



The Role of Marketing Communication in Influencing the Decision to Buy Organic Crop Products in the Practical Garden of the Faculty of Agriculture, University of Nusa Nipa Indonesia

Elisabeth Yuvensia Paulina*¹, Sarlina Noni²

Agribusiness Study Program, Faculty of Agriculture, University of Nusa Nipa

*Email: paulina.ly17@gmail.com

Article Info

Article History:

Received : March 30, 2021

Revised : April 21, 2021

Published: April 2021

e-ISSN: 2623-2324

p-ISSN: 2654-2528

DOI: 10.5281/zenodo.4739772

Abstract

As an agricultural country, the agricultural sector is the main sector in Indonesia. The agricultural sector is a strategic and potential sector in the development of the national economy. One of the priorities to achieve this goal is the development of organic crop commodities. Marketing communication can change the way consumers think and behave depending on the way the communication is conveyed by the marketing party. This study aims to determine how the role of marketing communication in influencing the decision to buy organic plant products in the garden of the Faculty of Agriculture. Sampling in this study was carried out by purposive sampling method with the sample in this study were 30 people as respondents. Testing this problem using quantitative descriptive analysis method with Rank Spearman data analysis. The results of this study indicate that in increasing competitiveness and consumer buying interest, of course, the role of marketing communication is quite influential in the decision to buy organic plant products.

Keywords: Marketing Communication, Purchasing Decision

INTRODUCTION

Indonesia is a country with abundant potential in the field of natural resources in almost all sectors, one of which is the agricultural sector. As an agriculture-based country, the agricultural sector is the main sector in Indonesia. This can be seen clearly in the majority of Indonesia's population who work as farmers. The agricultural sector is a strategic and potential sector in the development of the national economy.

The long-term agricultural development strategy aims to build a flexible, advanced, and efficient agriculture, considering that so far most Indonesians are engaged in the agricultural sector. One of the priorities to achieve this goal is the development of organic crop commodities. The prospect of developing organic commodities is still wide, because Indonesia still has a lot of land that has not been utilized optimally (Enggelina Onna: E-journal 2016).

Organic agriculture is part of the agricultural sector and is highly valued by people in developed and developing countries, at the same time people pay more attention to human health and environmental health in changing their lifestyle. Currently the organic market share is increasing rapidly. Therefore, organic food and organic agriculture will be "*in a great demand*" in the future (Saragih, 2008).

In line with the matter of facing fierce competition, the company must use a marketing concept that includes benefits, quality or quality and satisfaction between needs and desires so that the company will get the desired sales target (Kotler: 2009: 12).

The rapidly changing business environment forces producers to continue to actively formulate and communicate promotional information in order to obtain resources to gain a competitive advantage. This brings communication in marketing activities to the attention of this producer / company. Manufacturers are required to communicate how the product is produced so that it can be sold in the market and evaluated as a high quality product.

Marketing communication can change the way consumers think and behave depending on the way the communication is conveyed by the marketing party. The purpose of this marketing activity is to disseminate information, influence and remind target audiences to accept, buy, and be loyal to the products or production services provided.

According to Keller in (Tandiarruan 2013: 4) explains that the role of marketing communication is to contribute to brand equity by assigning brands to memories and relationships that are strong, profitable, and unique associations therein. A wide variety of different marketing communication options exist to assist marketers. Meanwhile (Jatmiko: 2014) in his journal entitled Marketing Communication as a Market Expanding Strategy, quoted Philip Kotler explaining that in the operations of a company, marketing communication has a very important role in an organization or company.

Sikka Regency is one of the regencies in the East Nusa Tenggara (NTT) Province of Indonesia, where most of the population works as farmers. A decrease in harvested area does not mean a decrease in the amount of production because there are many things that affect production other than the harvested area, one of which is productivity. The organic crop business in Sikka Regency, especially the city of Maumere, is very promising and not a few millennial farmers are plunging into organic farmers because of the large market demand and the profits they get are quite large.

The Agricultural Practice Garden is one of the lands owned by the Nusa Nipa Higher Education Foundation which is engaged in agriculture covering an area of 2.5ha. There are many organic plants that are managed in agricultural practice gardens such as shallots (*Allium cepa var. Aggregatum L.*), chilies (*Capsicum frutescens*), eggplant (*Solanum melongena*), papaya (*Carica papaya*), green mustard (*Brassica chinensis var. Parachinensis*), Watermelon (*Citrullus lanatus*), Cucumber (*Cucumis sativus*) and Tomato (*Solanum Lycopersicum*). Organic agriculture combines innovation, tradition and science and can benefit from the environment to maintain a better quality of life. The basic principle of organic plants must contribute to the health and fertility of soil, plants, animals and the natural environment. By developing organic plants, it means providing healthy humans with food that does not contain polluting and harmful chemicals. With the opening of the market share, many organic farming actors have emerged. Not only because of its high economic value, organic agriculture is also important for the improvement of agroecosystems which are increasingly being destroyed by exposure to synthetic or chemical substances such as pesticides.

As an organic vegetable producer, in order to be able to compete with other producers to attract consumers, it is necessary to make marketing communication efforts. Marketing communication according to Kotler and Keller (2009) is: "a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold".

These efforts are related to consumer purchasing decisions where marketing communication is an important aspect of the overall marketing mission, including determinants of marketing success where people who are consumers of organic vegetables state negatively when they do not consume organic vegetables (Andari, 2006).

Therefore, marketing communication is expected to attract consumers, especially those who have never purchased the product, to retain existing consumers and continue to consume these organic vegetable products. Marketing communication is expected to have an impact on the purchasing decision-making process of consumers who buy these organic products.

METHODS

Place and time

research This research was conducted in Alok District, Sikka District, East Nusa Tenggara Province (NTT). The location selection is carried out based on the potential of the sub-district to be studied which is adjusted to the research objectives. The selected sub-district is one of the sub-districts where the garden of the Faculty of Agriculture, University of Nusa Nipa Indonesia in Maumere is located. Research time will be carried out on October 1 to November 1 2020.

Research Design

The research design was designed as a descriptive study. That descriptive research is a study to find facts with the right interpretation. This research was conducted at the Garden of the Faculty of Agriculture, University of Nusa Nipa Indonesia in Maumere.

According to Sugiyono (2009) measurement can be done with a Likert scale, the Likert scale is a psychometric scale commonly used in questionnaires and states the scale most widely used for research in the form of surveys. The use of research that often uses this scale is when the researcher uses a descriptive survey research type (description), the name of the description scale, the name of this scale is taken from the name of the creator of Rensis Likert, who published a report explaining its use. To respond to questions on a Likert scale, respondents determine their level of agreement with a statement or question by selecting one of the available options.

Finding the total score can be found using the following formula:

$$TS = T \cdot P_n$$

Where: T = Total number of respondents who chose the answer

P_n = Choice of Likert score

$\text{formula index} \frac{TS}{y} \times 100 \%$

Where:

TS = Total Score

Y = Highest score Likert X Number of Respondents

To determine the relationship between the level of creativity and innovation, the Spearman Rank correlation test analysis is used with the formula:

$$rs(rho) = 1 - \frac{6 \sum d^2}{n(n^2 - 1)}$$

Description:

r_s (rho) = Spearman rank correlation coefficient

d² = difference between X and Y

∑ = Sigma or the number

n = Number of individuals in the sample

Numbers 1 and 6 = Constant numbers (Sugiyono, 2012)

The data obtained is then distributed in different categories, it can be said based on certain interval classes using the formula:

Table 1. Interval classes

Number	Achievement	Category
1	80% - 100%	Very important.
2	60% - 79.99%	Play
3	40% - 59.99%	Less role
4	20% - 39.99%	Do not play a role
5	0% - 19.99%	Very do not play a role

$$I = \frac{100}{\text{Number of Class}} = \frac{100}{5} = 20$$

i = 20

Information:

i = Class Interval

Number of Classes = Number of Classes or Categories determined

RESULTS AND DISCUSSION

Variable Role of Communication (Variable X)

The independent variable or independent variable is the variable that affects or causes changes or the emergence of the dependent or dependent variable (Sugiyono, 2011: 61). The independent variable in this study is the role of communication.

Table 2. Variable questionnaire data X

Item Question	Total STS	%	Total TS	%	Total N	%	Total S	%	Total SS	%
1	0	0	0	0	0	0	6	20	24	80
2	0	0	2	6,7	15	50	10	33,3	3	10
3	0	0	1	3,3	5	16,7	22	73,3	2	6,7
4	0	0	0	0	2	6,7	20	66,7	8	26,7
5	0	0	0	0	4	13,3	15	50	11	36,7
6	0	0	0	0	0	0	15	50	15	50
7	0	0	0	0	3	10	23	76,7	4	13,3
8	0	0	1	3,3	1	3,3	25	83,3	3	10
9	0	0	0	0	14	46,7	10	33,3	6	20
10	0	0	0	0	6	20	18	60	6	20
11	0	0	0	0	0	0	30	100	0	0

12	0	0	0	0	16	53.3	8	26.7	6	20
13	0	0	0	0	2	6.7	25	83.3	3	10
14	0	0	2	6.7	7	23.3	10	33.3	11	36.7
15	0	0	0	0	0	0	25	83.3	5	16.7
16	0	0	0	0	3	10	22	73.3	5	16.7

Based on the questionnaire data obtained for the communication variable, it shows the results on the following items: In question item 1, 20% of respondents agreed with the statement that organic plants are beneficial for health, and 80% of respondents strongly agreed. In question item 2, as many as 6.7% disagreed with the statement that they were able to understand the information conveyed, 50% of respondents said they were neutral, 33.3% of respondents said they agreed, and 10% of respondents stated that they strongly agreed.

In question item 3, as many as 3.3% of respondents stated that they did not agree with the statement that they always received information about the quality of organic plants, 16.7% of respondents said they were neutral, 73.3% of respondents agreed and 6.7% of respondents stated that they strongly agreed. In question item 4, as many as 6.7% of respondents stated that they were neutral with the statement that they had tried the consumption of marketed organic plants, 66.7% of respondents agreed, and 26.7 respondents stated that they strongly agreed. In question item 5, as many as 13.3% of respondents stated that they were neutral with the statement that organic plants were free from chemical influences, 50% of respondents agreed, and 36.7% of respondents stated that they strongly agreed.

In question item 6, 50% of respondents agreed with the statement that the level of organic plants has good quality for health, and 50% of respondents strongly agreed. In question item 7, 10% of respondents stated that they were neutral with the statement that they were satisfied with organic plant products, 76.7% of respondents agreed and 13.3% of respondents stated that they strongly agreed. In question item 8, 3.3% of respondents stated that they disagreed with the statement that the organic plants produced could meet consumer needs, 3.3% were neutral, 83.3% agreed and 10% of respondents strongly agreed.

In question item 9, 46.7% of respondents stated that they were neutral with the statement that they always accepted suggestions about organic plants, 33.3% of respondents said they agreed and 20% of respondents stated that they strongly agreed. In question item 10, 20% of respondents stated that they were neutral with a statement that they were able to serve consumers, 60% of respondents agreed and 20% of respondents said they strongly agreed.

In question item 11, 100% of respondents agreed with the statement of mutual respect for fellow consumers. In question item 12, 53.3% of respondents stated that they were neutral with a statement that they were able to recommend the purchase of organic plants at the Practice Garden, 26.7% of respondents stated that they agreed and 20% of the respondents stated that they strongly agreed. In question item 13, 6.7% of respondents stated that they were neutral with a statement that they were able to control themselves to work, 83.3% of respondents said they agreed and 10% of respondents stated that they strongly agreed. In question item 14, 6.7% of respondents disagreed with the statement that provided the best service to consumers, 23.3% of respondents said they were neutral, 33.3% of respondents agreed and 36.7% of respondents said they strongly agreed.

In question item 15, 83.3% of respondents agreed with the statement of cooperation between producers and consumers, and 16.7 respondents strongly agreed. In question item 16, 10% of respondents stated that they were neutral with the statement that they created a conducive working atmosphere, 73.3% of respondents agreed and 16.7% of respondents stated that they strongly agreed.

Variable Purchase Decision (Variable Y)

The dependent or dependent variable is a variable that is influenced or becomes the result of the independent variable (Sugiyono, 2011: 61). The dependent variable in this research is marketing.

Table 3. variable questionnaire data Y

Item Question	Total STS	%	Total TS	%	Total N	%	Total S	%	Total SS	%
1	0	0	2	6.7	12	40	14	46.7	2	6.7
2	0	0	1	3,3	21	70	6	20	2	6,7
3	0	0	1	3,3	8	26,7	20	66,7	1	3,3
4	0	0	0	0	1	3,3	9	30	20	66,7
5	0	0	8	26,7	6	20	15	50	1	3,3
6	0	0	9	30	12	40	8	26,7	1	3,3
7	0	0	0	0	2	6,7	23	76,7	5	16,7
8	0	0	0	0,0	1	3,3	12	40	17	56,7
9	0	0	0	0	0	0	18	60	12	40
10	0	0	0	0	3	10	25	83,3	2	6,7
11	0	0	1	3,3	18	60	10	33,3	1	3,3
12	0	0	0	0	8	26,7	17	56,7	5	16,7

Based on the questionnaire data obtained for the purchasing decision variable, it shows the results on the following items: In question 1, 6.7% of respondents disagreed with the statement that getting information through the mass media, 40% of respondents said they were neutral, 46.7% of respondents agreed and 6.7% strongly agree. In question 2, 3.3% of respondents disagreed with the statement that consumers buying organic plants in large quantities got a bonus, 70% of respondents said they were neutral, 20% of respondents agreed and 6.7 respondents strongly agreed. In question 3, 3.3% of respondents disagreed with the statement that they knew the sale of organic plants in practical gardens from their friends, 26.7% said they were neutral, 66.7% of respondents agreed and 3.3 respondents strongly agreed.

In question 4, 3.3% of respondents stated that they were neutral with the statement that sales results increased after the promotion, 30% of respondents agreed and 66.7% of respondents strongly agreed. In question 5, 26.7% of respondents disagreed with the statement that promotion of organic plants through mass media, 20% stated neutrality, 50% of respondents agreed and 3.3% of respondents strongly agreed. In question 6, 30% of respondents said they disagreed with the statement that sales were made directly to the buyer, 40% of respondents were neutral, 26.7% of respondents agreed and 3.3% of respondents strongly agreed.

In question 7, 6.7% of respondents stated that they were neutral with the statement that creative sellers attracted buyers, 76.7% of respondents agreed and 16.7% of respondents strongly agreed. In question 8, 3.3% of respondents stated that they were neutral with the statement that the sale of organic plant products was in accordance with market prices, 40% of respondents agreed and 56.7% of respondents strongly agreed. In question 9, 60% of respondents agreed with the statement that the seller was friendly to consumers, and 40% of respondents strongly agreed. In question 10, 10% of respondents stated that they were neutral

with the statement that sales were made in practical gardens, 83.3% of respondents agreed and 6.7% of respondents stated that they strongly agreed.

In question 11, 3.3% of respondents stated that they disagreed with the statement that the community bought the organic plant products offered, 60% of respondents said they were neutral, 33.3% of respondents agreed and 3.3% of respondents strongly agreed. In question 12, 26.7% of respondents stated that they were neutral with the statement that their vegetable needs were met if they bought directly in the practical garden, 56.7% of respondents agreed and 16.7% of respondents strongly agreed.

Role of Communication

Table 4. Understanding

No	Questions	SS	S	N	TS	STS	Total	Category
1.	I know that organic plants provide many benefits to our health	24	6	0	0	0	96%	Very important
2.	I am able to understand the information conveyed by communicators	3	10	15	2	0	69, 3%	Role
3.	I always get information from the seller about the quality of organic plants	2	22	5	1	0	76.7%	Role
4.	I have tried the consumption of organic plants that are marketed	11	15	4	0	0	84%	Very important

Table 5. Pleasure

No	Questions	SS	S	N	TS	STS	Total	Category
1.	Organic plants are free from the influence of chemicals	11	60	4	0	0	84.7%	Very important
2.	I know that the level of organic plants has good quality and benefits for health	15	15	0	0	0	90%	Very important
3.	I am satisfied with the marketed organic plant products	4	23	3	0	0	80.7%	Very important
4.	Organic plants produced must be able to meet consumer needs	3	25	1	1	0	80%	Very important

Table 6. Influence on attitudes

Questions	SS	S	N	TS	STS	Total	Category
I always accept suggestions from consumers about organic plant products	6	10	14	0	0	74.7%	Role
Able to serve and communicate with consumers	6	18	6	0	0	80%	Very important
There is mutual respect among consumers	30	0	0	0	0	80%	Very instrumental
Recommend the purchase of organic crops in practice Gardens	6	8	16	0	0	73.3%	contribute

Table 7. Good relationships

Question	SS	S	N	TS	Total	Category
Able to control myself to work as well as possible	3	25	2	0	80,7%	Very important
I always provide the best service to consumers	11	10	7	0	80%	Very role
the existence of co-operation between producers and consumers	5	25	0	0	83.3%	Very instrumental
Creating a conducive working atmosphere	5	22	3	0	81.3%	Very instrumental

Buying Decision

Table 8. Promotion

Question	SS	S	N	TS	STS	Total	Category
I get sales information through the mass media	2	14	12	2	0	70.7%	Role
Consumers who buy organic plants in large quantities get a bonus	2	6	21	1	0	66%	Play
I know information about selling organic plants in practical gardens from relatives	1	20	8	1	0	74%	Role
Sales increased after promotion	20	9	1	0	0	92.7%	Very important

Table 9. Direct Marketing (Dirrect Marketing)

Questions	SS	S	N	TS	TS	Total	Category
I promote organic plants through the mass media	1	15	6	8	0	66%	Role
Penjualam is done by delivering products directly to buyers	8	12	9	1	0	60.7%	Role
Creative sellers in attracting buyers' interest	5	23	2	0	0	82%	ry important
Sales of organic plant products according to market prices	17	12	1	0	0	90.7%	ry important

Table 10. Sales of Personnel

No	Question	SS	S	N	FS	STS	Total	Category
1.	Sellers are friendly to every consumer	12	18	0	0	0	89.3%	Very important
2.	Sales of organic plants are carried out in practical gardens	2	25	3	0	0	79.3 %	Role
3.	community buys every organic plant product offered	1	10	18	1	0	67.3%	Role
4.	Vegetable needs are met if they buy directly in the practical garden	5	17	8	0	0	78%	Play a role

This study finds out how "The Role of Marketing Communication in Influencing the Decision to Buy Organic Plant Products in the Agricultural Faculty Practical Garden". In this study, the researcher wanted to know how significant the role of marketing communication is to the decision to buy organic plant products in the Garden of the Faculty of Agriculture. The data obtained in this study were processed statistically with the method *Spearman's Rank Correlations*. The correlation number is used to determine the closeness and direction of the relationship between the two variables analyzed. Statistical testing is used to determine whether there is a significant relationship between the two variables analyzed.

Basically, statistical testing is used to test the hypotheses formulated in the previous chapter, namely:

H₀ : There is a significant relationship between the role of marketing communication on the behavior of the decision to buy organic plant products in the Garden of the Faculty of Agriculture.

H_a: There is no significant relationship between the role of marketing communication on the behavior of decisions to buy organic plant products in the Garden of the Faculty of Agriculture.

Based on the results of SPSS calculations (see attachment) for the relationship between the role of marketing communication and the decision to buy organic crop production in the Garden of the Faculty of Agriculture, the Spearman correlation value (r_s) is 0.574 ** with a significance of 0.001. Number sig. <0.05, it was decided that H₀₁ was rejected or it could be concluded that there was a significant relationship between the role of marketing communication on the decision to buy organic plant products in the Garden of the Faculty of Agriculture.

The Spearman correlation value (r_s) of 0.574 ** indicates that the level of closeness of the relationship between the two variables is moderate. The correlation with a positive sign indicates that the direction of the relationship between the two variables is directly proportional, meaning that the better the role of marketing communication, the better the decision to buy organic plant products in the Garden of the Faculty of Agriculture.

CONCLUSION

Based on the results of data analysis and statistical tests using correlation, *Rank Spearman* it can be concluded as follows:

1. Of the two variables that are considered the most influential on buying decisions is the role of marketing communication, this shows that quality in marketing activities is needed.
2. Based on the results of the SPSS calculation, the relationship between the role of marketing communication in influencing the decision to buy organic crop production in the Garden of the Faculty of Agriculture, the Spearman correlation value (r_s) is 0.574, this value lies between the coefficient interval 0.41 to 0.60 so that the level of the relationship between the role of communication (X) with a buying decision (Y) is interpreted to be moderate.

BIBLIOGRAPHY

- Alma, Buchari, 2013. *Manajemen Pemasaran dan Pemasaran Jasa*, Alfabeta, Bandung
- Buchari Alma. 2004. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Effendy, Onong, (1993). *Komunikasi dan Praktek*. Bandung, Remaja Pengantar Ilmu Komunikasi. Jakarta: Grasindo. Rosdakarya
- Engel. James F., Roger D. Blackwell, Paul .W Miniard. 1995. *Perilaku Konsumen*, edisi ke 6 jilid kedua . Jakarta : Binarupa Aksara
- Engel. James.F.Roger. D.Black Well And Paul.W.Miniard, 1995., *perilaku konsumen*. Jakarta. Bina Rupa Aksara. Hal. 3
- Fakultas Pertanian dan Peternakan UIN Sultan Syarif Kasim Riau. 2010. *Pertanian Organik di Indonesia*. Pekanbaru. (<http://www.google.com>. Diakses Tanggal 10 April 2010).
- Ferrinadewi, Erna, 2008, *Merek & Psikologi Konsumen Implikasi pada Strategi Pemasaran*, edisi Pertama, Graha Ilmu, Yogyakarta
- Ginting, M. 2002. *Strategi Komunikasi Bagi Penyuluh Pembangunan*. DEP SEP FP USU. Medan.
- Hermawan, Agus. 2012. *Komunikasi Pemasaran*. Erlangga
- Kotler dan Keller. 2009. *Manajemen Pemasaran*. Jilid I. Edisi ke 13 Jakarta: Erlangg.
- Kotler, Armstrong. 2008. *Prinsip-Prinsip Pemasaran 2*. Edisi duabelas. Jakarta: Erlangga.
- Kotler, Philip, dan Kevin Lane Keller. 2009. *Manajemen Pemasaran Jilid 2*, edisi Ketiga edisi Ketiga Belas, Terjemahan Bob Sabran, MM. Jakarta: Penerbit Erlangga.
- Kotler, Philip and Gary Armstrong. 2012. *Prinsip-prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga
- Morissan, M.A. 2010. *Periklanan: Komunikasi Pemasaran Terpadu*. Kencana
- Nasution, Z. 1989. *Prinsip Prinsip Komunikasi Untuk Penyuluhan*, Lembaga Penerbit FE UI. Jakarta.
- Sugiyono. 2004. *Metode Penelitian Bisnis*: Penerbit CV. Alfabeta: Bandung.
- Sugiyono. 2007. *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, kualitatif, dan R&D)*. Bandung: Alfabeta
- Sugiyono. 2009. *Metode Penelitian Bisnis*: Bandung : CV Alfabeta.

- Sumarwan, Ujang, *Perilaku Konsumen : Teori dan Penerapannya Dalam Pemasaran*, Penerbit Ghalia Indonesia, Bogor, 2011
- Sutisna, SE.ME . 2001, *Perilaku Konsumen dan Komunikasi*. Bandung: Remaja Rosda Karya.
- Sutisna. 2001. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT Remaja Rosdakarya
- Tjiptono, F. 2001. *Strategi Pemasaran*. Edisi I. Yogyakarta : Andi
- Uma, Sekaran. 2011. *Metodologi Penelitian untuk Bisnis*, Edisi 4. Jakarta: Salemba Empat.