

Marketing Effect on Andaliman's Derivative Products for Regional Development Area of Toba Samosir

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Abstract: Research about marketing influence on Andaliman's derivative product for regional development area of Toba Samosir was carried out. The purpose of this research is to know relationship between marketing of Andaliman's derivative products and regional development area of Toba Samosir. In this research, we used primary and secondary data which were collected by observation, questionnaire, interview and documentation methods. Then, all of data were analyzed by statistic (SPSS program). T-test and ANOVA test data show that the prosperity of Toba Samosir's people are significantly effect to marketing of Andaliman's derivative products. That is caused the people of Toba Samosir understand well about marketing concept, demand, added value, cost and costumers needs of all of Andaliman's derivative products. In addition, the partnership between local government and people are also needed to fulfill the large market.

1 INTRODUCTION

Marketing is one of the important part activities of business which directly relate to income and the real condition of a business activity. Therefore, a strategic of marketing is a pivotal point. The target of marketing depends on introducing model and product, low cost and customer satisfaction (Osuagwu, 2016; Naresh, 2007; Brownlie, 2010; Zott, 2011).

Andaliman (*Zanthoxylum acanthopodium* DC.) is one of the agricultural products in Toba Samosir. Its product is approximately 309.55 tons per year. Batak's traditional cuisine. Andaliman's contents are antimicrobial, antioxidant, anti-inflammatory, xanthine oxidase inhibitor and cytotoxic. Andaliman is much be applied for food ingredients and medicine (asthma, mouth disease, heart disease and bronchitis) (Kristanty, 2015). One of the biggest obstacles to developing andaliman as a functional ingredient is that it is a perishable commodity because of its high moisture content (Wijaya, 2018). Andaliman has been processed to be many processing products of andaliman, such as pizza,

sauce, peanut brittle and medicine. The challenges for developing of andaliman and its derivative products are capital cost, low demand, and the absence of good marketing concept (needs, wants and requests; product value, cost, and satisfaction; exchange of transactions, and relationships, markets and marketing. In order to address the challenging, we did this research.

2 RESEARCH METHOD

This research focuses on how the relationship between marketing of Andaliman's derivative products and income of the community in Toba Samosir regency in the framework of regional development. In this study, the data were collected and taken by survey method. The businessman of Andaliman's derivative products were chosen as respondents and they were noted as the primary data. In this research, we choose observation (interviewing and quotionare) in order to collect data from respondents. All of data were analyzed by statistic (SPSS).

3 RESULTS AND DISCUSSION

A traditional marketing technique (vertically marketing) was applied by businessman in Toba Samosir Regency as a marketing strategy for Andaliman's derivative products. It means that marketing is done vertically. This can be seen in Figure 1.

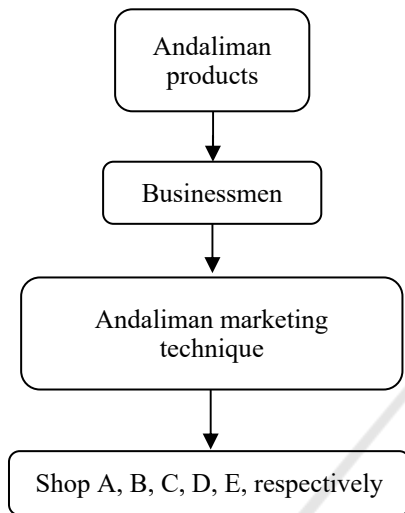


Figure 1: Marketing structure.

Firstly, we analyzed data with linear regression analysis. The result of regression analysis (regression coefficient) for marketing variable relation / partner (X) and variable of area development (Y), can be seen in Table 1.

Table 1: Linear regression analysis.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	T	Sig.
Constant	23,384	1,318		17,742	,000
X1	-,169	,134	-,151	-1,253	,229
X3	2,103	,320	2,114	6,565	,000
X4	1,431	,198	-,1683	-7,227	,000
X5	-,516	,214	-,493	-2,407	,029

a. Dependent Variable: Y

Table 1 shows that variable of marketing relation has positive impact to society welfare, meaning it can be interpreted that if marketing relation is increased by 1% hence prosperity of society

businessmen of andaliman will increase be equal to 22.385 %. We also analyzed the impact of each of variable with partial significance test (t – test). The t – test data may be seen in Table 2.

Table 2: Partial Significance Test.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	t	Sig.
Constant	23,384	1,318		17,742	,000
X1	-,169	,134	-,151	-1,253	,229
X3	2,103	,320	2,114	6,565	,000
X4	1,431	,198	-,1683	-7,227	,000
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a. Dependent Variable: Y

The t – test show t – calculation is higher than t – table, meaning the alternative hypothesis (Ha) is accepted. In order to know the simultaneous impact of one variable to the other variable, we did F – test (ANOVA test) (Table 3).

Table 3: ANOVA Test.

Model	Sum of Squares	Df	Mean square	F	Sig.
Regression	19,989	4	4,997	15,108	,000 ^b
Residual	4,961	15	,331		
Total	24,950	19			

a. Dependent Variable: Y

b. Predictors: (Constant), X5, X1, X4, X3

The calculation results can be seen that the value of F test obtained simultaneously is 15.108, indicating there is a simultaneous relationship and impact between marketing and welfare of businessman of Andaliman derivative products. Finally, determination coefficient test is carried out (Table 4).

Table 4: Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,895 ^a	,801	,748	,57512

a. Predictors: (Constant), X5, X1, X4, X3

Based on the calculation results, it can be seen that the value of R Square obtained is 0.895, indicating that consumer perceptions on the marketing contribute significantly impact (74.8 %) to the Public Welfare. The remaining 25.2 % of formation of community welfare is influenced by other factors.

4 CONCLUSION

Based on the result of statistical test by using SPSS program those are t-test, and ANOVA (F) test, it can be concluded that marketing significantly impacts the welfare of the community of Andaliman's derivative product in Toba Samosir Regency, North Sumatera Province.

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