price of antracol 70 WP pesticide compared to the price of other pesticides? | Frequency | 0 | 0 | 3 | 35 | 12 | 50 | 4.18 |
| | | F x Score | 0 | 0 | 9 | 140 | 60 | 209 | |
| Average | | | | | | | | | 4.26 |

Source: Primary data processed, 2022

From table 9 it is known that the respondents' answers regarding the price variable with an average amount of 4.26 and in the "Agree" category, meaning that the price of Antracol pesticide products, most of the respondents agree that the price of Antracol pesticides is in accordance with the quality. This is because the quality of Antracol pesticides is in accordance with the price paid by farmers so that farmers are not disappointed with the results they get. So, the variable Price with indicators of price fairness with

product quality, pricing, and comparison of prices of Antracol pesticides with other pesticides.

Promotional Variable Descriptive

Promotion is one of the variables in the marketing mix that companies must do to provide information about their products or services, as well as persuade and remind consumers to make purchases of goods and services. In this study, the promotion variable was measured with the following indicators:

Table 10. Respondents' Responses Regarding Promotion

| No | Question Items | Score Frequency | Score | | | | | Amount | Average |
|---------|--|--------------------|-------|----|----|-----|----|--------|---------|
| | | | TS | KS | CS | S | SS | | |
| 1 | How attractive is the advertising message (the superiority of anthraol 70 WP pesticide) that delivered through magazines and the internet today? | Frequency | 0 | 0 | 6 | 26 | 18 | 50 | 4.24 |
| | | F x Score | 0 | 0 | 18 | 104 | 90 | 212 | |
| 2 | How to attract sales promotion anthracol 70 WP pesticide ? | Frequency | 0 | 0 | 9 | 36 | 5 | 50 | 3.92 |
| | | F x Score | 0 | 0 | 27 | 144 | 25 | 196 | |
| 3 | How is the diversity of mass media used in promoting antracol 70 WP pestisida pesticide through advertising? | Frequency | 0 | 0 | 18 | 28 | 4 | 50 | 3.72 |
| | | F x Score | 0 | 0 | 54 | 112 | 20 | 186 | |
| Average | | | | | | | | | 3.96 |

Source: Primary data processed, 2022

From table 10 it is known that the respondents' answers regarding the promotion variable with an average number of 3.96 and in the "Interesting" category means that the promotion makes consumers interested in trying, consumers feel helped by the existence of information in print and electronic media with a fairly frequent frequency so that able to provide complete information about advertised products to farmers. Thus, the promotion variable with promotion indicators aims to influence consumer behavior,

inform and educate consumers, remind consumers that they have been judged to agree.

Description of Place Variables

Location is a decision made by the company regarding where its operations and staff will be considered, and location is a combination of location and decisions on distribution channels. In this study, the location variable was measured by 3 indicators as follows:

Table 11. Respondents' Responses Regarding Place

| No | Question Items | Score Frequency | Score | | | | | Amount | Average |
|---------|--|--------------------|-------|---|----|-----|-----|--------|---------|
| | | | SM | M | CM | M | SM | | |
| 1 | How is the number of channeling agents or pesticide seller antracol 70 WP ? | Frequency | 0 | 0 | 7 | 28 | 15 | 50 | 4.16 |
| | | F x Score | 0 | 0 | 21 | 112 | 75 | 208 | |
| 2 | How is the distance between home and point of sale anthracol 70 WP pesticide ? | Frequency | 0 | 0 | 8 | 26 | 16 | 50 | |
| | | F x Score | 0 | 0 | 24 | 104 | 80 | 208 | 4.16 |
| 3 | How easy is it to get / buy pesticides antracol 70 WP ? | Frequency | 0 | 0 | 17 | 12 | 21 | 50 | |
| | | F x Score | 0 | 0 | 51 | 48 | 105 | 204 | 4.08 |
| Average | | | | | | | | | 4.13 |

Source: Primary data processed, 2022

From table 11, it is known that the respondents' answers regarding the place variable have an average number of 4.13 and are in the "adequate" category, meaning that the location of Antracol pesticide products has easy access for farmers to make it easier for farmers when farmers want to get these products. Then the place variable with indicators that have a number of channeling agents, the distance traveled is also not too far, making it easier for farmers if they want to buy these products.

Description of Purchase Decision Variables

Purchase decision is a consumer's decision to buy a product after previously thinking about whether or not it is appropriate to buy the product by considering the information he knows with the reality about the product after he has seen it. In this study, the purchasing decision variables were measured by 7 indicators as follows:

Table 12. Respondents' Responses Regarding Purchase Decisions

| No | Question Items | Score Frequency | Score | | | | | Amount | Average |
|----|--|--------------------|-------|----|----|----|-----|--------|---------|
| | | | TS | KS | CS | S | SS | | |
| 1 | In your opinion, is the pesticide antracol 70 WP able to fulfill the requirements? coping needs pests? | Frequency | 0 | 0 | 5 | 16 | 29 | 50 | 4.48 |
| | | F x Score | 0 | 0 | 15 | 64 | 145 | 224 | |
| 2 | After you know Regarding the pesticide antracol 70 WP, are you looking for additional information before buying the pesticide? | Frequency | 0 | 0 | 8 | 23 | 19 | 50 | |
| | | F x Score | 0 | 0 | 24 | 94 | 95 | 213 | 4.26 |

| | | | | | | | | | |
|---------|---|-----------|---|---|----|-----|-----|-----|------|
| 3 | How is the price level of antracol 70 WP pesticide with other types of pesticides? | Frequency | 0 | 0 | 9 | 18 | 23 | 50 | 4.28 |
| | | F x Score | 0 | 0 | 27 | 72 | 115 | 214 | |
| 4 | How is the quality of the pesticide antracol 70 WP different from other types of pesticides? | Frequency | 0 | 0 | 0 | 24 | 26 | 50 | 4.52 |
| | | F x Score | | | | 96 | 130 | 226 | |
| 5 | How much influence in deciding your purchase by looking at attribute product (packaging, packaging color, brand identification and information labels) which are considered stand out ? | Frequency | 0 | 0 | 7 | 19 | 24 | 50 | 4.34 |
| | | F x Score | | | 21 | 76 | 120 | 217 | |
| 6 | After you bought the pesticide antracol 70 WP, how would you rate the pesticide as a whole in terms of quality, price and benefits? | Frequency | 0 | 0 | 3 | 32 | 15 | 50 | 4.24 |
| | | F x Score | 0 | 0 | 9 | 128 | 75 | 212 | |
| 7 | Do you think it is good for you to recommend buying antracol 70 WP pesticide to your colleagues ? | Frequency | 0 | 0 | 9 | 26 | 15 | 50 | 4.12 |
| | | F x Score | 0 | 0 | 27 | 104 | 75 | 206 | |
| Average | | | | | | | | | 4.32 |

Source: Primary data processed, 2022

From table 12 it is known that the respondents' answers regarding the purchasing decision variables with an average number of 4.32 and in the "Strongly Agree" category. This means that consumers buy Antracol pesticide products because by looking at the influence of the marketing mix, namely product, price, promotion and place. Then the purchasing decision variables with indicators are able to meet the needs of pest control, seek additional information before buying pesticides, such as the price level of pesticides, and the difference in the quality of the type of pesticide with other pesticides.

The Effect of Products on the Purchase Decision of Antracol 70 WP Pesticides.

Products are all things that can be offered to the market to attract attention, acquisition, use or consumption that can satisfy a want or need (Kotler and Armstrong, 2018). The product is the whole concept of an object or process that provides some consumer value. Likewise, purchasing decisions when in an economic situation affect product choices.

Based on the research results indicate that the product variable with an average number of 4.45 and in the "very good" category, which means that the higher the quality of the product, the higher the purchasing decision will be. Antracol 70 WP pesticide product is in the quality category. It can be seen that some respondents stated that the quality of Antracol pesticide was seen in terms of the color of the Antracol pesticide packaging, including the attractive one, as well as the information label on the dose of use and active

ingredients of the Antracol pesticide, the explanation was complete and detailed. The quality of Antracol pesticides is also in accordance with the wishes and able to compete with other products. The results of this study are also supported by Paul Petter & Jerry C. Olsson (2018) that products and product characteristics are the main stimulants that influence consumer affection, cognition, and behavior in purchasing decisions. Consumers tend to buy products with known brands because they will feel safe, avoid various risks with the assumption that known product brands are more reliable.

The Effect of Price on the Purchase Decision of Antracol 70 WP Pesticide.

Price is the amount of value that customers exchange for the benefits of owning or using a product or service whose value is set by the buyer or seller and set by the seller for the same price to all buyers (Staton, in Tjiptono 2015). Marketers do need to focus on the entire buying process, not just the buying decision.

Basically, purchasing decisions are strongly influenced by purchase motives where it can be because buyers make purchases, carry out purchases only for emotional considerations, such as pride, suggestions, and so on. But also buyers buy rationally like the price.

Based on the results of the study, it shows that the respondents' answers regarding the price variable with an average amount of 4.26 and in the "Agree" category, meaning that the price of Antracol pesticides is appropriate because many respondents agree that the price of Antracol

pesticides given is in accordance with the quality, and is competitive. This is because the quality of Antracol pesticides is in accordance with the price paid by farmers so that farmers are not disappointed with the results they get. And also Antracol pesticides according to the purchasing power of consumers in the surrounding environment.

The results of this study are also supported by the opinion of Tjiptono (2008) that consumers in purchasing decisions will consider the price, information about prices is needed and the information obtained will affect consumer behavior.

Effect of Promotion on Purchase Decision of Antracol 70 WP Pesticide.

In addition to competitive prices and quality products in terms of packaging and contents, producers must also carry out promotional activities to introduce their products so that they are better known and closer to farmers. Promotional activities that have been able to influence farmers to purchase Antracol pesticides include the intensive advertising activities carried out by producers both through print and electronic media with a fairly frequent frequency so that they are able to provide complete information about advertised products to farmers.

The results showed that the respondents' answers regarding the promotion variable with an average number of 3.96 and in the "Interesting" category, meaning that the promotion made consumers interested in trying it, consumers felt helped by the existence of information in print media with a fairly frequent frequency so that they were able to provide information. complete information about the products advertised to farmers. This means that the more promotions make consumers interested in trying, the more consumers feel helped by the information on social media and the more consumers always remember it, the more purchasing decisions will be made.

The results of this study are also supported by Tjiptono (2008) which states that promotion is one of the determining factors for the success of a marketing program, no matter how quality a product is if consumers have never heard of it and are not sure that the product is useful for them, then they will never buy it.

Influence of Place on Purchase Decision of Antracol 70 WP Pesticide.

According to Tjiptono (2015) it refers to various marketing activities that seek to expedite and facilitate the delivery or distribution of goods and services from producers to consumers. Location can influence consumers in making purchasing decisions. With the proximity of the location to the consumer, the consumer will be greatly helped when the consumer wants the product and can go directly to the location and enjoy the desired product.

Based on the results of the analysis, it is known that the respondents' answers regarding the place variable with an average number of 4.13 and in the "Adequate" category, meaning that most respondents agree that the selection of agent locations for Antracol pesticides has easy access for farmers. This is because the location of the purchase of Antracol pesticides with residential areas and easy access to farmers can make it easier for farmers when farmers want to get these products.

Influence of Product, Price, Promotion and Place on Purchase Decision of Antacol 70 WP . Pesticide

Purchasing decision is the consumer's process in making a decision to buy a product provided by a producer that can meet the needs and desires of consumers, while the purchase decision referred to in this study is a series of decision-making processes carried out by consumers in order to choose an item, namely the pesticide product Antracol 70 WP.

The results showed that the factors that most influence purchasing decisions are product, price, place and lastly promotion. This shows that the product has the largest average value of 4.45 in the "strongly agree" category, meaning that the product greatly influences farmers' decisions to purchase Antracol pesticides, because farmers choose to use Antracol pesticides because the quality of these products has good quality and product suitability. farmers want. So that farmers in Anggeraja village have Antracol pesticide compared to other pesticides.

IV. CONCLUSION

Based on the results and discussions that have been stated, it is concluded that:

1. The product variable with an average number of 4.45 is in the "very good" category, meaning that if the quality of the product is higher, the purchasing decision will be higher as well.
2. The price variable with an average amount of 4.26 in the "Agree" category means that if Antracol pesticide products are in accordance with the quality, farmers are not disappointed with the results obtained so that they will increase purchasing decisions.
3. The promotion variable with an average number of 3.96 and in the "Interesting" category means that the more the promotion makes consumers interested in trying, the more consumers feel helped by the information on social media, the more purchasing decisions will be made.
4. The place variable with an average number of 4.13 and in the "adequate" category means that most respondents agree that the selection of an agent location for Antracol pesticides has easy access for farmers, it will further improve purchasing decisions.

5. The results showed that the factors that most influence purchasing decisions are product, price, place and lastly promotion. This shows that the product has the largest average value of 4.45 in the "strongly agree" category, meaning that the product greatly influences farmers' decisions to purchase Antracol pesticides, because farmers choose to use Antracol pesticides because the quality of these products has good quality and product suitability. farmers want.

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