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**CONSUMER RESPONSE ON MARKETING MIX OF ALOE  
VERA GREEN PRODUCTS IN PONTIANAK WEST  
KALIMANTAN, INDONESIA**

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**Abstract:** Green products or which are also often referred to as environmental friendly products that are complex enough to be defined. Green products made from aloe vera produced by a small company of processed aloe vera, which has been developed in Pontianak, West Kalimantan Indonesia experienced excellent growth in the development of refined products are made. Initially only aloe vera drinks are produced but it's been producing aloe vera into jelly, tea, dodol, chocolates and crackers. The purpose of this study is to analyze consumer response on marketing mix of green products processed aloe vera in Pontianak City. The research method in this study is a survey method. Sample of consumers used incidental sampling technique. The analytical tool used is conjoint analysis with the matrix between 5-P i.e. production / product (P), price (P), Place (P), promotion (P), people or 5-P with agro-industry customer satisfaction with the product. The results showed that marketing mix which has influence on green products processed aloe vera, in the sequence is price (19.93%), place (19.16%), product (18.57%), packaging (16.31%), performance (15.83%) and promotion (10.18%).

**Keywords:** aloe vera; consumer response; green products; marketing mix; conjoint analyz

## Introduction

Green products or which are also often referred to as environmental friendly products are quite complex to define. However, the products can be classified based on the scale of the negative result on the environment during their life cycle [1]. If a product using safe ingredients from sources that can be renewed, then the product can be classified as a green product. Green products made from aloe vera have been produced by a large company who cares about good health for human consumption or used as a raw material of everyday life, such as toothpaste, bath soap, skin lotion. Aloe vera processed agro-industry that has developed in Pontianak West Kalimantan Indonesia experienced excellent growth in the development of refined products, initially only able to produce aloe vera drinks alone. But it's been able to produce aloe vera into jelly, tea, dodol, chocolate, and crackers. One of the factors supporting the success of a company in marketing its products can not be separated from the product attributes. Product attributes is the development of a product or service that involves the determination of the benefits to be provided. Thus the attributes of a product would vary according to the ingenuity of manufacturers see consumers desire [2]. Research of green marketing mix processed aloe vera products, ie by comparing the processed aloe vera products with the attributes of the marketing mix of product, price, promotion, place, packaging and appearance has never been done. This study used a full-profile presentation method, because this method can compare all the attributes at once (no partial judgment), so it is closer to the real situation, or more realistically.

## Literature Review

For marketing activities we must understand consumer responses, the focal point of consumer behavior business marketing is the ever-changing and very complex consumer buying decisions. It is not important what the consumer buys but the most important thing is the reason for buying the item. The factors that motivate why customers buy goods must be analyzed by marketers. This is an attempt by marketers to promote positive customer relationships and is a successful guideline for increased sales [3].

Using a resource, product, or service is the final study of consumer behavior [4]. Consumer behavior is essentially the decision process used to buy, use products and services to meet their needs and wants so that the level of satisfaction occurs at the individual, group and organizational level [5]. The science of consumer behavior is not fixed but always follows the times of society, not black and white, very complex and multidimensional [6].

For the purpose of this study, the authors wanted to know how consumer behavior / response to processed aloe vera products sold in souvenir markets or souvenir centers in

Pontianak. Therefore, the attitude of consumers and decide which processed product to choose and which brand is taken is based on the information from the shop assistant.

Facts that are important for understanding attitude in consumer marketing activities are the keys to successful marketing [7]. Government agencies develop regulations and formulate effective strategies to protect consumer interests, so that consumer attitudes influence behavioral responses to marketing activities [8].

In general, researchers have focused on the factors that cause differences in consumer attitudes towards marketing behavior including product quality, advertising and retail or sales. Several studies investigated a number of other aspects that can influence consumer attitudes towards marketing.

The marketing mix is one of the main concepts of modern marketing. It is a mixed marketing tool to generate the response an organization wants from its target market. The marketing mix consists of product, price, place and promotion. Marketing purchasing behavior factors are influenced by characteristics and personal [9]. The marketing mix has a strong relationship with the buying patterns of consumers for the selected brand and intentional buying [10]. Price is an important factor to see brand quality in consumer purchasing decisions [11]. Place or distribution channel is a combination of institutions through market products meeting between sellers or end consumers [12]. Various types of promotional activities are very important in modern marketing to maintain and grow market share [13]. A successful sales promotion must be consistent with the quality of the brand and also pay attention to other supporting aspects of the brand [14].

Most studies have shown that the marketing mix factors have a relationship with consumer purchasing behavior and to achieve this requires an essential arrangement. Determinants of female workers in purchasing cloth in Malaysia are the determinants of female workers being influenced by products, prices, promotions and consumer demographics [15]. Women's brand equity decision making in Malaysia is influenced by product, price, place and promotion [16]. Research on the factors that influence the demand for beauty soap by female consumers in large colombo areas shows that price, place, promotion, products and several demographic factors influence the demand for beauty soap among female consumers [17].

Research on consumer purchasing decisions for women's shoes, the results show that the factors that influence consumer attitudes when buying women's shoes are price, quality, fit, comfort, good customer service, fashion and other people's opinions as determinants of consumer purchases to buy shoes. The most important factors in purchasing shoes are price and quality [3].

Therefore, it is reviewed that previous research to understand consumer responses to marketing activities is focused on product, price, place and promotion, demographics and psychological factors. But researchers in the study used the 5Ps (product, price, place, promotion and gasket and appearance). To measure "Consumer Response on Marketing Mix of Green Products Processed Aloe Vera in Pontianak West Kalimantan, Indonesia"

## Methods

This research is a survey with explanatory study method. Explanatory study method is a research method to retrieve data from the sample and using a questionnaire as a data collection tool. Once the data is obtained, the results presented are explanatory, then the data were analyzed to test the hypothesis proposed at the beginning of the study. Sample of consumers using incidental sampling technique that is based on chance sampling technique [18], i.e. consumers who by chance / incidental met with investigators at the time researchers are interviews with respondents or merchants [19]. A questionnaire considered valid if the questions on the questionnaire were able to express something that will be measured by the questionnaire [20].

Selection of attributes that will be used is through preliminary research, where respondents were asked to mention any attribute is considered influential in choosing and buying processed aloe vera products, such as aloe vera drinks, jelly, sticks, concentrates, dodol, crackers, tea. "The Magical Number of Seven, plus or Minus Two: Some Limits on Our Capacity for Information Processing" [21]. Obtained 5 pieces attributes which can be seen in

Table 1. Attributes and Level Attributes Evaluated

No	Marketing mix Atribut	Description of Each Attributes
1	Product	Flavors, the form of products, suitable for consumption, quality, product durability, product integrity
2	Price	Expensive, cheap, affordable and discounted prices
3	Place	Continuous availability of products on the market, available anywhere in the market, selling places are clean, a product available on time when requested.
4	Promotion	Promotion to the general public, mass media, advertising
5	Packaging	Attractive packaging, labeled / branded green, safe packaging, easy to carry everywhere, different packaging sizes

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Performance	clean and healthy products, available in various sizes, complete with nutritional composition, the product is safe for consumption, the products look the same as other processed products
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Conjoint analysis is a technique that is specifically used to understand how the desire or preference of consumers for products or services by measuring the degree of usefulness and value of the relative importance of various attributes of a product [22]. Conjoint analysis is also performed on the other hand to make the part-worth function or utility function that describes the utility of each attribute level according to the consumer [23].

### **Interpretation of Results and Validation Results of Conjoint**

Methods of interpretation of the results of the most common, is to estimate the part-worth for each attribute. The greater part-worth (either positive or negative), the greater the overall utility. The largest contribution to the overall utility that includes the interest rate factor is the greatest distance (low to high) part-worth[24].

The last stage is the result of conjoint can be validated internally and externally. Internal validation is a confirmation that the engine has the proper research. External validation in general involves the conjoint ability to predict actual choice, while to determine whether the results of the aggregate conjoint valid in predicting the preferences of all respondents, the correlation value can be used [24].

## **Results and Discussion**

### **Utility Level**

Utility level indicator shows the utility value of the marketing mix affects consumer response to the purchasing decision of processed aloe vera in the city of Pontianak. Benchmark indicator that gives rise to the marketing mix that influence purchasing decisions can be seen from the utility value of the indicator is positive or negative. If the utility value is positive then the indicator supports the factors influencing purchasing decisions, otherwise if its utility value is negative, the indicators do not support the factors influencing purchasing decisions. Utility value indicator of these factors can be seen in Table 2.

Table 2. Utility Value Output

Marketing MIX	Indicator	Utility Estimate
PRODUCT	Flavors	-0.009
	The form of Products	-0.032
	Suitable for Consumption	.037
	Qualified Products	-0.009
	Products Durability	-0.003
	Integrity of Products	.017
PRICE	Expensive	-0.024
	Cheap	.008
	Affordable	.085
	Discount Price	-0.102
PLACE	Continuous availability of products on the market	.077
	Available Anywhere in the market	-0.117
	Clean selling location	.033
	Products Available On Time When Asked	.008
PROMOTION	Promotion to General Public	.003
	Mass Media for Promotion	-0.032
	Need Advertised	.028
PACKAGING	Attractive packaging	-0.035
	Labeled / branded Green	.022
	Safe packaging	.082
	Easily Carried Everywhere	.075
	Packaging Size Varies	.007
PERFORMANCE	Products Clean And Healthy	.024

Available In Various Sizes And Complete With Nutrient Composition	.036
Products Safe For Consumption	.021
Same Product Display With Other Processed Food Products	-.039
(Constant)	4.003

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Source: Data Processed SPSS, 2014

Table 2 showed that the response of consumers to purchase green products processed aloe vera to the marketing mix showed the following results:

1. Product referred to in this study were processed aloe vera green products produced by the manufacturers of drinks, jelly, tea, crackers and dodol. Indicators studied were taste, form, quality and durability of the product where the utility value estimate is negative (-.009, -.032, -.009, -.003) or (-0.9%, -3.2%, -0.9%, and -0.03%) means that in general the respondents did not like the green product of the indicator processed aloe flavor, form, quality and product durability. Furthermore, each 1% increase in processed aloe vera products will lower the sense of -0.9% for the product, -3.2% for the product form, -0.9% to -0.03% product quality and durability of the product to the influence response of consumers in the purchase of products processed aloe vera. While the indicator is suitable for consumption and the integrity of the product has utility value estimate is a slight positive (0.037 and 0.017) or (3.7% and 1.7%) of the respondents liked the general meaning of processed Aloe vera green products of indicators suitable for consumption and product integrity. This means that every 1% increase in processed aloe vera products will increase 3.7% and 1.7% affect the response of consumers in the purchase of products processed aloe vera. Product factors pertain to the qualities of the product or service for sale. Often, products purchased online are no different than those purchased at brick and mortar stores. Customers choose between competing products depending upon which offer the best value [25]. Factors determining this include merchandising, overall product value, and availability of product customization [26].
2. Price referred to in this research is the price of processed Aloe vera products purchased by consumers. The results showed the indicator is expensive and utility rebates where the value estimate is negative (-0.024 and -0.102) or (-2.4% and -10.2%) means that consumers judge prices of processed Aloe vera green products which are sold from manufacturers to consumer that price is not expensive and does not require a rebate, meaning that utility value is directly proportional to the positive estimate of

- 0.8% and 8.5% that green products processed aloe vera has cheap and affordable prices. “consumers will limit the amount of purchase desired goods if the price of an item is too high, because it would be possible to switch consumers to purchase a replacement item (goods substitution) whose prices tend to be cheaper” [27].
3. Place, which is referred to in this study is the location that sells green products processed aloe vera which can be purchased by consumers. Research results that have utility value estimate is negative is an indicator available anywhere on the market with a value of -0.117 or -11.7%. This means that green products are not processed aloe vera OTC market only sold in the market all special souvenirs center of Pontianak city is in the PSP market. Processed green aloe vera products have not entered into such a large supermarket and Carrefour hypermart. While the local supermarket has entered several items processed aloe vera products only.
  4. Promotion, which is referred to in this research are activities that communicate targeted products and encourages customers to buy separately. The results showed that the estimate has a utility value are negative. Indicator of the mass media with the value of -0.032, or 3.2%. This means that in general the respondents are less likely to be the promotion of green products processed aloe vera in the media because it is less effective for the approach to the consumer. Furthermore, the promotion is done by means of exhibitions, expo is to introduce the product to the general public and advertised through the Internet e-commerce and advertising in local and national TV.
  5. a. Packaging, which is referred to in this study is a green product packaging of processed Aloe vera is rated by consumers. The results showed that the respondents considered that the less attractive packaging can be seen with the utility value estimate are negative. Its value is -0.035 or -3.5%. While the indicators that have a positive estimate utility value is labeled / branded, safe packaging, easy to carry anywhere and different packaging sizes.  
b. Performance, which is referred to in this study are presented in the appearance of a green product packaging of processed Aloe vera is rated by consumers. The results of this study show that consumers do not like that the products look the same as other food products processed by the utility value estimate is negative at -0.039 or -3.9%. While the others have a positive estimate the utility value of consumers' assessment of green products processed aloe vera good. Is a positive indicator of clean and healthy products, available in various sizes and complete with nutritional composition and the product is safe for consumption. This shows the excellent response by consumers to products processed aloe vera produced by processing. So that in the future needs to be an innovation suggested by consumer products.

### **Relative Importance Level**

Testing the relative importance level of the conjoint analysis aims to analyze the attributes which are the most dominant of the marketing mix affects consumer response in the purchase of green products processed aloe vera. Value of the relative importance can be seen in Table 3 is as follows.



Tabel 3. Relative Importance Level

Importance Values	
PRODUCT	18.570
PRICE	19.932
PLACE	19.167
PROMOTION	10.182
PACKAGING	16.312
PERFORMANCE	15.837

Averaged Importance Score

Table 5 shows that the overall marketing mix is the most dominant factor affecting the response or the most important purchasing decisions of consumers towards green products processed aloe vera in Pontianak, is the price of the importance values of 19,932%. This shows that consumers rate the price of processed Aloe vera green products purchased cheap and very affordable.

### Calculation of Predictive Accuracy

Conjoint Analysis in principle aims to predict the pattern of opinion of the respondents, which is called the Part-Worth Estimates, and then compare with the actual opinion of the respondents, which is in the process of stimuli. Conjoint results should not vary much with the actual opinion of the respondents, which is reflected by the high number of correlations between the results of Estimates with actual results. This is called Predictive accuracy, which measures the degree of prediction accuracy as reflected by the high and significant correlation between the results of estimates with Actual outcomes. To test the closeness of the correlation measurement was performed. Based on the correlation results in Table 4 below:

Tabel 4. Predictive Accuracy Level

Correlations <sup>a</sup>		
	Value	Sig.
Pearson's R	.945	.000
Kendall's tau	.774	.000

a. Correlations between observed and estimated preferences

## Conclusion

Based on the above analysis and discussion, it can be concluded that the response consumer marketing mix terhadap green products processed aloe vera ideal city Pontianak is marketed product (suitable for consumption and integrity of the product), price (cheap and affordable), place (product availability continuous market, the net sales and product available on time when requested), promotion (promotion to the general public and needs to be advertised), packaging (labeled / branded, safe packaging, easy to carry anywhere and pack sizes vary) and performance (clean and healthy products, available in various sizes and complete with nutritional composition and the product is safe for consumption). If the green products marketed processed aloe vera base with segment marketing mix is already known, the expected small company processed aloe vera will market the product in the right segment, so that the product will meet the needs and desires of consumers in these segments and increased sales or green products aloe vera preparations sold in the market.

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