

THE EFFECT OF MARKETING MIX STRATEGY ON MARKETING PERFORMANCE OF SMALLHOLDER RUBBER FARMERS IN GUNUNG TOAR DISTRICT, KUANTAN SINGINGI REGENCY

Bella Fadila*, Shorea Khaswarina, Yeni Kusumawaty

Department of Agribusiness, Faculty of Agriculture, University of Riau, Indonesia

*corresponding author: bellafadila3@gmail.com

Abstract The development of the plantation sub-sector with a marketing mix strategy approach is a comprehensive and sustainable solution for the development of human and economic resources in rural areas. Marketing performance is used to determine the level of marketing success. The purpose of this study was to analyze the effect of marketing mix strategy consisting of differentiation of agricultural products, functionalization of elasticity of agricultural products, added value and resonance on the marketing performance of smallholder rubber farmers in Gunung Toar District, Kuantan Singingi Regency. The population in this study were smallholder rubber farmers with a sample of 34 farmers who were determined by the simple random sampling method. The data analysis method used is multiple linear regression using SPSS software. The results showed that the marketing mix strategy consisting of agricultural product differentiation (X1) and agricultural product elasticity functionalization (X2) had a significant effect, and added value (X3) and resonance (X4) had no significant effect on marketing performance. smallholder rubber farmers in Kab. Mount Toar, Kuantan Singingi Regency.

Keywords: *Marketing Mix Strategy, Marketing Performance, Multiple Linear Regression Small Rubber Farmer*

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INTRODUCTION

The role of the plantation sub-sector in the national economy is to contribute to building the national economy with a high investment value. In Indonesia, rubber is one of the plantation commodities that has many benefits in economic activities. There are ten provinces which are the largest rubber producing regions in Indonesia with a total contribution of 82.13% of the total production of 2,884,645 tons of Indonesian rubber. The largest producing provinces are South Sumatra, North Sumatra, Riau, West Kalimantan, South Kalimantan, Lampung, West Sumatra, Central Kalimantan, Bengkulu, and Aceh (Directorate General of Plantations, 2020).

One of the largest rubber-producing areas in Riau Province is Kuantan Singingi Regency, where Gunung Toar District is one of the largest rubber-producing districts in Kuantan Singingi Regency which has an area of 12,235 ha, production reaches 8,064 tons, and the number of smallholder rubber

farmers is 7,919 families. (Central Bureau of Statistics of Kuantan Singingi Regency, 2021).

In Riau Province, rubber farmer groups experienced several marketing constraints, one of which became the first focus, namely the application of market-based strategies. Based on the facts in the field, it is known that the auction marketing system has been implemented in rubber marketing activities through traditional methods, suppliers use the services of collectors to distribute rubber to factories because the farmer groups do not have rubber processing factories. Another obstacle faced by farmers is the position of the rubber land which is far from the factory causing additional production and distribution costs. These obstacles can be overcome if the rubber farmer groups apply market strategies and marketing mix strategies (Khaswarina et al. 2021).

The Kuantan Singingi Rubber Farmers Association is an institution that functions as a rubber marketing platform with an auction system,

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meaning that rubber products are sold once a week and customers who are entitled to buy rubber products from farmer groups are the customers who win the auction system or who have the highest bid. The problems faced by rubber farmers in Gunung Toar District, Kuantan Singingi Regency in rubber farming include low rubber prices and non-optimal rubber production so that the profits obtained by farmers have not increased. One of the strategies that need to be improved by farmers is the marketing mix strategy.

Marketing mix strategy is the main factor for knowing market developments and is the main tool for achieving marketing objectives (Kwok et al. 2020). The marketing mix strategy uses the 4v theory which is the goal for marketing agricultural products which consists of differentiation of agricultural products, functionalization of agricultural product elasticity, added value, and resonance (Deng et al. 2019).

Marketing performance is a concept used to determine or measure the level of achievement of a product/service. It is important for a company to know the level of achievement of marketing its products, in order to get a picture of success in running its business. Marketing performance can also be interpreted as a tool to measure the company's performance from all aspects of marketing to determine the company's achievements. Marketing performance can also be interpreted as a concept used by companies to find out how far the market has been reached by a product (Wulandari et al. 2019).

This study aims to determine the effect of marketing mix strategy which consists of 4 dimensions, namely differentiation of agricultural products, functionalization of agricultural product elasticity, added value, and resonance on the marketing performance of smallholder rubber farmers in Gunung Toar District, Kuantan Singingi Regency. The results of this study can later be used as suggestions and input to the government and extension workers in improving the welfare of smallholder rubber farmers in Riau Province, especially Gunung Toar District, Kuantan Singingi Regency.

RESEARCH METHODS

Data collection

This research is located in Gunung Toar District, Kuantan Singingi Regency. The location was chosen on the basis of consideration because it includes the area with the highest rubber production and follows a strict rubber auction marketing system incorporated in the Kuantan Singingi Rubber Farmers Association. This research was conducted in November 2021 – February 2022. The sampling method used in this study was simple random sampling. The population in this study are smallholder rubber farmers who are members of the

Kuantan Singingi Rubber Farmers Association farmer group in Gunung Toar District. the number of members is 171 farmers. According to Arikunto (2010), in sampling, if the population is less than 100, then the entire population is sampled, so this research becomes a population study. Furthermore,

Research data is divided into primary data and secondary data. Primary data is the process of obtaining direct interviews with respondents using questionnaires and observations at the research site. While secondary data is the result of journals or scientific writings and previous research that is still related to research and related agencies, namely the Directorate General of Plantations and the Central Bureau of Statistics of Kuantan Singingi Regency.

Data analysis

1. Validity and Reliability Test

Validity test is used to find out the similarity between the data used with real data that occurs in the object under study, so that valid research results can be obtained. (Ghozali, 2018). The technique used to test the validity is done by Pearson's product-moment correlation. If the value of $r_{count} > r_{table}$, it means that the item is declared valid. Meanwhile, if the value of $r_{count} < r_{table}$, it means that it is declared invalid.

Reliability test was conducted to measure the questionnaire which is an indicator of a variable or construct. reliability shows the picture that an instrument is reliable enough to be used as a data collection tool, because the instrument is already good. Reliable, reliable instruments will produce reliable data. The method used to test the reliability of a data is to use the Cronbach Alpha statistical test. A variable is said to be reliable if it gives a Cronbach Alpha value > 0.06 (Ghozali, 2018).

2. Classic Assumption Test

Normality test

The normality test is intended to know in a regression model whether there is a normal or abnormal distribution between the dependent variable and the independent variable or both. According to Ghozali (2018) a good regression model is normally distributed or close to normal. So the normality test is carried out on the residual value of an instrument not on each variable. Therefore, normality testing was carried out to determine whether the data from the study were normally distributed or not.

Testing the normality test using the Kolmogorov Smirnov test with the following conditions:

1. if the significance value is less than 0.05, then the research data is not normally distributed.
2. if the significance value is greater than 0.05, then the research data is normally distributed.

Multicollinearity Test

Based on Ghozali (2018), the multicollinearity test was conducted to test whether there is a

correlation between the independent variables (independent) in a regression equation. If there is no correlation between the independent variables, it fulfills the requirements of a good regression model. To find out whether the regression model has multicollinearity or not, it can be determined by looking at the tolerance value or Variance Inflation Factor (VIF) with the following conditions:

- 1) if the tolerance value is more than 0.10 and the variance inflation factor (VIF) is smaller than 10, then there is no multicollinearity.
- 2) if the tolerance value is more than 0.10 and the variance inflation factor (VIF) is greater than 10, then multicollinearity occurs.

Autocorrelation Test

According to Ghozali (2018), the autocorrelation test was carried out to find out whether there was a correlation between the confounding error in period t and the confounding error of period $t-1$ in the linear regression equation. If the regression model is free from autocorrelation, then the regression model is good. Durbin-Watson test (DW test) is a method used to determine autocorrelation. The Durbin Watson (DW) test is carried out by comparing the calculated value of Durbin Watson (dW) with the Durbin Watson table, namely the lower limit is d_U and the upper limit is d_L . The criteria for the provisions are as follows:

1. If $dW < d_U$ or $dW > 4-d_L$, it means that there is autocorrelation
2. if $d_U < dW < 4-d_U$, it means that there is no autocorrelation
3. If $d_L < d_U$ or $4-d_U < dW < 4-d_L$ it means that there is no conclusion

Heteroscedasticity Test

According to Ghozali (2018), The purpose of doing the heteroscedasticity test is to determine whether or not there is an inequality of variance from the residuals of one observation with other observations in the regression model. The Glejser test is used to test whether the regression model contains heteroscedasticity or not.

The provisions in the Glejser test can see the results of the absolute residual value test regressed with the independent variable. The conditions for the occurrence and absence of heteroscedasticity disorders are as follows:

- 1) if the independent variable is statistically significant or has a significance value of <0.05 , it is concluded that there is a heteroscedasticity disorder.
- 2) If the independent variable is statistically significant or has a significance value > 0.05 , it is concluded that there is no heteroscedasticity disorder.

3. Hypothesis test

Research Hypothesis

- H1 : Differentiation of agricultural products has a significant effect on the marketing performance of smallholder rubber farmers in Gunung Toar District, Kuantan Singingi Regency.
- H2 : Functionalization of elasticity of agricultural products has a significant effect on the marketing performance of smallholder rubber farmers in Gunung Toar District, Kuantan Singingi Regency.
- H3 : The added value has a significant effect on the marketing performance of smallholder rubber farmers in Gunung Toar District, Kuantan Singingi Regency.
- H4 : Resonance has a significant effect on the marketing performance of smallholder rubber in Gunung Toar District, Kuantan Singingi Regency.

Simultaneous Test (F Test)

F Uji test conducted to determine the joint effect of all independent variables contained in the regression model on the dependent variable (Ghozali, 2018). To test this hypothesis, F statistic is used with the following decision making provisions:

- a. If the calculated F value $>$ the table F value, then H_0 is rejected and H_a is accepted, meaning that it can be concluded that the independent variable has a simultaneous effect on the dependent variable.
- b. If the calculated F value $<$ the table F value, then H_0 is accepted and H_a is rejected, meaning that it can be concluded that the independent variable has no simultaneous effect on the dependent variable.

Partial Test (Test Statistical t)

The t-statistical test was carried out to find out how much influence an independent or independent variable had individually to explain the variation in the dependent variable (Ghozali, 2018). To test the t hypothesis with the following decision criteria:

- a. if t count is greater than t table, then H_0 is rejected and H_a is accepted, which means it is concluded that the independent variable partially has a positive and significant effect on the dependent variable.
- b. if t count is smaller than t table, then H_0 is accepted and H_a is rejected, which means it can be concluded that the independent variable partially has no effect and is not significant on the dependent variable.

Coefficient of Determination (Adjusted R Square)

The coefficient of determination (*Disesuaikan R Square*) is used to determine the ability of the regression equation in describing variations in the dependent or dependent variable. If the calculated

value of Adjusted R Square is small, it means that the ability of the independent variable in explaining the variation of the dependent variable is very limited. If the Adjusted R Square value is close to 100%, it means that the ability of the independent variable to explain the dependent variable is almost perfect (Ghozali, 2018).

4. Multiple Linear Regression Analysis

According to Ghozali (2018) multiple linear regression is the development of simple linear regression, which can be used to predict future demand based on past data or to determine the effect of one or more independent variables (independent) on one dependent variable (dependent). Multiple linear regression aims to analyze the effect of agricultural product differentiation, agricultural product elasticity functionalization, added value, and resonance on marketing performance. The regression equation in this study is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Information:

Y	= Performance marketing
X1	= Differentiation of agricultural products
X2	= Functionalization of elasticity of agricultural products
X3	= added value
X4	= resonance
a	= constant
b	= Coefficient regression
e	= disturbance coefficient

RESULTS AND DISCUSSION

1. Validity and Reliability Test Results

According to Sugiyono (2017), the validity test is to show the accuracy between the actual data that occurs on objects that have been collected for research to find out whether the data is valid, then correlate the scores on the items with the total items.

The number of respondents in this study were 34 rubber farmers with an r table value of 0.338. All questions on the marketing mix strategy questionnaire consisting of differentiation of agricultural products, functionalization of agricultural product elasticity, added value, resonance and marketing performance scored r count > r table. So it can be concluded that all question items are declared valid and worthy of being used as research questionnaires.

According to Sugiyono (2017), the reliability test was carried out with the aim of measuring the stability and concentration of the measurement scale. The data obtained must show stable and consistent results when repeated measurements of the same object are made to determine the consistency of the data by using internal consistency reliability tests.

Cronbach's alpha value of agricultural product differentiation (X1) 0.925, functionalization elasticity of agricultural products (X2) 0.813, added value (X3) 0.811, resonance (X4) 0.838, and marketing performance (Y) 0.909. All items show Cronbach's alpha value > 0.60 which means that the measuring instrument used in this study is reliable and trustworthy.

2. Classic Assumption Test Results

Normality Test Results

According to Ghozali (2018), the normality test aims to determine whether each variable is normally distributed or not. The normality test used is the Kolmogorov-Smirnov test using the SPSS 24.0 application. Asymp. Sig. (2-tailed) agricultural product differentiation (X1), agricultural product elasticity functionalization (X2), added value (X3), resonance (X4), and marketing performance (Y) of 0.188. This value is greater than 0.05, so it can be concluded that the data is normally distributed.

Multicollinearity Test Results

Based on Ghozali (2018), the multicollinearity test was carried out with the aim of knowing whether in the regression model there was a correlation between the independent (independent) variables. A good regression model should have no correlation between independent variables. the value of the variance inflation factor (VIF) of agricultural product differentiation (X1) is 1.491, the elasticity function of agricultural products (X2) is 1.244, the added value (X3) is 1.182 and the resonance is 1.053. The results of the multicollinearity test describe the value of the variance inflation factor (VIF) in the range of 1 or less than 10, so it can be concluded that the model is free from multicollinearity, meaning that the X variables do not affect each other.

Autocorrelation Test Results

Based on Ghozali (2018), the autocorrelation test was carried out with the aim of knowing whether in the regression equation there was a correlation between the confounding error in period t and the confounding error in period $t-1$ (previous). The calculated value of Durbin Watson (dW) of agricultural product differentiation (X1), agricultural product elasticity functionalization (X2), added value (X3), resonance (X4), and marketing performance (Y) is 1.814.

The values of dU and dL can be seen in the distribution value of the Durbin Watson table based on the number of independent variables or k totaling 4 and the number of samples or N being 34 with a significance of 5%. It is known that the values of dL, dU, dW, and $4-dU$ are as follows:

$$dL = 1.2078$$

$$dU = 1.7277$$

$$dW = 1.814$$

$$4-dU = 4 - 1.7277 = 2.2723$$

Based on the tested output, the value of $dU < dW < 4-dU$ is $1.7277 < 1.814 < 2.2723$, which means that it can be concluded that there is no autocorrelation or the regression model is free from autocorrelation.

test results Heteroscedasticity

Based on Ghozali (2018), the heteroscedasticity test was carried out with the aim of knowing whether in the regression equation there was an inequality of variance from the residuals of one observation to

another. Signs of heteroscedasticity will be seen by the regression coefficient of each independent variable on the absolute value of the residual (e), if the test is carried out using the Glejser method then the basis for decision making if the significance value is greater than 0.05, it can be concluded that there is no heteroscedasticity and vice versa if the significance value is less than 0.05, it can be concluded that there is heteroscedasticity. the significance value of agricultural product differentiation (X1) is 0.339, the elasticity function of agricultural products (X2) is 0.999, added value (X3) is 0.720 and resonance (X4) is 0.229. So based on the test results, the significance values of each X1, X2, X3 and X4 both have a significance value greater than 0.05 so that it can be concluded that there is no heteroscedasticity.

3. Hypothesis Test Results

Simultaneous Test Results (F Test)

Simultaneous test or can be called F test is basically done to find out whether all independent or independent variables included in the model have a joint effect on the dependent or dependent variable. If $F_{count} > F_{table}$ with a significance of $F < 0.05$, then the independent variable simultaneously affects the dependent variable. On the other hand, if $F_{count} < F_{table}$ with a significance of $F > 0.05$, then the independent variable has no effect on the dependent variable (Ghozali, 2018).

Table 1. Simultaneous Test Results (Test F)

ANOVA					
Model		Number of Squares	df	Square Average	F
1	Regression	419,653	4	104.913	29.949
	Remainder	101,590	29	3,503	
	Total	521,243	33		

A. Dependent Variable: Marketing Performance

B. Predictors: (Constant), Resonance, Functionalization of elasticity of agricultural products, Value added, Differentiation of agricultural products

Source: Primary Data Processed, 2022

Based on the data in Table 1, the F_{count} value is 29.949 and the F_{table} value with the number of respondents 34 rubber farmers is 2.70 at a significance level of 5 percent ($\alpha = 0.05$). The value of $F_{count} 29.949 > F_{table} 2.70$, and the significance value of $F 0.000 < 0.05$, so it can be concluded that

there is a simultaneous effect between agricultural product differentiation (X1), agricultural product elasticity function (X2), added value (X3), and resonance (X4) on marketing performance (Y) in Gunung Toar District, Kuantan Singingi Regency.

Partial Test Results (t Test)

Partial test or t test aims to determine the effect of each independent variable on the dependent variable. The t-test basically shows how far the influence of one independent variable individually to explain the variation of the dependent variable. To determine which hypotheses are accepted and which are rejected, a test is carried out by comparing the value of tcount with the value of ttable with the condition that if tcount is greater than ttable with a significance value of t less than 0.05 then Ho is

rejected and Ha is accepted, which means the independent variable is completely independent. . partially positive and significant effect on the dependent variable, on the contrary if tcount is small from ttable with a significance value of t greater than 0.05 then Ho is accepted and Ha is rejected, which means that the independent variable partially has no effect and has no effect.

Table 2. Partial Test Results (t Test)

coefficient					
		Non-standard coefficient		Standard Coefficient	
Model		B	Std. Error	Beta	T Signature
1	(Constant)	.017	2,558		.007 0.995
	Agricultural product differentiation	.394	.073	.537	5.367 .000
	Functionalization of elasticity of agricultural products	1.497	.250	.548	5,997 .000
	Value added	.106	.126	.075	.841 .407
	Resonance	.004	.119	.003	.033 .974

A. Dependent Variable: Marketing Performance

Source: Primary Data Processed, 2022

The value of t table with the number of respondents 34 rubber farmers is 2,045 at a significance level of 5 percent ($\alpha = 0.05$). Based on Table 2, the results of the partial test (t test) are as follows:

1. Differentiation of agricultural products (X1), tcount 5.367 > ttable 2.045 with a significance of 0.000 > 0.05, then H0 is rejected and H1 is accepted, meaning that the differentiation of agricultural products (X1) has a significant effect on marketing performance (Y).
2. Functionalization of elasticity of agricultural products (X2), the value of tcount 5,997 > ttable 2,045 with a significance of 0.000 > 0.05 then

H0 is rejected and H2 is accepted, meaning that the functionalization of elasticity of agricultural products (X2) has a significant effect on marketing performance (Y).

3. Value added (X3), tcount 0.841 < ttable 2.045 with a significance of 0.407 > 0.05, then H0 is accepted and H3 is rejected, meaning that added value (X3) has no significant effect on marketing performance (Y).
4. Resonance (X4), tcount 0.033 < ttable 2.045 with a significance of 0.974 > 0.05 then H0 is accepted and H4 is rejected, meaning that resonance (X4) has no significant effect on marketing performance (Y).

Coefficient of Determination Test Results (Adjusted R Square)

Table 3. Coefficient of Determination Test Results (Adjusted R Square)

Model Summary				
Model	R	R box	Customized R Square	Std. Estimated Error
1	.897a	.805	.778	1.87165
A. Predictors: (Constant), Resonance, Functionalization of elasticity of agricultural products, Value added, Differentiation of agricultural products				

Source: Primary Data Processed, 2022

Mark Adjusted R Square was obtained by 77.8%. The value of Adjusted R Square shows how

much the ability of the independent variable to influence the dependent variable, which indicates

the magnitude of the ability to differentiate agricultural products (X1), the elasticity function of agricultural products (X2), added value (X3), and resonance (X4) in influencing marketing

Multiple Linear Regression Test Results

Multiple linear regression model is a regression model used to determine the relationship between several independent variables (independent) and one dependent variable (bound). The independent variables in this study include agricultural product differentiation (X1), agricultural product elasticity functionalization (X2), added value (X3), and resonance (X4), and the dependent variable is marketing performance (Y). Based on the results of Table 2, it can be developed using the following multiple linear regression equation model.

$$\text{Marketing Performance (Y)} = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

$$\text{Marketing Performance (Y)} = 0.017 + 0.394 X_1 + 1.497 X_2 + 0.106 X_3 + 0.004 X_4$$

Information:

you	= Performance Marketing
X1	= Differentiation of agricultural products
X2	= Functionalization of elasticity of agricultural products
X3	= added value
X4	= resonance
a	= constant
B	= Coefficient Regression
e	= Disturbance Coefficient

Based on the multiple linear regression equation, it is known that all independent variables (X1, X2, X3, and X4) have an effect on the marketing performance variable (Y). The constant value of 0.017 means that if the differentiation of agricultural products (X1), functionalization of agricultural product elasticity (X2), added value (X3), and resonance (X4) is worth 0, then the marketing performance (Y) of smallholder rubber farmers in Gunung Toar District, Kabupaten Kuantan Singingi worth 0.017.

1. Effect of Agricultural Product Differentiation (X1) on Marketing Performance (Y)

The test on the differentiation of agricultural products (X1) obtained the same t-count as the test on the differentiation of agricultural products (X1), the results of the t-count of 5.367 were greater than ttable of 2.045 and a significance value of 0.000 which was smaller than the significance level of 0.05 (5%) , then the differentiation of agricultural products (X1) has a significant effect on marketing performance (Y) on smallholder rubber farmers in Gunung Toar District. The regression coefficient of agricultural product differentiation (X1) is 0.394,

performance (Y), while the remaining 22.2% is influenced by other factors not included in the regression equation.

meaning that every increase in X1 by 1 will increase marketing performance (Y) by 0.394, and conversely every decrease in X1 by 1 will decrease marketing performance (Y) by 0.394 with the assumption that the other X remains.

In addition, the rubber sap climbing process carried out by farmers is influenced by the weather, if it rains the farmers do not add rubber sap. The frequency of increasing rubber latex will have an impact on increasing bokar sales so that the profits obtained by farmers will also increase. The quality of the bokar produced by the rubber farmers is in accordance with the quality of the national standard, namely the bokar in a dry state and should not be soaked, in a clean condition and must not contain dirt in any form, the recommended freezing materials include ants. spectacle of acid, deorub and vinegar, in good condition. hard and solid. According to Orsi et al (2017) better production quantity increases the relevance and bargaining power of farmers in the supply chain. This leads to higher productivity at the level of performance and social welfare of smallholders.

2. Effect of Functionalization of Agricultural Product Elasticity (X2) on Marketing Performance (Y)

Functionalization of elasticity of agricultural products (X2) has a tcount value of 5.997 which is greater than ttable of 2.045 and a significance value of 0.000 which is smaller than a significance level of 0.05 (5%), then the functionalization of elasticity of agricultural products (X2) has a significant effect on marketing performance (Y) on smallholder rubber farmers in Gunung Toar District. The regression coefficient of the elasticity function of agricultural products (X2) is 1.497, meaning that every increase in X2 by 1 will increase marketing performance (Y) by 1.497, and conversely every decrease in X2 by 1 will decrease marketing performance (Y) by 1.497 with the assumption that the other X remains the same. .

The function of rubber products is in accordance with customer requirements so that they can be directly processed. Bokar produced by farmers is in accordance with the SOP for the auction marketing system and according to customer requests. The price of bokar is affordable for customers with the quality criteria and the desired quality being met, so it is not surprising that the number of customers participating in the auction marketing system is increasing every year (Appendix 4). The bokar price in the auction marketing system is based on two factors, namely the price of sicom (Singapore Commodity

Exchange) and the price of USD (United States dollar), so that the base price is formed. The existence of an auction marketing system resulted in an increase in the selling price received by rubber farmers.

3. The Effect of Added Value (X3) on Marketing Performance (Y)

The added value (X3) has a tcount value of 0.841 which is smaller than ttable of 2.045 and a significance value of 0.407 which is greater than a significance level of 0.05 (5%), then the added value (X3) has no significant effect on marketing performance (Y) on smallholder rubber farmers in Gunung Toar Regency. The value added regression coefficient (X3) is 0.106, meaning that every increase in X3 by 1 will increase marketing performance (Y) by 0.106, and conversely, every decrease in X3 by 1 will reduce marketing performance (Y) by 0.106 with the assumption that the other X remains.

The target market for rubber farmers is achieved by following the auction marketing system rather than selling to middlemen. Through the auction marketing system, farmers can directly sell bokar to customers. This is in line with the opinion Jablonski et al (2019) Community-supported agricultural market channels are the best-performing direct channels in terms of average marketing profit margins.

Rubber farmers use tapping knives to climb rubber sap, this method has been applied by farmers for generations, this method is considered more practical and cost-effective compared to using modern methods such as the use of electric tapping tools. The use of technology (coagulation material) affects the quality and price of bokar. Farmers are advised to use coagulating agents such as antacids, gum vinegar and deorub. All farmers who follow the auction marketing system follow these rules so that the farmer's bokar has almost the same quality.

4. Effect of Resonance (X4) on Marketing Performance (Y)

Resonance (X4) has a tcount value of 0.033 which is smaller than ttable of 2.045 and a significance value of 0.974 which is greater than a significance level of 0.05 (5%), then resonance (X4) has no significant effect on marketing performance (Y) at rubber farmer. community in Gunung Toar Regency. Resonance regression coefficient (X4) of 0.004 means that every increase in X4 by 1 will increase marketing performance (Y) by 0.004, and conversely every decrease in X4 by 1 will decrease marketing performance (Y) by 0.004 with the assumption that the other X remains constant.

The availability of bokar products must be maintained. The number of bokars produced is influenced by the frequency of rubber sap climbing by farmers. Rubber sap climbing is carried out by farmers almost every day, if the weather is

cloudy/rainy the farmers do not climb. The delivery of bokar to customers with an auction marketing system is carried out every week. Farmers send bokar in sufficient quantities close to the farmer's target, usually farmers send 50-80 kg. Good relations between farmers and customers always maintain trust and good communication, so that good relations with customers continue to run well, farmers always maintain the quality of the bokar produced so that customers are not disappointed and continue to believe in buying bokar from farmers. According to Bruggen et al (2017) Building and maintaining close relationships with customers is a key strategic goal of many companies, as it leads to sustainable sales and profits.

CONCLUSION

Obtaining the results of the F test on multiple linear regression analysis shows that the marketing mix strategy consisting of agricultural product differentiation (X1), agricultural product elasticity functionalization (X2), added value (X3) and resonance (X4) has a simultaneous effect. Based on the Adjusted R Square value obtained by 77.8% which means the ability to distinguish agricultural products (X1), the elasticity function of agricultural products (X2), added value (X3), and resonance (X4) in influencing marketing performance (Y), while the rest that is equal to 22.2% of marketing performance is influenced by other factors. In addition, it can be seen that the differentiation of agricultural products (X1), functionalization of elasticity of agricultural products (X2) has a significant effect, and added value (X3),

THANK-YOU NOTE

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