THE RELATIONSHIP BETWEEN THE MARKETING MIX AND THE VOLUME OF FURNITURE SALES IN KENDARI CITY

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ABSTRACT

This research aims to determine the marketing mix used by furniture industry owners in marketing furniture in Kendari City and determine the relationship between the marketing mix and the volume of furniture sales in Kendari City. The population in this study is all furniture industries in Kendari City that are officially registered with the Kendari City Labor and Industrial Office, with 23 furniture industries. Based on field search results, the number of furniture industries found in the field only amounted to seven furniture industries, so the determination of samples in this study using census methods by taking seven furniture industries as research samples. Variables in the study were respondents’ identities (age, education level, and experience of effort), marketing mix (product, price, place, promotion, people, physical evidence, and process), and sales volume. Data analysis uses descriptive analysis and Spearman correlation analysis. The results showed that the marketing mix used by furniture industry owners in marketing furniture products in Kendari City had not been applied to the maximum, namely on promotional components, people, and physical evidence. The relationship between the marketing mix and furniture sales volume shows a significant and robust relationship, especially in product components, prices, places, people, and processes. The promotional component and physical evidence showed a weak relationship with furniture sales volume.

Keywords: furniture; marketing mix; sales volume

INTRODUCTION

Marketing is the activity of marketing a product owned, done by someone or a group of people to make a profit. The importance of marketing in the business world determines the sustainability of the business. Rahmawati (2016) defines marketing as an activity that aims to identify and discover human needs. This can be interpreted that a business conducted by the company must provide the services needed (meeting needs profitably) by consumers in the form of profit. For consumers, the benefits are obtained in satisfaction with products produced by the company, so it is necessary to give a good impression to consumers of the products they have. Creating value and a good impression to consumers is how the products offered can continue in demand. By creating value for consumers, companies can receive rewards in sales, profits, and consumer equity in the long run (Kotler & Armstrong, 2008).

The marketing mix is one of the company's strategies to achieve the goals that have been set. According to Widyastuti (2017), a marketing mix is a set of marketing tools that companies use to achieve marketing goals in meeting their target market. The marketing mix consists of four components (4P): product, price, place, and promotion. Furthermore, Fatihudin and Firmansyah (2019) stated that over time according to market conditions, the 4P marketing mix developed into 7P with three components, namely people, physical evidence, and process. The seven components are related and help business actors analyze the market's state in depth. Applying the marketing mix in marketing activities can impact increasing sales volume. The better the marketing mix implementation, the more sales volume obtained. The increase in sales volume indicates the achievement of marketing targets set by a company.
Kustiyah and Irawan (2014) conducted a study entitled Relationship of Marketing Mix with Sales Volume in Ngarsopura Surakarta Night Market. Trade-in Indonesia is expected to be able to increase and compete in the face of competition in the global market. This can be achieved by finding as much profit as possible by increasing sales volume by keeping costs as low as possible. Many efforts are made to achieve high sales volume, among others, through advertising, publicity, sales promotion, discounts, or personal selling.

Khairunnisa (2014) conducted a study entitled Marketing Mix to Increase Sales Volume in Housing Products of PT Anugrah Fazria Abadi Barito Kuala Regency. Marketing is said to be successful if it can maximize profitable sales volume in the long run so that the consumer is met by their needs to expand the marketing efforts that have been done. PT Anugrah Fazria Abadi is one of the companies engaged in housing products in the Barito Kuala Regency. This housing was established in 2013 with a sales target of 60 units per year. However, the reality is quite the opposite. The number of other housing product developers in this region become competitors to watch out for because they are superior in sales volume compared to other competitors. They dare to lower the price, ranging from DP (Down Payment), selling price, and others. Without considering the quality of the products produced. At the same time, the tendency of consumers to buy housing units only at a low price (affordable) without looking at the quality, so that housing products do not last long for the long term.

The furniture industry is one of the industries that implement marketing mix strategies in its marketing activities. This industry is engaged in manufacturing home appliances that include tables, chairs, and cabinets. Furniture is one of the commodities considered strategic for the Indonesian economy. This is evidenced by the large amount of labor absorbed in this furniture industry. According to Salim and Munadi (2017), the direct employment of labor in the furniture industry sector is 500 thousand workers, and the indirect employment of 2.5 million workers or it can be said that 13.3% of the 19.6% of the total national workforce that contributes to the furniture industry sector reaches 15.3 million people. Furthermore, Salim and Munadi (2017) stated that the strategicness of the furniture industry in the Indonesian economy is also evidenced by the products produced that have high added value and can compete globally in the Asia-Pacific furniture world market along with other countries, such as the United States, Europe, China, Malaysia, India and Thailand. Moreover, the state of Indonesia which is rich in natural resources and has creative craftsmen also supports the potential for an increase in the amount of furniture production.

Furniture is one of the needs that continues to increase in demand in Kendari City. This increase is due to the development of housing and property, the growing market for companies and government institutions, and hospitality and restaurants. Based on the Kendari City Statistics Agency (2021), in 2020, the number of housing in Kendari City as much as 65.20% with male heads of households with their building ownership status and 34.80% with male heads of households with non-own building ownership status. While the number of housing with female household heads with the status of own building ownership is as much as 51.34%, and female household heads with the status of ownership of non-owning buildings as much as 48.66%. The number of hospitality in Kendari City is 143 units consisting of 19-star hotels and 124 other non-star hotels/accommodations and the number of restaurants as many as 314 units. This number has increased compared to the previous year, wherein 2019 the number of housing in Kendari City with male heads of households with the status of own building ownership as much as 69.81% and male household heads with non-owning building ownership status as much as 30.19%. While the number of housing with female household heads with the status of own building ownership is as much as 50.53%, and female household heads with non-owning building ownership status as much as 49.47%. The hospitality in Kendari City is as many as 136 units consisting of 17-star hotel units and 119 other non-star hotel units/accommodations. The number of restaurants is as many as 314 units (Kendari City Statistics Agency, 2020). The existence of this phenomenon is used by many parties to set up a furniture business. Based on data from the Kendari City Labor and Industrial Service (2020) that from 2008 to 2020, it was recorded that there were 23 furniture industries in Kendari City that were officially registered.

On the other hand, the increasing number of furniture industries is causing competition between the furniture industry. The furniture industry that cannot compete with other furniture industries will bankrupt. Therefore, efforts are needed in maintaining business continuity amid the number of competitors in the same field by increasing sales volume. In increasing sales volume, the right strategy is needed, from product strategy, price, promotion, place, and service provided to consumers who can realize the company’s goals. The use of the right strategy will impact the sustainability of the furniture business. This research aims to determine the marketing mix used by
furniture industry owners in marketing furniture products in Kendari City and determine the relationship between the marketing mix and the volume of furniture sales in Kendari City.

MATERIAL AND METHODS

The study was conducted from March to September 2021. The location of this study is in Kendari City, which was determined intentionally. The population in this study is all furniture industries in Kendari City that are officially registered with the Kendari City Labor and Industrial Office, with 23 furniture industries. Based on field search results, the number of furniture industries found in the field only amounted to seven furniture industries, so the determination of samples in this study using census methods by taking seven furniture industries as research samples. The data in this study is two, namely primary data and secondary data. The primary data was obtained through interviews with furniture industry owners in Kendari City who numbered seven people using questionnaires. The secondary data was obtained through the Kendari City Labor and Industry Office.

Researchers use several data collection techniques: observation, interview, and documentation. Variables in the study were respondents’ identities (age, education level, and experience of effort), marketing mix (product, price, place, promotion, people, physical evidence, and process), and sales volume. The study used two data analyses: descriptive analysis used to analyze the marketing mix used by furniture industry owners in marketing furniture products in Kendari City and Spearman Correlation analysis used to analyze the relationship between marketing mix and furniture sales volume.

RESULTS AND DISCUSSION

Characteristics of Respondents

Age

Age is one factor that significantly affects furniture industry owners’ performance in implementing and developing their furniture business. According to Gatiningsih and Sutrisno (2017), the composition of the population, if based on productive age and unproductive age, is divided into three compositions, namely ages 0-14 years (unproductive age), age 15-64 years (productive age) and age >64 years (unproductive age). The results showed that the age of respondents varied from one to another. More details can be seen in Table 1.

Table 1. State of the number of respondents of furniture industry owners by age group in Kendari City 2021

<table>
<thead>
<tr>
<th>Age (Years)</th>
<th>Respondents (People)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-64</td>
<td>6</td>
<td>85.71</td>
</tr>
<tr>
<td>&gt;64</td>
<td>1</td>
<td>14.29</td>
</tr>
<tr>
<td>Total</td>
<td>7</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Primary Data processed, 2021

Table 1 shows that respondents to furniture industry owners in Kendari City have productive age, 15-64 years, with 85.71%. With the condition of age that is still productive, the owner of the furniture industry has solid physical abilities so that it is still active in production activities and developing businesses. As for the age of unproductive, which is >64 years with a percentage amount of 14.29%. Although it has a vast difference between respondents of furniture industry owners who are productive and unproductive, the reality is that owners of the furniture industry who are not productive are still very active in their production activities and can compete with those who are productive.

Level of Education

The level of respondents’ education to furniture industry owners can affect the mindset, behavior, and decision-making process in developing their business. According to Handoko (2002), formal education is a significant capital because, with education, one has the ability and can quickly develop themselves in their field of work.
Table 2. State of the number of respondents to furniture industry owners based on education level in Kendari City 2021

<table>
<thead>
<tr>
<th>Level of Education</th>
<th>Respondents (People)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not school</td>
<td>1</td>
<td>14.28</td>
</tr>
<tr>
<td>SD</td>
<td>3</td>
<td>42.85</td>
</tr>
<tr>
<td>SMP</td>
<td>1</td>
<td>14.28</td>
</tr>
<tr>
<td>SMA</td>
<td>1</td>
<td>14.28</td>
</tr>
<tr>
<td>D2 (Diploma)</td>
<td>1</td>
<td>14.28</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data processed, 2021

Table 2 shows that the education level of furniture industry owners in Kendari City is dominated by the elementary school as many as three respondents with 42.85%. The highest level of education pursued by furniture industry owners is Diploma (D2), with the number of respondents as many as one respondent with a percentage of 14.28%. In comparison, the lowest education rate of furniture industry owners is not school as many as one respondents with a percentage of 14.28%. The percentage of education level pursued by furniture industry owners between Diploma (D2) and not the school is equal to the percentage of education level taken by furniture industry owners at junior and high school level. This shows that respondents to furniture industry owners in Kendari City are in a low category because most of the level of education taken is elementary school.

Experience ofTrying

The business experience of furniture industry owners who continue to grow will significantly affect the success of furniture businesses in Kendari City. The longer the experience in business, the more responsive and skilled to overcome obstacles and challenges in his business. According to Herman (2020), the length of an effort can give rise to an experience of trying, where experience can affect a person’s observation in behaving.

Table 3. State of the number of respondents to furniture owners based on experience of trying in Kendari City 2021

<table>
<thead>
<tr>
<th>Business Experience (Years)</th>
<th>Respondents (People)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;5</td>
<td>1</td>
<td>14.29</td>
</tr>
<tr>
<td>5-10</td>
<td>1</td>
<td>14.29</td>
</tr>
<tr>
<td>&gt;10</td>
<td>5</td>
<td>71.42</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>7</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data processed, 2021

Table 3 shows that the business experience of furniture industry owners in Kendari City in the category of <5 years with a percentage of 14.29% with the number of respondents as many as one person, while the experience of furniture owners in the category of 5-10 years with a percentage of 14.29% a year as many as one person. As for the business experience of furniture industry owners in the category of >10 years with a percentage of 71.42% with the number of respondents as many as five people. The longer the business journey, the more experienced and strategies to maintain business continuity.

Marketing Mix Used By Furniture Owners in Marketing Furniture in Kendari City

1. Product

Products are everything that provides value to satisfy customers’ needs and desires (Tijponto & Diana, 2020). The product’s existence becomes essential because marketing activities cannot occur without the product. To build profitable relationships with customers, companies must provide quality, high-performance products that match customer needs and wants in such a way as to generate customer satisfaction and create a competitive advantage (Badi, 2018).

The product marketing mix is studied in product quality, diversity, and product design.

a. Product Quality

Kotler and Keller (2009) define quality as the overall characteristics and properties of a product or service that depend on its ability to satisfy a customer's expected needs. The quality of furniture products is seen from the raw materials used, both wood and paint. The wood used by the owners of the furniture industry in Kendari City to make and produce furniture is teak wood. Teak wood is classified as luxurious, high quality, and the selling price is high and high economic value, and strong and durable (Pudjiono, 2014). The paint used is also quality paint, so it serves to color the
wood to look attractive and protect the wood from damage due to air humidity and other damage. This is in line with what Gunawan and Setiawan (2014) stated that paint is a liquid used to coat the surface of a material to beautify, strengthen, or protect the material.

b. Diversity

Product diversity is the availability of all products ranging from the number, conformity to tastes and desires, and the availability of products offered to be owned, used or consumed by consumers produced by a manufacturer (Kotler & Keller, 2012). Furniture products produced by the furniture industry in Kendari City are very diverse. Examples of products are produced in tables, chairs, cabinets, beds, sills, doors, and windows. Each product also has a variety of shapes, sizes, and functions.

c. Product design

Rachman and Santoso (2015) define product design as the generation of ideas, the development of concepts, the testing, and the execution of manufacturing (physical objects) or services. The design of furniture products produced by five furniture industries in Kendari City is exciting. In addition to having a self-made design, the owners of the furniture industry also receive design orders that follow the wishes of consumers. As for the other two furniture industries, producing Jepara furniture so that the product design comes from its furniture following the characteristics of Jepara furniture. Jepara furniture is famous for its distinctive shape and carvings different from other furniture. According to Gustami (1997), this is due to the formation of Jepara carvings through a long process and history, ranging from simple manufacturing skills to achieving a high level of skill by combining skills acquired through learning brought by traders immigrants, and missionaries from China and India.

2. Price

In buying a product, price becomes a consumer consideration. The higher the product's price, the lower the demand for the product. Conversely, the lower the product's price, the higher the demand. This is in line with what was stated by Indrasari (2019) that price becomes a measure for consumers when experiencing difficulties in assessing the quality of complex products offered to meet needs and wants. The price marketing mix is studied in four aspects: pricing, discounts, competitive prices, and alternative payments.

a. Pricing

Price is the only element of the marketing mix that brings revenue to the company. Failure in setting prices can affect consumers and, at the same time, the (BatuBara & Hidayat, 2016). Prices for all furniture products in each furniture industry in Kendari City vary. Pricing is based on the quality of the products produced. The more quality the product produced, the higher the product's price. For two industries that produce typical furniture Jepara, the pricing of furniture products is slightly more expensive than other furniture industries because it has a different design from other furniture industries. The design used is a design with the Jepara area's characteristics that have its uniqueness.

b. Discount

The discount reduces the price of a previously average valuable product at a certain period to increase sales volume (Christian, 2016). Furthermore, Putra, Pangestu, and Devita (2018) said that the provision of discounts aims to bind consumers. Giving discounts for purchases of furniture products is considered unnecessary for some furniture. Based on the study results, two out of seven furniture industries consider giving discounts to purchase a furniture product as not essential. The other five furniture industries consider that discounting needs to increase consumer loyalty to maintain consumers' remain. This is in line with Doong's opinion in Faesol (2014) that discounts given by a store can shape consumer behavior, then form customer satisfaction and loyalty.

c. Competitive prices

The price of products for each furniture industry is different from other furniture industries. For example, for Jepara Furniture, the lowest price for products offered is IDR2,700,000.00 / unit for dresser products, and the highest price range is IDR8,000,000.00 / unit for four-door cabinet products. UD Selutibar Jaya offers the lowest product price range of IDR1,000,000.00/unit for shoe cabinet products and the highest price range of IDR3,000,000.00/unit for dining table products. Bintang Selatan Furniture offers the lowest price range of IDR2,500,000.00/unit. The highest price range is IDR19,000,000.00/unit, and Meriana Jaya offers the lowest price-range IDR1,000,000.00/unit, and the highest price range is IDR7,000,000.00/unit to IDR8,000,000.00/unit. As for the other furniture industry, the price range is adjusted to the type of order of its products.
Alternative payment

Payment for each purchase of furniture products can be made directly or through other payment alternatives. Furniture industry owners provide alternative payments through Mandiri Cash Bridge (ATM). The results showed six out of seven furniture industries allow consumers to make payments via ATM. This facilitates consumers in transacting, both in the Kendari City area and outside Kendari City. As for one furniture industry, namely Jepara Meubel, payments for the buyer of furniture products are always made directly in the furniture or place of consumers at the time of delivery of goods.

3. Place

Singh (2012) said that the mix of premises includes distribution channels, warehousing facilities, modes of transportation, and inventory control management. It is a mechanism by which goods and services are moved from service providers and manufacturers to consumers. The right and strategic business location will impact the success of the furniture business itself. The marketing mix of the premises is studied in two aspects, namely (1) the location of sales and (2) distribution channels.

a. Location of sale

Location deals with the marketing channel between the place and the distribution channel decision (Latief, 2018). Lupiyoadi (2013) said that the location is also said to be a decision made by the company regarding where its operations and staff will be placed. According to Tjiptono's opinion in Syardiansah (2017), there are several considerations in determining the selection of locations, namely access, visibility, and traffic. Based on the study results, six of the seven furniture industries are located close to the highway, making it easier to reach the people of Kendari City. As for one furniture industry located in the BTN area is considered strategic for production activities but less strategic for furniture sales activities because of the location that is some distance from the community.

b. Distribution channels

A distribution channel is a channel that processes a combination of selling and buying activities in the distribution of goods and services to consumers (Shinta, 2011). In distributing furniture products to consumers located in the Kendari City area, furniture industry owners use private transportation and deliver them directly to consumers. However, if the consumer is outside the City of Kendari distribution using public transportation, the cost of distribution is adjusted to the distance of the place and the number of products ordered by consumers.

4. Promotion

Promotion is an element of the marketing mix that involves communicating with customers and other stakeholders to inform them about products and organizations (Chaffey & Ellis-Chadwick, 2016). Puspitarini and Nurani (2019) said that the main reason someone does promotion is that the products marketed are increasingly known to many people. After the product is widely known to people, the sales results also increase. The promotional marketing mix is studied in two aspects, namely (1) the frequency of promotion and (2) promotional media.

a. Frequency of promotion

Activities to promote furniture products are considered unnecessary for some furniture industries. They assume that promotional activities don't matter. Simply producing a quality product to keep consumers fixed and from consumers still is what disseminates information about the furniture by word of mouth to other communities. Based on the study results, only three out of seven furniture industries conduct promotional activities on their furniture products. Promotional activities are carried out every time there is a new product.

b. Promotional media

Promotional media is a tool or means used for promotion (Amaliah, Fianto, & Yosep, 2015). In carrying out promotional activities, the social media used varies extensively. Promotional activities are carried out by utilizing various applications such as Facebook, Whatsapp, and Instagram.

5. People

The People component of the marketing mix relates to how administrative staff interacts with customers and other stakeholders during sales communications, both before and after sales with customers (Chaffey & Ellis-Chadwick, 2016). Fatihudin and Firmansyah (2019), people's marketing mix has an essential role in marketing because of its involvement in direct service to customers. No matter how sophisticated the technology is used, it cannot replace the role of the marketing mix of people in terms of service. The marketing mix of people is studied in two aspects, namely (1) the
attitude of employees or business owners in providing services to consumers and (2) the ability of employees.

a. Attitude of Employees or Business Owners in Providing Services to Consumers
The service provided by employees and owners of the furniture industry to prospective buyers is excellent. Good service will provide a comfortable feeling to prospective buyers to gain the trust of prospective buyers related to service.

b. The ability of employees
The furniture industry in Kendari City divides labor to its employees, following the capabilities possessed by the employee. Various activities or work carried out by furniture employees in producing furniture include drying wood, forming wood following the shape of furniture following consumer orders, wood polishing, wood sanding, wood assembly, and finishing and delivering furniture products to consumers.

6. Physical evidence
In selling a product or service, customers need physical evidence to establish trust in more tangible business relationships (Zahrah, Mandy, & Mangantar, 2021). Furthermore, Fatihudin and Firmansyah (2019) say that physical evidence plays an essential role in eliminating aspects of intangibility because customers often look at tangible instructions in the form of physical. The physical evidence marketing mix is studied in two aspects, namely (1) a clean and comfortable environment for consumers and (2) parking spaces.

a. A Clean and Comfortable Environment for Consumers
The furniture sales environment is not like the store environment. In addition to being used as a place of sale, furnature production activities are also carried out so that the environment and noise atmosphere of furniture production activities cannot be avoided. However, both employees and owners of the furniture industry still try to provide a comfortable environment for consumers who come to buy.

b. Parking lot
According to Syaiful and Elvira (2012), parking is a state of motionless a temporary vehicle because of the driver's abandonment. Furthermore, Widiyanti and Sembiring (2015) define parking as a necessity for vehicle owners and want vehicles to park where the place is easy to reach. The owners of the furniture industry in Kendari City provide vehicle parking for consumers who come to buy. This is done to create a sense of security and comfort for consumers when visiting furniture.

7. Process
According to Chaffey and Ellis-Chadwick (2016), the process is an element of the marketing mix involving the company's methods and procedures for achieving all marketing functions. Fatihudin and Firmansyah (2019) said that the process regarding activities drives the company's activities to meet customer needs. Therefore, all activities that include process elements involve procedures, schedules, task mechanisms, activities, and routines. The marketing mix process is studied in two aspects, namely, (1) service and (2) booking by telephone.

a. Service
Satisfactory customer service will increase customer loyalty (Purbasari & Purnamasari, 2018). This is in line with what was stated by Sholeha, Djaja, and Widodo (2018) that the quality of service expected by customers as service recipients expects the level of excellence of each service obtained from previously obtained services. If the service provided exceeds customer expectations, the quality of service provided will get an excellent perception from the service recipients. Providing services to consumers, starting from ordering products to delivering directly into consumers' hands, is good. Ordering products can be done in two ways, namely directly or over the phone.

b. Booking by phone
The furniture industry in Kendari City serves and accepts product orders over the phone. Mobile phones can use and function like computers (Daeng, Mewengkang, & Kalesaran, 2017). The ordering process by phone is considered very helpful for consumers in ordering products without the need to come to the furniture directly.

Relationship of Marketing Mix with Furniture Sales Volume in Kendari City
The correlation between the marketing mix and the volume of furniture sales in Kendari City is based on calculations using the spearman correlation test with the help of Microsoft Statistical Package for Social Science (SPSS) program version 21.0 for windows.
Table 4. Spearman correlation test results between marketing mix and furniture sales volume

<table>
<thead>
<tr>
<th>Variable X</th>
<th>Variable Y</th>
<th>Correlation Coefficient Value</th>
<th>Relationship Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Mix</td>
<td>Sales Volume</td>
<td>0.818</td>
<td>Very Strong Relationships</td>
</tr>
</tbody>
</table>

Source: Primary Data processed, 2021

Table 4 shows that Spearman's correlation results for linking the marketing mix to sales volume show a powerful relationship strength level of 0.818. The correlation coefficient number on both variables is positive, which is 0.818, so that the relationship between the marketing mix variable and the sales volume variable is unidirectional. This means that the better the application of the marketing mix, the more sales volume obtained. Conversely, applying a marketing mix that has not been maximal will affect the decrease in sales volume. These results support the theory put forward by Kurniawan and Abidin (2018) that the marketing mix is a combination of marketing variables designed in such a way as to successful sales and marketing programs. In addition, several studies are in line with the results of this study, such as research conducted by Ashari and Mashariono (2017) and Agustina and Suprajang (2016), where the results show that the marketing mix has a strong relationship with sales volume.

Relationship between Marketing Mix Components (Products, Prices, Places, Promotions, People, Physical And Process Proof) with Furniture Sales Volume in Kendari City

In testing the synergy of the relationship between components of the marketing mix (product, price, place, promotion, people, physical evidence, and process) with the volume of furniture sales in Kendari City, spearman correlation analysis is used. The results of the analysis obtained can be seen in Table 5.

Table 5. Results of spearman correlation test between components of marketing mix (products, prices, places, promotions, people, physical evidence and processes) with furniture sales volume in Kendari City

<table>
<thead>
<tr>
<th>Marketing Mix</th>
<th>Correlation Value</th>
<th>Relationship Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>0.936</td>
<td>Very Strong</td>
</tr>
<tr>
<td>Price</td>
<td>0.954</td>
<td>Very Strong</td>
</tr>
<tr>
<td>Place</td>
<td>0.856</td>
<td>Very Strong</td>
</tr>
<tr>
<td>Promotion</td>
<td>0.090</td>
<td>Very Weak</td>
</tr>
<tr>
<td>Person</td>
<td>0.815</td>
<td>Very Strong</td>
</tr>
<tr>
<td>Physical Evidence</td>
<td>0.487</td>
<td>Keep</td>
</tr>
<tr>
<td>Process</td>
<td>0.905</td>
<td>Very Strong</td>
</tr>
</tbody>
</table>

Source: Primary Data processed, 2021

Table 5 shows that components of the marketing mix with extreme levels of relationship strength with sales volume are products, prices, places, and processes. The following will be explained in detail each of the marketing mix component relationships with sales volume:

1. Relationship of Product Marketing Mix with Furniture Sales Volume in Kendari City

The product marketing mix with furniture sales volume in Kendari City has a significant and robust relationship. This means that the more quality the products produced, it will have a good impact on increasing the volume of furniture sales. Consumer interest in furniture products is seen in the quality, design, and variety of furniture products. This is in line with Indrasari (2019) that consumer interest in various products will significantly affect sales volume. Some of the studies that are in line with the results of this study are studies conducted by Musa and Rotinsulu (2019), Ashari and Mashariono (2017), and Rompis, Tumbuan, and Sumarauw (2017) that products have a significant and robust relationship in increasing sales volume. This is inversely proportional to Kustiyah and Irawan (2014) research that products have a weak relationship in increasing sales volume.

2. Relationship of Price Marketing Mix with Furniture Sales Volume in Kendari City

The price marketing mix with the furniture sales volume in Kendari City has a significant and robust relationship. The determination of the selling price of the furniture will affect the increase in the volume of furniture sales in Kendari City. Therefore, the right price is the price following quality, which can satisfy consumers (Fatihudin & Firmansyah, 2019). This is in line with the research of Musa and Rotinsulu (2019), Ashari and Mashariono (2017), and Rompis et al. (2017) that prices have a significant and robust relationship in increasing sales volume. Price becomes essential because it can
affect the image and positioning strategy in prestigious marketing products that prioritize quality and exclusivity (Indrasari, 2019).

3. Relationship of Place Marketing Mix with Furniture Sales Volume in Kendari City

Ismanto (2020) said that the place is a combination of locations and decisions on distribution channels related to delivering services to consumers and where strategic locations mean related to where the company must be located and perform operations. The marketing mix of venues with furniture sales volume in Kendari City has a significant and robust relationship. This means that selecting locations close to the target market is a strategy to make it easier for consumers to visit and purchase furniture products to increase sales volume. This is in line with research conducted by Hidayat and Zuliarni (2014), Arisa (2017), Tinungki, Tampi, and Punuindoong (2018), and Haryono and Nurlaela (2019) that the venue has a significant and robust relationship in increasing sales volume.

4. Relationship of Promotional Marketing Mix with Furniture Sales Volume in Kendari City

According to Sitorus and Utami (2017), promotion is one of the variables in the marketing mix that is a practical implementation in marketing products and services, not only serves as a means of communication between companies and consumers but also as a tool to influence consumers in purchasing activities following their wants and needs. However, the results showed that the mix of promotional marketing with furniture sales volume in Kendari City did not have a significant relationship. This means that the high volume of furniture sales in furniture marketing activities in Kendari City is not related to implementing the promotional mix. This is in line with Musa and Rotinsulu (2019) and Arisa (2017) research that promotions do not have a significant relationship with increasing sales volume. This is contrary to research conducted by Priyanto, Martina, Hamzah, Somantri, and Syarifuddin (2018) and Haryono and Nurlaela (2019) that promotion has a significant relationship in increasing sales volume.

5. Relationship of People’s Marketing Mix with Furniture Sales Volume in Kendari City

The marketing mix of people with furniture sales volume in Kendari City has a significant and robust relationship. People play an essential role in furniture marketing activities because they are directly related to consumers. This supports the theory put forward by Kurniawan and Abidin (2018) that the elements of people (employees and owners of the furniture industry) are used to connect directly with consumers to provide full service and know what consumers want. This is in line with Agustina and Suprajang (2016) research, Fadillah, Artiningsih, and Zamilah (2021), and Nurlisah (2018) that people have a significant and robust relationship in increasing sales volume. This contradicts research that people do not have a significant association with increased sales volume.

6. Relationship of Physical Proof Marketing Mix with Furniture Sales Volume in Kendari City

The physical proof marketing mix with furniture sales volume in Kendari City has no significant relationship. This means that the high volume of furniture sales in furniture marketing activities in Kendari City is not related to the implementation of physical evidence. Physical evidence plays an essential role in convincing consumers to receive excellent service (Tjiptono & Diana, 2020). However, its application in the furniture industry in Kendari City is still not maximal, so it needs to be improved again. This is in line with Fadillah, Artiningsih, and Zamilah (2021) and Nurlisah (2018) research that physical evidence does not significantly increase sales volume. This contradicts Adrianah (2017) and Kamsiani (2017) research that physical evidence has a significant association with increased sales volumes.

6. Relationship of Process Marketing Mix with Furniture Sales Volume in Kendari City

The process marketing mix with furniture sales volume in Kendari City has a significant and robust relationship. This means that the service activities provided to consumers, either directly or over the phone, can affect increasing the volume of furniture sales. Elements of the marketing mix process that consumers understand and follow the promised will also determine consumer satisfaction (Fathuddin & Firmansyah, 2019). This aligns with Agustina and Suprajang (2016) Adrianah (2017) research that the process has a significant and robust relationship with increasing sales volume. This contradicts Fadillah, Artiningsih, and Zamilah (2021) and Kamsiani (2017) research that the process does not strongly and significantly affect rising sales volumes.
CONCLUSION

The results showed that the marketing mix used by furniture industry owners in marketing furniture products in Kendari City had not been applied to the maximum, namely on promotional components, people, and physical evidence. The relationship between the marketing mix and furniture sales volume shows a significant and robust relationship, especially in product components, prices, places, people, and processes. The promotional component and physical evidence showed a weak relationship with furniture sales volume.

REFERENCES


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