

Marketing Mix Analysis of Consumer Satisfaction at Rumah Bibit Parepare

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Abstract

Purpose: This study aimed to determine the effect of the marketing mix (Product, Price, Promotion, and Place) on consumer satisfaction at Rumah Bibit Pare, a business specializing in horticultural plant seeds.

Methodology/Approach: This research uses a quantitative descriptive approach with data collected through questionnaires, interviews, observations, and documentation. Data analysis was performed using multiple linear regression analysis.

Results/Findings: The product had a positive effect on consumer satisfaction. Price has a positive effect on consumer satisfaction. Place does not positively affect consumer satisfaction. Promotions do not have a positive effect on consumer satisfaction. The combination of Product, Price, Place, and Promotion has a positive effect on consumer satisfaction.

Conclusions: The study concludes that Product and Price are significant factors influencing consumer satisfaction at Rumah Bibit Pare, while Place and Promotion do not show a significant effect. The marketing mix variables positively affect consumer satisfaction.

Limitations: This study is limited by its focus on Rumah Bibit Pare and may not be generalizable to other businesses in the horticultural seed industry.

Contribution: This research provides practical insights for businesses in the horticultural sector to optimize their marketing strategies, particularly focusing on Product and Price to enhance consumer satisfaction.

Keywords: *Consumer Satisfaction, Horticultural Plants, Marketing Mix*

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1. Introduction

Horticultural plants, such as fruits, are among the most widely cultivated plants. In addition to being a basic necessity, horticultural plants are often used as decoration in home yards (H M, Brahma, & Saikia, 2025). Therefore, the demand for plant seeds is high, resulting in the proliferation of businesses selling plant seeds. Biologically, seeds are the result of seedling propagation. Seeds are an essential aspect of farmers' work (Chan, 2021). Efforts to increase production, improve quality, optimize distribution, ensure circulation control, and promote the use of high-quality seeds in horticultural agribusiness are crucial (Apriyani, Jayanti, & Nearti, 2025; Elias, 2018).

Parepare is a city in South Sulawesi that still has agricultural land under production. Furthermore, in Parepare, the demand for seeds remains high. Parepare is an attractive city because of its strong interest in horticultural cultivation (Rumallang, 2024). The city's geographical conditions, climate, and local market interests and needs make Parepare an attractive center for those interested in horticultural plant cultivation. This creates significant opportunities for businesses in the provision of horticultural plant

seeds, such as Rumah Bibit Parepare, to grow and meet market demand (Moura Cardoso do Vale, Helena Constantino Spyrides, De Melo Barbosa Andrade, Guedes Bezerra, & Evangelista da Silva, 2020).

Rumah Bibit Parepare, founded by Mr. Andi Wahyuddin in 2019, has established itself as a leading supplier of horticultural seeds (Hariman, Yekti, & Farmia, 2024). Focusing on flagship products such as avocado, mango, longan, durian, and rambutan seeds, this business has successfully attracted the interest of many consumers every month. This success indicates a significant market share for horticultural plant seeds (Marhaen, Kusmiadi, & Ropalia, 2023; Satisha, 2023).

Marketing is essential to understand how the marketing mix (product, price, promotion, and place) serves as the foundation for analyzing consumer preferences and their needs. The combination of these four elements, and how they are structured and managed by Rumah Bibit Parepare, influences market interest and consumer satisfaction. These factors include not only product quality but also the price offered, promotion strategies used, and the availability and accessibility of products through sales locations (Bustomi & Dewi, 2022; Pratama, Widayanti, & Wijayati, 2023).

This analysis examines the relationship between the marketing mix implemented by Rumah Bibit Parepare and consumer satisfaction (Risal & Aqsa, 2021). The analysis explores how each marketing mix variable (product, price, place, and promotion) contributes to consumer satisfaction. The success of a company depends greatly on the responses of individuals and groups, expressed through purchasing patterns (Haryono & Marniyati, 2017; Riadi, Rohmah Nurazizah, Wakano, & Fadilah, 2023).

Consumer satisfaction is a key indicator of success in business. This reflects consumer satisfaction with product quality, price, service, and experience when purchasing plant seeds. Consumer satisfaction not only influences repurchase decisions but also affects the image and reputation of a business. Service quality is defined as any action or activity offered by one party to another, which is essentially intangible and does not result in the transfer of ownership (Lupiyono, 2022; Yudhistira, Suprapto, & Sulmartiwi, 2023).

Consumer satisfaction is not only a business performance indicator but also an important area that requires continuous improvement and attention. Identifying issues in achieving consumer satisfaction will help Rumah Bibit Parepare determine which aspects require more attention, whether in terms of product, price, place or promotion. Using the marketing mix method, we can understand consumer responses to the seed products marketed at Rumah Bibit Parepare (Astuti & Sunarsih, 2025).

2. Literature Review

The problem formulation in this study is how the marketing mix, including product, price, place, and promotion, can affect consumer satisfaction at Rumah Bibit Parepare.

2.1 Problem formulation

2.1.1 How does the marketing mix, including product, price, place, and promotion, affect consumer satisfaction at Rumah Bibit Parepare?

The first problem addresses the direct relationship between the marketing mix and consumer satisfaction. The marketing mix consists of four main elements: product, price, place, and promotion, all of which can affect consumer satisfaction. This study aims to explore how the combination and application of each element of the marketing mix at Rumah Bibit Parepare influences consumer satisfaction. By answering this question, we can understand the extent to which the marketing mix contributes to creating a positive experience for consumers.

2.1.2 To what extent does each variable in the marketing mix (product, price, place, and promotion) influence consumer satisfaction at Rumah Bibit Parepare?

The second problem focuses on analyzing the impact of each variable on consumer satisfaction separately. Each element of the marketing mix product (the quality of the seeds sold), price (whether the prices offered are competitive), place (accessibility and location of the sales outlet), and promotion

(promotion strategies used) plays a role in either increasing or decreasing consumer satisfaction. This study will examine the extent to which each factor influences consumer perception and satisfaction, providing a clearer picture of which factors are most influential.

2.1.3 What are the dominant factors in the marketing mix that most effectively increase consumer satisfaction at Rumah Bikit Parepare?

The third problem focuses on identifying the dominant factors in the marketing mix that contribute the most to increasing consumer satisfaction. Not all elements of the marketing mix have the same level of influence on brand loyalty. This study will delve into which elements have the most significant impact on improving consumer satisfaction, allowing Rumah Bikit Parepare to optimize these elements to achieve better results in terms of consumer satisfaction and market loyalty. By elaborating on these problem formulations, this study aims to provide a better understanding of how the marketing mix can be structured and managed to create a satisfying consumer experience, leading to the success of Rumah Bikit Parepare.

2.2 Research Purpose

This study aimed to determine the extent to which the marketing mix influences consumer satisfaction at Rumah Bikit Parepare.

2.3 Research Benefits

- 1) To provide information to the company about the implementation of marketing management, particularly the marketing mix, and how it affects consumer satisfaction at Rumah Bikit Parepare.
- 2) This study provides useful information for future researchers conducting similar studies.

3. Research Methodology

3.1 Time and Place

This research was conducted at Jl. Jand. Ahmad Yani, Bukit Indah, Soreang District, Parepare City. The research will be conducted from October to December.

3.2 Population and Sample

According to Sugiyono (2013), the population is the area of generalization that consists of objects or subjects with certain qualities and characteristics, which are studied by the researcher to draw conclusions. According to Halim et al. (2021), the population refers to the entirety of the characteristics or units of measurement of the research objects. In conclusion, the population refers to the objects or subjects within a specific area that meet certain criteria.

The sample determination in this research uses purposive sampling, a technique based on specific considerations made by the researcher based on the population's known characteristics or traits. The researcher then selects the sample based on these considerations (Tajik, Golzar, & Noor, 2024). Therefore, community members who are familiar with or have knowledge of Rumah Bikit Parepare were chosen as the sample. Additionally, if the research involves multivariate analysis (correlation or multiple linear regression), the minimum sample size should be 10 times the number of variables being studied. Since this study involves five variables (four dependent variables and one independent variable), the sample size for this study is 50 participants (Alwi, 2015).

3.3 Data Analysis

The data analysis method used in this study involved data collection through questionnaires using the Likert Scale, followed by processing the data with Multiple Linear Regression Analysis, T-Test, and F-Test. To accelerate and simplify the data analysis process, computerized systems using the IBM SPSS (Statistical Product and Services Solution) version 21 program were employed.

4. Results and Discussion

4.1 Respondent Characteristics

The sample used in this study consisted of 50 respondents, which is based on the rule that for multiple linear regression analysis, the number of respondents should be 10 times the number of variables. Since five variables are used in this study, the sample size is set at 50 respondents. Demographically, the characteristics of the respondents were categorized into several aspects, including gender, age, education level, and occupation. The percentages of each category are shown in the following tables.

4.1.1 Respondent Characteristics Based on Gender

The description of respondent characteristics based on gender can be seen in the following table.

Table 1. Respondent Characteristics Based on Gender

Gender	Frequency	Percentage
male	30	60%
Female	20	40%
Total	50	100%

Source: Primary Data Processed, 2023

Table 1 shows that the respondent characteristics based on gender indicate that there were 30 males (60%) and 20 females (40%) in the sample.

4.1.2 Respondent Characteristics Based on Age

The description of the respondent characteristics based on age is presented in the following table:

Table 2. Respondent Characteristics Based on Age

Age Group	Frequency	Percentage
<19 Years	0	0%
20-29 Years	4	8%
30-39 Years	12	24%
40-49 Years	23	46%
>50 Years	11	22%
Total	50	100%

Source: Primary Data Processed 2023

Based on the research results related to the age of the respondents, Table 2 shows the Respondent Characteristics Based on Age. Respondents aged 40-49 years dominate, accounting for 46% (23 people out of the 50 total respondents surveyed), followed by respondents aged 30-39 years (24%, respondents aged 20-29 years (14%), and over 50 years (22%). Respondents aged 20-29 years make for 8% of the total.

The age group of 40-49 years represents the largest percentage at 46%, predominantly consisting of horticultural farmers and housewives. Horticultural farmers tend to have more in-depth knowledge of various types of plants, seed quality, and specific characteristics of varieties. Seed purchases can be viewed as a strategic decision related to production needs and expectations for good results. Seed purchases by horticultural farmers in the 40-49 age range are considered critical investments in their agricultural endeavors. This may reflect their desire to increase yields, diversify crops, create additional income or meet changing market demands. Meanwhile, housewives in the same age range purchase seeds for hobbies, gardening, and household food needs.

4.1.3 Respondent Characteristics Based on Education Level

The description of the respondent characteristics based on the highest education level is presented in the following table:

Table 3. Respondent Characteristics Based on Highest Education Level

Education Level	Frequency	Percentage
Elementary (SD)	0	0%
Junior High (SMP)	13	26%
High School (SMA)	27	54%
University	10	20%
Total	50	100%

Source: Primary Data Processed 2023

The research findings show that the respondent characteristics based on the highest level of education are presented in Table 3. The highest level of education was High School (SMA), with 54% (27 people), followed by Junior High School (SMP) with 26% (13 people) and university education with 20% (10 people). The 54% with a High School (SMA) education indicates that consumers with this level of education tend to have a deeper understanding of the types of seeds they purchase at Rumah Bibit Parepare.

Higher education opens access to broader information and knowledge about various plant varieties or specific plant growth needs, and trust has been established among them, particularly with their High School education, regarding the seed quality provided by Rumah Bibit Parepare (Dumitru, Sterie, Rodino, & Butu, 2023). They may consider that the place offers high-quality seeds in terms of genetics, growth, and adaptation to the local environment. This suggests that a person's education level can influence their ability to discover new things, such as high-quality seeds (Ma and Chang, 2022).

4.1.4 Respondent Characteristics Based on Occupation

The description of the respondent characteristics based on occupation is presented in the following table:

Table 4. Respondent Characteristics Based on Occupation

No	Occupation	Frequency	Percentage
1	Farmer	19	38%
2	Civil Servant (ASN)	4	8%
3	Housewife	15	30%
4	Employee	3	6%
5	Entrepreneur	7	14%
6	Educator	1	2%
7	Architect	1	2%
Total		50	100%

Source: Primary Data Processed (2023)

The research results regarding the respondents' characteristics based on occupation are presented in Table 4. In terms of occupation, farmers dominated with 38% (19 people), followed by housewives with 30% (15 people). Entrepreneurs make up 14% (seven people), while civil servants (ASN) account for 8%, or 4 people. Employees accounted for 6% (three people), and the lowest percentages were for educators and architects, each with 2% (one person). Therefore, it can be concluded that consumers who work as farmers have more knowledge about horticultural seeds.

4.2 Multiple Linear Regression Test Results

The method for analyzing multiple linear regression can be seen by checking the output results on SPSS software version 21 as follows:

Table 5. Multiple Linear Regression Output

Model	Unstandardized Coefficients		T	SIG
	B	Std. Error		
(Constant)	2.010	4.746	0.423	0,674
Product	0.223	0.109	2.040	0,047
Price	0.507	0.128	3.967	0,000
Place	0.079	0.147	0.536	0,595
Promotion	0.122	0.130	0.938	0,353

Source: Primary Data Processed 2023

The model used to predict this model is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Based on the results of the multiple linear regression in Table 5, the regression equation is as follows:

$$Y = (2.010) + (0.223)X_1 + (0.507)X_2 + (0.079)X_3 + (0.122)X_4$$

Interpretation Results:

1. $a = (2.010)$: The regression constant value is 2.010, indicating consumer satisfaction at Rumah Bibit Parepare (2.010). If all other independent variables (Product, Price, Place, and Promotion) are zero or constant, it means that the consumer satisfaction level is 2.010 before the influence of external factors, such as the marketing mix.
2. $X_1 = 0.223$: The regression coefficient was 0.223. This means that for every 1% increase in the product variable, consumer satisfaction will increase by 0.223, assuming that all other independent variables remain constant. The positive coefficient ensures a positive relationship between the product and consumer satisfaction.
3. $X_2 = 0.507$: The regression coefficient was 0.507. This implies that for every 1% increase in the price variable, consumer satisfaction will increase by 0.507, assuming all other independent variables remain constant. A positive coefficient ensures a positive relationship between price and consumer satisfaction.
4. $X_3 = 0.079$: The regression coefficient was 0.079. This means that for every 1% increase in the place variable, consumer satisfaction increases by 0.079, assuming all other independent variables remain constant. A positive coefficient ensured a positive relationship between place and consumer satisfaction.
5. $X_4 = 0.122$: The regression coefficient was 0.122. This means that for every 1% increase in the promotion variable, consumer satisfaction increases by 0.122, assuming all other independent variables remain constant. The positive coefficient ensures a positive relationship between promotions and consumer satisfaction.

From the multiple linear regression results above, as shown in Table 5, it can be concluded that the variable with the most dominant effect on consumer satisfaction is price, with a regression coefficient of 0.507. This means that the price variable is more dominant than the other independent variables.

4.3 Hypothesis Testing

The T-Test and F-Test were conducted to test the compatibility of the hypotheses with the research results. The T-Test examines how each independent variable affects consumer satisfaction, while the F-test determines whether there is a simultaneous relationship between the independent variables (Sureiman & Mangera, 2020).

4.4 T-Test

The T-Test was used to measure the influence of the independent variables on the dependent variable. The method used in the regression involved a partial T-test, which was measured using the T-table value. If the significance value is greater than 0.05, the independent variable has no partial effect. Conversely, if the significance value is less than 0.05, then the independent variable has a significant partial effect (Sukrilah, Bimo, & Firdaus, 2024).

Table 6. T Test Results

Variable	T-Calculated	T-Table	Significance
X1	2.040	2.014	0.047
X2	3.967	2.014	0.000
X3	0.536	2.014	0.595
X4	0.938	2.014	0.353

Source: Primary Data Processed 2023

The results of the T-Test in Table 6 show that some variables have a partial effect, while others do not have a partial effect on consumer satisfaction. The decision rule states that if the T-table value is smaller than the T-calculated value, the variable does not have a partial effect. This can be seen from the significance value, where the threshold for significance was 0.05. If the significance value is greater than 0.05, it can be concluded that the variable does not have a partial effect on consumer satisfaction.

1. Product Variable Hypothesis: From the T-Test results, the t-calculated value is 2.040, which is greater than the t-table value of 2.014. Additionally, the significance value was 0.047, which was smaller than the 0.05 significance threshold. Therefore, it can be concluded that H1 is accepted.
2. Price Variable Hypothesis: From the T-Test results, the t-calculated value is 3.967, which is greater than the t-table value of 2.014. Additionally, the significance value is 0.000, which is smaller than the 0.05 significance level. Therefore, it can be concluded that H1 is accepted.
3. Place Variable Hypothesis: From the T-Test results, the t-calculated value is 0.536, which is smaller than the t-table value of 2.014. Additionally, the significance value was 0.595, which was greater than the 0.05 significance threshold. Therefore, it can be concluded that H1 is rejected.
4. Promotion Variable Hypothesis: The T-test results show that the T-calculated value is 0.938, which is smaller than the T-table value of 2.014. Additionally, the significance value was 0.353, which was greater than the 0.05 significance threshold. Therefore, it can be concluded that H1 is rejected.

4.5 F-Test

The F-test was conducted to determine the simultaneous effect of the independent variables on the dependent variable. This was done through regression analysis using the F-test, where we evaluated the results by looking at the F-table value. If the F-calculated value is greater than the F-table value, the independent variables are said to have a simultaneous effect on the dependent variable. This is reinforced by the significance value, where the significance value is smaller than 0.05 (Ghozali, 2013 in (Sukrilah et al., 2024)).

Table 7. F-Test Results

F _{count}	F _{table}	Significance Value
7.751	2.58	0,000

Based on the determination of satisfaction, if the significance value is < 0.05 or $F\text{-calculated} > F\text{-table}$, it is confirmed that there is an effect of the independent variable (Marketing Mix) on the dependent variable, which is consumer satisfaction. Conversely, if the significance value is > 0.05 or $F\text{-calculated} < F\text{-table}$, there is no simultaneous effect on the marketing mix variable. The simultaneous hypothesis for the marketing mix in Table 7. The F-test results show that the F-calculated value is 7.751. This indicates that the F-calculated value is greater than the F-table value, where the F-table value is only 2.58. The significance value was 0.000, which was smaller than the significance threshold of 0.05. Therefore, based on this decision, H1 was accepted and H0 was rejected. This means that there is a simultaneous effect of the independent variables on the dependent variable, consumer satisfaction.

4.6 Coefficient of Determination (R^2) Test

A coefficient of determination analysis was conducted to assess the extent to which changes in the independent variables affect the dependent variable. The results of the coefficients of determination are presented in Table 8.

Table 8. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,639	0,408	0,355	1.36724

Source: Primary Data Processed 2023

Based on Table 8, the R-squared value obtained is 0.408, meaning the influence of the independent variables on the dependent variable (consumer satisfaction) is 40.8%. The remaining 59.2% is influenced by variables outside the independent variables. The marketing mix that affects consumer satisfaction includes product, price, place, and promotion. Variables not studied include people, process, physical evidence, packaging, and public relations, which were not measured or intervened in this research.

Sugiono (2016) stated that this model is used to determine how well the model explains the dependent variable. The R^2 value ranged between 0 and 1. If the R^2 value is close to 0, the model's ability to explain the variable is weak. If the R^2 value is close to 1, the model's ability to explain the variable is strong. Table 8 shows that the R^2 value is 0.408, which indicates that 40.8% of the independent variables' influence on the dependent variable is significant.

5. Conclusion and Suggestions

5.1 Conclusion

Based on the discussion and data analysis conducted, the following conclusions can be drawn:

1. The variables that influence the marketing mix on consumer satisfaction at Rumah Bibit Parepare are the product and price variables, as shown by the t-calculated value of 2.040, the regression coefficient (b_1) of 0.223, and the significance value of 0.047. Since the significance value is <0.05 and the regression coefficient has a positive value, it can be concluded that there is a positive influence of the product on consumer satisfaction at Rumah Bibit Parepare. Similarly, the price variable also influences consumer satisfaction at Rumah Bibit Parepare. This is indicated by the T-calculated value of 3.967, regression coefficient (b_2) of 0.507, and significance value of 0.000. Since the significance value is <0.05 and the regression coefficient has a positive value, it can be concluded that there is a positive influence of price on consumer satisfaction at Rumah Bibit Parepare.
2. Based on the F-test, the marketing mix variables (product, price, place, and promotion) that affect consumer satisfaction at Rumah Bibit Parepare have a simultaneous influence, with a probability value of 0.000, which is less than 0.05.

5.2 Suggestions

1. Rumah Bibit Parepare should enhance its promotion strategy, making it more diverse and effective, both online and offline, to reach more consumers and increase their satisfaction with the products offered. Rumah Bibit Parepare should also evaluate the location to ensure it better suits consumer needs and enhances their satisfaction with the horticultural seed business.
2. This study has several limitations regarding the influence of the marketing mix on consumer satisfaction. Other factors influencing consumer satisfaction have yet to be explored. Therefore, future research should incorporate other variables that are more relevant so that the results can more closely reflect the actual situation.

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