

Strategy for Application of Marketing Mix (7P) in Marketing of Akaza Wooden Craft Products at UD Mitra Karya Sejahtera Jombang

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ABSTRACT

Companies can develop well in achieving targets and goals if they have a good marketing strategy. The marketing strategy used as a reference is the marketing mix. Marketing 7P consists of product, price, place, promotion, people, process and physical evidence. This study aims to determine the strategy for implementing the marketing mix (7P) of Akaza Wooden Craft products in marketing products and to determine the marketing barriers of Akaza Wooden Craft products. This research uses a qualitative approach with the type of case study research. Sources of data obtained from primary data (person) and secondary data (place and paper). Data collection using purposive sampling. The data collection procedure used observation, interviews and documentation. The research instrument includes the researcher himself, interview guide and field notes. The data analysis technique used is descriptive analysis of the results of the interview, the researcher will describe and analyze based on the theoretical framework used in this study. The data validity technique used by the researcher is triangulation. Based on the credibility test analysis (triangulation of sources and methods) the results are that UD . Karya Mitra Sejahtera fulfills the elements of the marketing mix (Marketing Mix) which includes Product, Price, Place, People, Process, and Promotion in every marketing process for Akaza Wooden Craft products. Barriers faced by UD Mitra Karya Sejahtera in the mix physical evidence.

Keywords: Marketing Strategy; Marketing Mix 7P; Wooden Craft.

INTRODUCTION

Marketing is one of the main activities carried out by business owners to maintain their survival, to develop and to earn a profit. Success or failure in achieving business goals depends on the expertise of the entrepreneur in marketing, production, finance and other fields. In addition, it also depends on the ability of the entrepreneur to combine these functions so that the company's business can run smoothly.

To achieve the goals of a company, strategy is very important for the company because strategy is a series of grand designs that describe how a company must operate to achieve goals (Kasmir, 2010). The marketing strategy is carried out, if the company wants to maintain and increase sales of the products or services they produce (Putra et al, 2021). Marketing strategy has an important role to achieve business success, therefore the marketing sector plays a major role in realizing the business plan (Qomariyah & Jufri, 2019).

In the marketing strategy there is the term Marketing Mix (*Marketing Mix*). *Marketing Mix* is a set of marketing variables consisting of 4P or 7P that are used for marketing purposes and reaching the right target market. The marketing mix is the way in which employers can influence consumers that require planning and supervision thorough and necessary actions consist of seven kinds, namely measures concerning the product (*product*), price (*price*), distribution or product placement (*place*), promotion (*promotion*), process (*process*), physical environment (*physical evidence*), and participants (*people*) (Tjiptono, 2012). The purpose of the *marketing mix* 7P is to make product development easier and make it easier to create strong marketing.

UD. Karya Mitra Sejahtera is engaged in wood crafts, established in 2009 the owner himself took the initiative to make this business by seeing the huge market opportunity. Overall marketing carried out by UD. Mitra Karya Sejahtera by using the marketing mix (*marketingmix*) that focuses on strategic

marketing mix 4P namely *Product, price, place* and *promotion*, so that the results are still not optimal. To achieve maximum results, you can use the strategy, *7P marketing mix* namely *product, price, place, promotion, people, process, and physical evidence*. The purpose of using the strategy *marketing mix* 7P is to strengthen marketing, add customers, retain customers, facilitate product development and of course increase sales volume. Thus, with these activities, they will be able to obtain profits that can be used to maintain the viability of UD. Mitra Sejahtera's work for the long term.

There are several studies on the analysis of the application of the marketing mix that have been carried out by previous researchers, namely Anjani's research (2018) which shows that the level of application of the marketing mix is high with an average value of 74.07%. The elements of the marketing mix to organize from the highest level of implementation to the lowest are called *people, process, physical evidence, price, place, product, and promotion*, respectively. Budiwati's research (2012) shows that the implementation of the *marketing mix* consisting of *product, place/location, promotion and price* has a partially significant influence on consumer purchasing decisions on superior products of Great Banana Chips in Lumajang Regency. Furthermore, research from Sukotjo, et al (2010) shows that the variables in the concept *marketing mix* 7P consist of: *Product, price, promotion, place* (distribution channels), *participants, physical evidence* (physical environment), and the process together. The same has an influence on purchasing decisions for beauty clinic products in Surabaya. A similar opinion was expressed by Anjani (2018) who said that the application of the 7P marketing mix, except for the aspect *product*, had a positive correlation with consumer loyalty, but the relationship was still relatively weak. Consumers will shop back to traditional markets and recommend others to shop there.

This is what makes researchers interested in knowing the strategy for implementing the *marketing mix* (7P) of Akaza Wooden Craft products in marketing products and to find out the obstacles to Akaza Wooden Craft products in implementing the *marketing mix* (7P) in product marketing. So the author is interested in discussing and conducting research entitled: "Application Strategy of *Marketing Mix* (7P) in Marketing of Akaza Wooden Craft Products at UD. Karya Mitra Sejahtera Jombang" Hopefully by implementing the strategy *marketing mix* 7P can improve marketing results and minimize marketing barriers.

The objectives of this study are as follows: To determine the strategy for implementing the marketing mix (7P) of Akaza Wooden Craft products in marketing products and to identify barriers to Akaza Wooden Craft's products in applying the marketing mix (7P) to product marketing. It is hoped that by implementing the 7P marketing mix strategy, it can improve marketing results and minimize marketing barriers.

METHOD

This research that the author examines uses a "Qualitative" approach. This type of research is a case study type, meaning that this research departs from case studies in the field, which aims to obtain relevant data. The presence of the researcher as a full observer and supervising the object of research as well as holding direct interviews with employees and owners of UD Mitra Karya Sejahtera in Jombang. The research location that examines the implementation of the strategy *marketing mix* (7P) is UD Mitra Karya Sejahtera which is located on Jl. Jambu No.36, Jabon, Kec. Jombang, Jombang Regency, East Java. UD Mitra Karya Sejahtera is an MSME that has very good product quality. Marketing is not only in the country but has also penetrated abroad. Therefore, researchers are interested in conducting research at UD Mitra Karya Sejahtera.

There are two sources of data in this research, namely primary and secondary data. Primary data is obtained from the *person*, namely the data source in the form of people who can provide data in the form of oral answers taken from the field, secondary data obtained from *place* and *paper*. *Place* is a data source in the form of a place or data source that presents a view in the form of a still and moving state including location conditions, performance and employee activities at UD. Prosperous work partner. *Paper* is a data source that presents signs in the form of numbers, pictures, symbols and others. The data collection used by the author in this research is *purposive sampling*. *Purposive sampling* is a technique of data sources with certain considerations (Sugiyono, 2013).

Data collection techniques were carried out by interview, observation, and documentation. In this study, the research instruments were: the researcher himself as the main instrument, interview guidelines, and field notes. The data obtained from both field studies and document studies are basically level data which are analyzed qualitatively (Asnawi dan Masyhuri, 2011). In this study, to obtain the validity of the data, triangulation was carried out.

RESULT AND DISCUSSION

Strategy for implementing *marketing mix* (7P) for Akaza Wooden Craft products in product marketing. With the marketing strategy used by UD Mitra Karya Sejahtera, it is hoped that they can introduce the products they produce to the market out there through promotions both offline and through media *online*. The purpose of this marketing is to attract consumers who want to buy Akaza Wooden Craft products. From the data that has been generated on the implementation of the marketing mix strategy on Akaza Wooden Craft products, it can be seen from the implementation of strategies on products, prices, places, promotions, people, processes, and physical evidence carried out by UD Mitra Karya Sejahtera as follows:

- Product

In general, UD Mitra Karya Sejahtera produces various kinds of wooden handicraft products which include kitchen utensils, *dining sets*, office stationery, cooking utensils, household utensils, glass shelves and so on. If you count the number of Akaza Wooden Craft products, it can reach hundreds or even thousands of products. All of these products are made from creative wood crafts and the materials used are also environmentally friendly. The products produced by UD Mitra Karya Sejahtera can be seen in Figure 1.



Figure 1. Products produced by UD Mitra Karya Sejahtera

There are several product strategies carried out by a UD Mitra Karya Sejahtera, among others:

- Determination of Logo and Motto. The label used by Akaza Wooden Craft is Akaza writing with a wooden house logo with a design made by the owner himself. The design used is quite simple and elegant as seen in Figure 2. Because the logo of this wooden house illustrates that the product is made completely of wood.



Figure 2. UD Mitra Karya Sejahtera Label and Akaza Wooden Craft Label

- Creating Product Brands. The brand name “Akaza” is inspired by the Japanese style, as Japan is one of the largest woodworking markets in the world. It is hoped that this akaza product can develop rapidly like woodworking companies in Japan. The name Akaza itself is an abbreviation of the name of the family member of the owner of UD Mitra Karya Sejahtera.
- Creating packaging. The packaging applied by UD Mitra Karya Sejahtera on Akaza Wooden Craft products is very simple, Akaza Wooden Craft products are sold in supermarkets without using packaging, the product is only attached to the Akaza Wooden Craft logo.
- label decision. The following is Figure 3 of the labeling of Akaza Wooden Craft products.



Figure 3. Labeling of Akaza Wooden Craftproduk Products

- Price

Besides products, price is one of the most important components of the marketing mix. According to Kotler and Keller (2009) price is the amount of money or goods that must be paid by the buyer to the seller for a product or service. In the price mix strategy of Akaza Woden Craft products, the price method is middle to upper class with quality products.

- Pricing, the pricing pattern of Akaza Wooden Craft uses the method *cost mark up* which is based on the calculation of the total cost (materials used, labor, and the desired percentage of profit). The price of Akaza Wooden Craft products varies greatly from tens of thousands to tens of thousands. The target of UD Mitra Karya Sejahtera's pricing is for all people, both lower middle and upper class. The pricing of Akaza wooden craft products is also based on market and consumer research conducted by the marketing management of UD Mitra Karya Sejahtera. So the price of this Akaza wooden craft product adjusts which place is the sales target, every sale made in a different place, the price set is different.
- Payment method, there are several alternative payments used by UD Mitra Karya Sejahtera, namely: cash and transfer.
- Very affordable pricing with the products produced, the setting of very affordable prices with the products produced is very influential on consumer interest in those who make purchases. With the price set by UD Mitra Karya Sejahtera including an affordable price in its class and it is also proven that the price that has been set can be well received by consumers.
- Always look at price competition in the market, although the product of Akaza Wooden Craft is famous for its excellent product quality and also the price is quite affordable in its class. However, UD Mitra Karya Sejahtera always checks the pricing. Because the market competition is getting tougher day by day, let alone competition with similar products. With increasingly fierce market competition, UD Mitra Karya Sejahtera must always know how things are in the market.

- Place.

Distribution or place is one of the elements of the marketing mix that is useful for delivering products or services produced by the company to consumers (Kotler and Keller, 2016). For distribution channels or what we usually know as a place/location.

- Location, location is a consideration for potential consumers in buying Akaza Wooden Craft products because location is very closely related to access to places that potential customers want to visit. UD Mitra Karya Sejahtera location is on Jl. Jambu I no.36 Jabon Kab. Jombang. UD Mitra Karya Sejahtera is in a strategic location. The location of UD Mitra Karya Sejahtera is near the highway where many road users cross. The location of UD Mitra Karya Sejahtera can also be crossed by public transportation. Determining the location of the company is an important factor, considering that these factors can help to facilitate the smooth running of the business so that company goals can be achieved.
- Storage System, the supply of raw materials at UD Mitra Karya Sejahtera is adequate according to the products offered. The delivery time is not determined because the delivery of raw materials is done when the stock of raw materials is completely exhausted.
- Transportation/delivery system, for the delivery of ordered goods that will be distributed to consumers, using goods delivery service agencies such as JNE, JNT, POS Indonesia and others depending on the wishes of consumers.
- Distribution channel selection, distribution channels carried out by UD Mitra Sejahtera are *online* and *offline* in Indonesia. *Online* in the territory of Indonesia, namely opening stores *online* such as (Tokopedia, Bukalapak, Shopee, Lazada, Blibli and *marketplaces* other). Meanwhile, *offline* or direct distribution, UD Mitra Karya Sejahtera carries out promotions by

entrusting products to shops.

- Promotions.

According to Kotler and Keller (2009) promotion is a variety of ways that producers/companies do to inform, persuade, and influence consumers either directly or indirectly about a product. The function of promotion in the marketing mix is to achieve various communication goals with consumers (Fahimah, 2017). Below are the promotions applied to Akaza Wooden Craft products.

- Advertising, promotion has the aim of influencing consumers so that consumers become aware of and become interested in the products offered. UD Mitra Karya Sejahtera uses several advertising media, namely *Instagram*, *Facebook*, and *blogspot* which can be seen in Figure 4. Because in this modern era, many people prefer to shop *online*, making it easier for consumers to buy a product without having to come to the store.

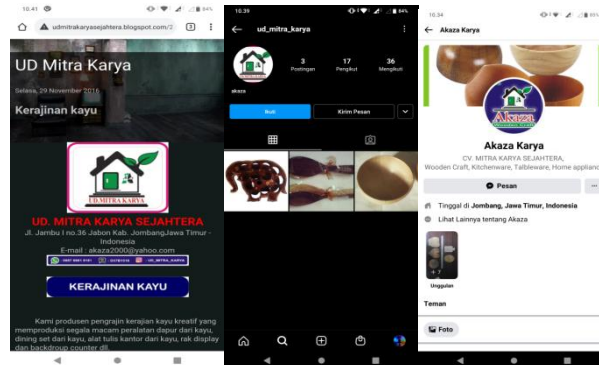


Figure 4. Sales of products through social media

- Sales promotion, UD Mitra Karya Sejahtera conducts sales promotions by providing discounts or rebates on every minimum purchase that has been set by UD Mitra Karya Sejahtera. By using discounts or rebates, consumers are expected to be interested in buying the products offered.
- Publicity, UD Mitra Karya also conducts promotions by holding activities such as exhibitions. UD Mitra Karya Sejahtera has held exhibitions in several cities such as Nganjuk, Surabaya, Mojokerto, Jombang and other areas of East Java. By holding these publicity activities, it aims to make the company's prestige good in the eyes of its consumers.
- People (people/employees).

Humans (*people*) are all actors who play an important role in a business, because they can influence consumers' perceptions. all attitudes and actions of employees, even the way employees dress and appearance have an influence on consumer perceptions. or success in selling products. Humans here mean people who are involved either directly or indirectly in the service process itself. Humans referred to here are employees and consumers. Employees and consumers are very influential on the process of productivity, progress, improvement and service, on the success in marketing products in a business.

- Process

Processes are all the mechanisms, and flow of activities used to deliver a product to consumers. Process attributes include speed, convenience, accuracy, and responsiveness to customer complaints. The process is needed by traders to anticipate and be sensitive to market demand which sometimes tends to change. For this reason, skill and accuracy are needed in paying attention to market demand and anticipating future improvements.

The goal of process strategy is to find a way to produce goods that meet customer requirements and product specifications that are within cost constraints. The process chosen will have a long-term impact on efficiency and production, as well as on cost flexibility and quality of goods produced. Conducting the sales process, employees and owners must act professionally. Professionals in this case are precise, thorough and clear in providing information in accordance with what is available regarding the process of business management.

- Physical Evidence

Physical evidence is something that can significantly influence consumer decisions to buy and use the products offered by the company (Putra, 2015). Physical evidence or physical facilities is the provision of physical evidence in the form of physical features that can be seen by consumers (such as decorations), employee uniforms, communication quality, comfortable waiting room, building form

that looks magnificent and professional, air conditioning facilities, sophisticated equipment used and so on) play an important role in convincing customers to buy a product offered.

Discussion

Strategy for implementing the *marketing mix* (7P) for Akaza Wooden Craft products in conducting product marketing is fully discussed as follows.

- *Product*

In the strategy *marketing mix*, the product variable is the most important element, because it can affect other marketing strategies. The selection of the type of product to be produced and marketed will determine the promotional activities needed, as well as the determination of prices and distribution methods. The product strategy in this case is to determine how and to provide the right product for the target market, so that it can satisfy its consumers and at the same time increase business profits in the long term, through increasing sales and increasing market share.

In accordance with the theory that "Product is a material produced to meet the needs or desires of consumers, either in the form of goods or services. A product is anything that can be offered to a customer group or market and can satisfy a want or need. This means that the benefits of the product will be a solution to the needs or desires of consumers.

From the results of interviews conducted by the authors found that the product strategy carried out by UD. Mitra Karya Sejahtera is planning, developing and issuing very varied products. UD. Mitra Karya really prioritizes the quality and quality of the products they produce. What distinguishes the products at UD. Mitra Karya with other companies is that the work on its products is carried out by employees who have expertise in woodworking, and are done in a neat and detailed manner. So that makes consumers feel satisfied when shopping at UD. Mitra Karya. Examples of the products they produce are kitchen utensils, *dining sets*, office stationery, cooking utensils, household utensils, glass shelves and so on. Based on the statement above, it was found that the research carried out directly in the field was in accordance with the existing theory.

- *Price*

Pricing in the price mix is that UD Mitra Karya Sejahtera sets prices that are relatively affordable in its class and with good product quality. UD Mitra Karya Sejahtera also always evaluates and improves product quality in order to be able to compete in the market. Based on the statement above that this is in accordance with the existing theory that "The price in a product or service is usually adjusted to indicators such as what the quality of the product is, the perception that the product is the price applied is in accordance with production costs, where production costs are expensive to make the price expensive. a product is expensive. Then profit here is a very important thing in determining the price of goods/services because one of the goals of someone making and selling a product must aim to make a profit."

From research conducted directly in the field in accordance with the existing theory. These results were obtained from direct interviews with the owners of UD Mitra Karya Sejahtera. Based on the existing theory, it shows that UD Mitra Karya Sejahtera has used the theory *marketing mix*, from one of the variables, *marketing mix* namely price, evidenced by quality products taking into account the production costs incurred and expecting profits. If the product is produced with a higher production cost, the price of the product offered to the consumer will also be slightly more expensive, without forgetting the quality and quality of the product.

- *Place.*

In accordance with the theory that "Place is a company activity that makes the product available to the target audience. Place is a distribution channel, namely a series of interdependent organizations that are mutually visible in the process of making a product or service ready for use or consumption. Location means relating to where the company should be headquartered and conduct operations. Companies should choose places that are easily accessible in other words strategic.

From the results of the research, it was found that the research carried out directly in the field was in accordance with the existing theory. These results were obtained from the results of direct interviews with UD Mitra Karya Sejahtera consumers. Based on the existing theory, it shows that UD Mitra Karya Sejahtera has used the theory *marketing mix*, from one of the variables, *marketing mix* namely the place/distribution channel, as evidenced by the existence of UD Mitra Karya Sejahtera which is located on Jl. Jambu I no.36 Jabon Kab. Jombang. which is located in a strategic area that is

easily accessible by consumers and uses direct distribution channels to consumers to avoid fraud. The process of making and selling these products is carried out at UD Mitra Karya Sejahtera itself.

- *Promotion.*

In accordance with the theory that, "promotion is an activity to influence consumers so that they know and get to know the products offered by the company to them and then they are interested in trying and then buying the product. This promotional activity the company seeks to promote all its products and services, either directly or indirectly. Without promotion, do not expect customers to be familiar with the products or services offered. Therefore, promotion is the most powerful way to attract and retain consumers. One of the company's promotional objectives is to inform all types of products offered and try to attract new potential customers.

From the results obtained by the author, the research carried out directly in the field is in accordance with the existing theory. These results were obtained from direct interviews with the owners of UD Mitra Karya Sejahtera. Based on the existing theory, it shows that UD Mitra Karya Sejahtera has used the theory *marketing mix*, from one of the variables, *marketing mix* namely promotion, as evidenced by several promotional strategies, namely using several advertising media such as *Instagram*, *Facebook*, and *blogspot*. Then by making exhibition events in East Java. And finally, giving a discount on every minimum purchase that has been set by UD Mitra Karya Sejahtera in other words giving a *discount* to consumers. Based on the above statement and the results of interviews conducted, this study shows that the strategy of promotion in the *marketing mix* is favorable UD Mitra Karya Sejahtera, the reason is because with the sale, the public can know where the products are sold by UD Mitra Karya Sejahtera

- *People.*

In accordance with the theory that "People (*people*) are the main assets in the goods or services industry, moreover the people referred to here are employees with high performance. Consumer needs for high-performing employees will cause consumers to be satisfied and loyal. Good knowledge skills will become basic competencies within the company's internal and good image outside".

From the results of the research that the author did, it was found that the research carried out directly in the field was in accordance with the existing theory. These results were obtained from direct interviews with the owners of UD Mitra Karya Sejahtera. Based on the theory stated above, it shows that UD Mitra Karya Sejahtera has used the theory *marketing mix*, from one of the variables, *marketing mix* namely *people*, as evidenced by the presence of employees who produce products and who serve consumers and consumers who buy products. which is offered.

Based on the statement above and the results of interviews conducted, this research shows that the strategy *people* in the *marketing mix* is very profitable for UD Mitra Karya Sejahtera, the reason is because with the presence of employees, all processes from product manufacturing to customer service processes can be carried out optimally, as well as help increase the level of sales for profit.

- *Process.*

In accordance with the theory that "The process is a stage that is applied from a job so that the results achieved from the work are able to describe the good procedures used. A job needs the right process so that every job can be completed effectively and efficiently in accordance with the goals set. From the results of research conducted by the author, it was found that the research carried out directly in the field was in accordance with the existing theory. These results were obtained from direct interviews with the owners of UD Mitra Karya Sejahtera. Based on the existing theory, it shows that UD Mitra Karya Sejahtera has used the theory *marketing mix*, from one of the variables, *marketing mix* namely *process*, as evidenced by the stages starting from buying raw materials, stages of making products to becoming products that are ready to be offered to consumers, to the stage of selling the product to consumers.

Based on the statement above and the results of interviews conducted, this research shows that the strategy *process* in the *marketing mix* is very profitable for UD Mitra Karya Sejahtera, the reason is because there are regular stages starting from the manufacturing stage to selling the product to consumers which will have an impact long term on the efficiency and production of a product. If there is no regular process in a business, the business will not run and take place as it should.

- *Physical Evidence*

In accordance with the theory that "*Physical evidence* is a state or condition in which also includes the atmosphere of a business. What is meant by this situation is the geographical situation and

environmental conditions of the institution, decoration, room, sound, smell, light, weather, layout and layout that appears or the environment is important as an object.

From observations conducted found bahwasannya, research conducted in the field does not correspond directly with the existing theory. Based on the theory suggests that UD Mitra Karya Sejahtera not use the theory of *the marketing mix*, from one of the variables: *marketing mix the physical evidence*, proved the lack of store used to convince customers to buy a product offered. However, UD Mitra Karya Sejahtera only has its own production site to work on the results of orders from consumers.

Obstacles encountered in *the Marketing Mix* 7p Akaza products Wooden Craft is *physical evidence* (physicalevidence). UD Mitra Karya does not have its own store, so far UD Mitra Karya Sejahtera has been selling products through an *online shop*, depositing it in stores and also exporting to international markets. In general it can be said that UD. Mitra Karya Sejahtera has fulfilled all the elements of the marketing mix (*Marketing Mix*) in every marketing process for Akaza Wooden Craft products so that the company can achieve the targets set in sales starting from *Product, Price, Place, People, Process*, and *Promotion*. Therefore, the marketing UD. Karya Mitra Sejahtera Jombang always emphasizes the elements of the marketing mix in all processes carried out during the sales period of its products so that it can be in accordance with the plan and can achieve the desired goals by not forgetting the sharia aspects that have been determined in the sales rules.

This is in accordance with the opinion Saputri (2018) which says that the chiral Park Residence meets all the elements of the marketing mix (*Marketing Mix*) 7p in every process unit sales so the company can achieve the targets set in sales. Layantara (2016) which says that the results of this study are that all components of the *marketing mix* 7P play an important role in the development of BBQ Street in food trucks in Surabaya. Asmaoen (2012) who said that the results of this study are the product, price, and place affect the sale of bingka cake, one of which is the price based on the highest BOP price. Arum (2014) who said that to find out through this marketing mix, SMP Rahmat Surabaya has made efforts to increase consumer interest involving the vice principal, administrative staff, and teachers who are actively and independently. This can be seen from the various programs and involvement in the process of accepting new students. The supporting factors in increasing consumer interest are analyzed using the *marketing mix* which includes the 4P (namely *price, product, place, promotion*) offering affordable prices, excellence in terms of religion, the role of people behind the scenes, the role of big figures that exist. at the Mercy Mosque.

Labaso (2018) said that Based on the results of research conducted at Madrasah Aliyah Negeri (MAN) 1 Yogyakarta, it was found that Islamic educational institutions also implement various strategies in marketing their educational services. The marketing strategy at MAN 1 Yogyakarta is carried out through the application of marketing mix theory (product, price, place, promotion, human resources, physical evidence, and process) by utilizing its superior competence as an Islamic educational institution that tends to be moderate. ideology, so that it can target the Muslim community with both traditional and modern backgrounds as a marketing segment for their educational services. Susanti (2018) says that the results of the instrument validity test show that rcount rtable means that all items are valid and reliability above 0.70 means all are reliable. If viewed based on the t-test shows the value of tcount (10,620) table (1,656) sig (0,000) 0,05. This shows that the marketing mix has a significant effect on purchasing decisions. From the correlation results show the correlation between the Marketing Mix on Purchase Decisions with a high assumption of 67.9%. Then the coefficient of determination (R²) shows the magnitude of the Marketing Mix on Purchase Decisions of 0.461%, while the remaining 53.9% is influenced by other variables not examined in this study.

CONCLUSION

Based on the results and discussion, it is concluded that:

- UD Mitra Karya Sejahtera has implemented a strategy *marketing mix* that uses *product, price, place, promotion, people*, and *process* that can increase sales volume on Akaza Wooden Craft Products. The marketing mix strategy that has been implemented by UD Mitra Karya Sejahtera in an effort to increase its sales volume has also been carried out correctly and in accordance with existing theory, in other words these variables play an important role in increasing sales volume, increasing the number of customers and can provide benefits for UD Mitra Karya Sejahtera business.
- Obstacles/constraints faced by UD Mitra Karya Sejahtera is the mix of *physical evidence* (only has a production site to work on ordered goods but does not yet have its own shop)

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