

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

Based on the results of the discussion in the previous chapter, the researcher can conclude as follows.

1. The product has no significant effect on the marketing performance of BUMDes Pisang Cavendish, Kedondong Village, Sokaraja District, Banyumas Regency.
2. Price has a significant effect on marketing performance of BUMDes Pisang Cavendish, Kedondong Village, Sokaraja District, Banyumas Regency.
3. Place has no significant effect on marketing performance of BUMDes Pisang Cavendish, Kedondong Village, Sokaraja District, Banyumas Regency.
4. Promotion has no significant effect on marketing performance of BUMDes Pisang Cavendish Kedondong Village, Sokaraja District, Banyumas Regency.

B. Implication

Based on the results of the discussion discussed in the previous chapter regarding product, price, place, and promotion on marketing performance, the researcher has several implications as follows:

1. The success of a business is strongly influenced by the marketing mix. Because the marketing mix is a strategy that can create advantages for the business itself which is implemented through four existing components (product, price, distribution, promotion). Excellence will be created if business actors can formulate the right combination of the marketing mix. Every business, in this case small and medium, must

have the same goal, namely to get the maximum profit or in other words, to have good performance. Therefore, business actors really need to always evaluate the marketing mix they implement to get optimal performance.

2. Become an important point in efforts to innovate and develop such as in terms of packaging, quality, product warranty, in order to have more selling value and distinguishing characteristics from competitors so that consumers will stick with Cavendish Banana products in Kedondong Village.
3. Based on this study, only the price variable that affects marketing performance. This means that if the price of the product is more affordable for all people, the more suitable the quality will make it easier for BUMDes marketing efforts.
4. BUMDes can expand consumers, especially in Banyums Regency, such as becoming a supplier to the nearest fruit shop or supermarket so that the distribution area and market share is wider. However, considering the current condition where there are still many residents around Kedondong Village who do not understand the existence of this BUMDes, it would be better if the BUMDes manager and the village government carried out socialization and introduction of the Pisang Cavendish BUMDes.
5. Considering that this banana business unit is still relatively new and the promotional activities carried out are still relatively simple, BUMDes can cooperate with government agencies to be able to include their products in exhibitions or major

regional events to promote and introduce products that are superior to BUMDes in Kedondong Village.

6. For the Pisang Cavendish Maju Bersama business unit, to increase sales, it must pay attention to the variables that affect it. The results of this study indicate that simultaneously the marketing mix variables have a significant and significant effect on the level of sales, but after being partially tested the product, place, and promotion variables have not significantly affected marketing performance. This should be considered and needs to be improved so that business goals in increasing sales can be realized.
7. This Cavendish Banana business unit has the potential to develop in Kedondong village, therefore it is considered that there is still a need for improved guidance and guidance by the Government so that this business can develop for the better. The impact felt by the surrounding community has also begun to feel like the need for labor increases, especially during the harvest period.

C. Research Limitation

This research can only be applied to simple business units such as BUMDes with similar business characteristics. The author admits that this study still has shortcomings, especially the limitations of the study with a value determination coefficient (Adjusted R Square) of 0.553. These results indicate that 55% of the variation in purchasing decisions

can be explained by the variables Product, Price, Promotion, location. While the remaining 45% is influenced by factors other than these four variables.

Based on the results of the research above, of the 4 variables there is only one variable which has a significant effect. For the next researcher, it is suggested to be able to look for other variable factors that have the opportunity to influence marketing performance or choose more detailed indicators of each variable.

