



COMPARATIVE ANALYSIS OF OFFLINE AND ONLINE MARKETING MIX FOR JACKFRUIT CHIPS AND BANANA CHIPS IN THE LOCAL PROCESSING FRUIT SMALL INDUSTRY IN BANDAR LAMPUNG CITY

Denti Fitri Yanti; Dyah Aring Hepiana Lestari*; Rabiatul Adawiyah
*Department of Agribusiness, Faculty of Agriculture, University of Lampung, Lampung,
Indonesia*

* Corresponding Author: dyaharing@yahoo.com

ABSTRACT

The Fruit Processing Industry is a food manufacturer that uses fresh fruit as raw materials to produce products such as jackfruit chips and banana chips. The rapid development of technology has pioneered the online marketing of products. The objective of this study is to compare the purchasing decisions of offline and online consumers in the Fruit Processing Industry in Bandar Lampung City in 2023. The respondents in this study consist of 30 offline consumers and 30 online consumers. Data collection was conducted from February to March 2023. The analysis method used is the 4P marketing mix analysis (product, price, place, and promotion) followed by the Mann-Whitney test. The results indicate that the average variable for offline and online consumers falls into the good category with a percentage of 78.08 percent and 79.85 percent respectively. The Mann-Whitney test results show no significant differences in consumer decision-making between online and offline channels concerning price and promotion. In contrast, significant differences exist for product and place, underscoring their influence on purchasing behavior. Based on the research findings, to balance purchasing decisions between offline and online, it is recommended that the small Fruit Processing Industry in Bandar Lampung City add special discounts or prices for purchases on certain days and adjust promotions to current trends to increase sales.

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INTRODUCTION

Lampung Province is one of the key agricultural regions in Indonesia, particularly known for its abundant production of jackfruit and bananas. According to data from the Central Statistics Agency (2024), the average production of jackfruit in Lampung Province between 2019 and 2021 was 52,519 tons, which accounts for 8.14 percent of the total jackfruit production in Indonesia. During the same period, the average banana production in Lampung Province was 1,180,580 tons, representing 17.19 percent of Indonesia's total banana output. This positions Lampung Province as the fifth-largest producer of jackfruit and the third-largest producer of bananas in Indonesia. The sheer volume of fruit production in Lampung makes it a highly promising area for the development of agro-industries that can capitalize on these raw materials.

The capital city of Lampung Province, Bandar Lampung, holds considerable potential for the development of its processing industry, including agro-industries. In 2023, the processing industry was the largest contributor to the city's Gross Regional Domestic Product (GRDP), accounting for 18.71 percent (Central Statistics Agency, 2024). This underscores the critical role that the processing industry plays in the economic growth of Bandar Lampung. Agro-industry, a subset of the processing industry that utilizes agricultural products as raw materials, is expected to enhance the efficiency and productivity of the agricultural sector. The goal of agro-industry is to maximize the value of the abundant agricultural commodities available in Lampung Province, ensuring that these resources are fully utilized and add value to the final products. The outputs of agro-industries can range from finished products, such as snacks or preserves, to semi-finished products that can be used as ingredients in other manufacturing processes.

The Local Processing Fruit small industry in Bandar Lampung is a significant player in the local economy. This industry is responsible for producing various food products using fruits like jackfruit and bananas as raw materials. Examples of these products include jackfruit chips and banana chips, which are popular snacks in the region. The Local Processing Fruit small industry in Bandar Lampung is distributed across various parts of the city, including areas. Entrepreneurs in this industry have chosen to focus on fruit

processing due to its relatively straightforward nature, the use of simple technology, and the dependence on readily available agricultural raw materials (Rukka et al., 2018).

Jackfruit chips and banana chips have gained popularity among consumers of all ages due to their delicious taste, which combines the natural sweetness of the fruit with a crispy texture. In addition to their appealing flavor, these fruit chips are also considered affordable, with prices starting as low as IDR 15,000 depending on the packaging size. These snacks are not only a favorite among locals but have also become popular souvenirs for visitors to Lampung, who often purchase them as gifts to bring back home. Recognizing the promising potential of this business, several other Fruit Processing Industries have emerged in the region, each offering their own brand of products.

To expand their market reach, many Local Processing Fruit small industry players in Bandar Lampung have started to market their products online. This shift towards online marketing is seen as a strategic move to reach a broader customer base beyond the boundaries of Lampung Province. Online marketing efforts are carried out through various e-commerce platforms such as Shopee, Lazada, Blibli, and Tokopedia. These platforms allow producers to introduce their products to new markets, extending their reach to other regions in Indonesia. However, despite these online marketing efforts, sales through online channels have not yet caught up with offline sales.

Offline sales of fruit chips are higher than online sales. This disparity indicates the challenges that still exist in changing consumer behavior towards online purchasing, despite the increasing availability of e-commerce platforms. This disparity highlights the challenges that still exist in shifting consumer behavior towards online purchasing, despite the increasing availability of e-commerce platforms. Kusumawardhani et al. (2020) have noted that online marketing through marketplaces is an essential strategy for agro-industries in the digital era. It not only leverages technology to enhance business operations but also aims to reach a wider audience (Imron & Nurdian, 2021). The effectiveness of online marketing, however, depends on several factors, including the product, price, distribution, and promotion—collectively known as the marketing mix. These four elements are interconnected and influence each other in creating an effective marketing strategy (Kusumawaty, 2019).

In this study, researchers conducted both direct and online interviews with consumers of the Local Processing Fruit small industry in Bandar Lampung City. The goal was to understand the reasons behind their preferences for either online or offline purchasing. Consumers were asked to provide numerical ratings that reflect their satisfaction with the marketing mix attributes applied by the Local Processing Fruit small industry. This approach aims to identify aspects of the marketing mix that are less effective, providing

valuable insights for agro-industries in developing future marketing strategies. Moreover, the study seeks to compare the satisfaction levels between offline and online consumers by using the Mann-Whitney test. This statistical test is employed to assess the significance of differences between two independent samples when the data is ordinal in nature (Kusumawaty, 2019). The Mann-Whitney test has been used in previous studies, such as by Fauzi & Sisilia, 2020, to compare online and offline purchasing decisions.

The findings from this study are expected to shed light on the critical factors that influence consumer behavior in the context of fruit processing products. Understanding these factors will enable businesses in the agro-industry sector to refine their marketing strategies, optimize their product offerings, and ultimately enhance their competitiveness in both local and national markets. The study also highlights the importance of continuing to develop online sales channels, as they represent a growing segment of the market with significant potential for future growth. By addressing the challenges associated with online marketing and improving the overall effectiveness of the marketing mix, the Local Processing Fruit small industry in Bandar Lampung can better position itself to capitalize on the abundant agricultural resources available in the region.

RESEARCH METHOD

This research was conducted at Local Processing Fruit small industry small Industry in Bandar Lampung City. Data collection for this study took place from February to March 2023. The respondents in this study were consumers who purchased jackfruit and banana chips, both through offline and online stores, although the exact number of respondents is not precisely known. The sample consisted of 30 respondents for offline consumers and 30 respondents for online consumers. Offline consumers were selected using an accidental sampling technique, where they were chosen by chance during the research and met the required sample criteria. Online consumers, on the other hand, were randomly selected through assessments on various marketplaces. This sample size is based on Supranto's (2007) recommendation, which suggests that a minimum of 30 respondents is necessary for each research sample. The data used in this study includes primary data collected through interviews using questionnaires and Google Forms, as well as secondary data obtained from relevant agencies. Data analysis was conducted using quantitative descriptive analysis methods.

To test whether the questionnaire can be used continuously, validity and reliability tests need to be conducted. Based on the validity test of the questionnaire using a significance level (α) of 0.05 (5%) with 30 offline respondents and 30 online consumers, it was found that all items are valid with item-total correlation values > 0.20 (Sugiyono, 2018). According to (Sufren, &

Natanael, 2013), an instrument is considered reliable if it has a Cronbach's alpha value > 0.6 . The results of the reliability test showed a value of 0.861 for offline consumers and 0.886 for online consumers. This indicates that the statements for both online and offline customers are reliable.

The data analysis technique used involves measurement with a Likert scale through a questionnaire. There are five possible answers for each question. The criteria for interpreting the score of each variable can be seen as follows:

- 1) 20.00% - 36.00% = Not Good: Scores in this range indicate that the attribute or aspect is considered not meeting expectations.
- 2) 36.01% - 52.00% = Less Good: Scores in this range suggest that the attribute or aspect is somewhat inadequate, but not entirely unsatisfactory.
- 3) 52.01% - 68.00% = Fair: Scores in this range reflect a neutral or acceptable level of performance or satisfaction.
- 4) 68.01% - 84.00% = Good: Scores in this range indicate that the attribute or aspect is considered satisfactory and meets expectations.
- 5) 84.01% - 100% = Very Good: Scores in this range show that the attribute or aspect is highly regarded and exceeds expectations.

Mann-Whitney test is used to test the significance of comparative hypotheses between two independent samples when the data is ordinal. This test is considered the best for comparing hypotheses between two independent samples when the data is ordinal. The Mann-Whitney test does not require normally distributed data but only assumes that the populations have the same shape (Rachman et al., 2024). This test is also often referred to as the U test because the statistic used to test the null hypothesis is called U. This study uses the Mann-Whitney test because it involves two different but related samples.

RESULT AND DISCUSSION

Local Fruit Processing Small Industry

Local Fruit Processing small industry in Bandar Lampung City is a food business that transforms fresh fruit into snack products such as jackfruit chips, muli banana chips, and kepok banana chips. Jackfruit chips and muli banana chips are made using ripe fruit, offering the distinct sweet flavors typical of jackfruit and muli bananas. Kepok banana chips are made using unripe fruit and come in various flavors such as chocolate, balado (spicy), cheese, mocha, roasted corn, melon, and strawberry. This business has obtained a risk-based business license (NIB) and has also received halal certification. With this NIB, business operators can legally prove the legitimacy of their investment, which also serves as the endorsement of the Company Registration Certificate (Sjakoer et al., 2022). The halal labeling on the products is obtained by ensuring that the materials used in the production process are halal, accompanied by adequate

and valid supporting documents related to the materials used (Syarif & Adnan, 2019). The processed chips from the Local Fruit Processing small industry in Bandar Lampung City have also obtained a food safety certificate (P-IRT). Obtaining the P-IRT can increase the product's market value and enable it to penetrate a broader market (Sukmawati & Sunaryo, 2021). These chip products are marketed through two channels: conventionally (offline) and online. Offline marketing is done directly at stores, while online marketing is carried out through various marketplaces such as Shopee, Tokopedia, Lazada, and Blibli. Online marketing via marketplaces can enhance competitiveness and contribute to business success (Hamawan et al., 2014).

Marketing Mix Analysis

The marketing mix based on the overall consumer perspective has been implemented well, but there are still components that have not been implemented optimally. According to offline consumers, the marketing mix component that has not been implemented optimally is the price component, while according to online consumers, what has not been maximally implemented lies in the promotion component.

a. Product

A product for consumers is an item that is a necessity for consumers to fulfill their satisfaction. The combination of product attributes for consumers consists of diversity, quality, design, brand name, packaging, and service. The attributes of the product component based on consumer perspectives in the Local Fruit Processing small industry of Bandar Lampung City are detailed in Table 1.

Table 1. explains that based on the assessment of offline consumers, the highest percentage is obtained for the packaging and service attributes (84.00 percent), while according to online consumers is the packaging attribute (88.00 percent). According to offline consumers, the product packaging is very attractive and safe, and the service when shopping directly is also very friendly and good. According to online consumers, packaging makes it attractive to consumers, besides that the product packaging is also well packaged and tightly closed so that the chips are still in good condition until they reach consumers. The lowest percentage is the variety attribute which is 71.33 percent according to offline consumers and 80.67 percent according to online consumers. This is because according to consumers both offline and online, jackfruit chips and muli banana chips products are still not diverse. After all, there are only original flavors.

Table 1. Attributes on Product Components Based on The Perspective Consumers

No	Attributes	Perspective of Offline Consumers (%)	Perspective of Online Consumers (%)
1	Variety	71.33	80.67
2	Quality	82.00	86.67
3	Design	78.00	83.33
4	Packaging	84.00	88.00
5	Brand Name	77.33	82.67
6	Service	84.00	84.00
Average		79.44 (Good)	84.22 (Very good)

Based on the assessment of offline consumers and online consumers on attributes related to product components, an average percentage of 79.44 is obtained for offline consumers and a percentage of 84.22 for online consumers. This shows that the product attributes of the Local Fruit Processing small industry based on the perspective of offline consumers belong to the good category, while based on the perspective of online consumers belong to the very good category.

The chips produced by Local Fruit Processing small industry are jackfruit chips, muli banana chips, and kepok banana chips. Jackfruit chips and muli banana chips are available in their original flavor, while kepok banana chips have various flavors such as chocolate, balado, cheese, mocha, roasted corn, melon, and strawberry. The products are packaged in a variety of packages and sizes, namely aluminum foil 100 grams, paper bag 200 grams, transparent plastic 100 grams, transparent plastic 130 grams, transparent plastic 200 grams, transparent plastic 250 grams, and transparent plastic 500 grams. The packaging is equipped with a trademark to help consumers remember the product. Innovation is the key for companies to grow, survive, and remain profitable (Chandra & Haryadi, 2016). Chips can last up to 1 year if stored in tightly closed packaging. This is in line with the research of (Sarno & Raditya, 2021; Maisari, 2022), which states that the creation of trademarks and innovation in packaging help increase consumer interest.

b. Price

Price for consumers is the most important element in choosing a product because the price determines the desire of consumers to buy the product they need. The price components for consumers consist of price lists, special prices, discounts, and payment systems. The attributes of the price component of jackfruit chips, muli banana chips, and kepok banana chips based on consumer perspectives in Local Fruit Processing small industry of Bandar Lampung City are detailed in Table 2.

Table 2. Attributes on The Price Component Based on The Perspective Consumers

No	Attributes	Perspective of Offline Consumers (%)	Perspective of Online Consumers (%)
1	Price list	80.00	82.00
2	Special prices	64.67	76.00
3	Rebates	67.33	74.67
4	Payment	86.00	85.33
Average		74.50 (Good)	79.50 (Good)

In Table 2., the payment attribute obtained the highest percentage, namely 86.00 percent for offline consumers and 85.33 percent for online consumers. This is because, according to both offline and online consumers, the payment methods provided are very easy and diverse, such as cash payment, QRIS, transfers, E-Wallets, and COD so that consumers can shop comfortably and easily.

According to offline consumers, the lowest percentage is the special price attribute, which is 64.67 percent. This is because the Local Fruit Processing small industry rarely offers special prices, even during holidays. According to online consumers, the discount attribute has the lowest score at 74.67 percent. This reflects the fact that there are rarely any discounts for online purchases. After all, online product prices are fixed and there tends to be no price reduction even though they buy in large quantities. Based on the assessment of offline consumers and online consumers on the attributes of the price component, an average percentage of 74.50 was obtained for offline consumers and a percentage of 79.50 for online consumers. This shows that the attributes in the price component based on the perspectives of offline consumers and online consumers belong to the good category.

The price of chip products in the Local Fruit Processing small industry is adjusted to production costs and market prices. The product price of jackfruit chips starts from IDR 15,000-60,000 for offline purchases and IDR 20,000-70,000 for online purchases, muli banana chips start from IDR 13,000-40,000 for offline purchases and IDR 18,000-60,000 for online purchases, and kepok banana chips start from IDR 13,000-35,000 for offline purchases and IDR 15,000-40,000 for online purchases depending on packaging and size. The price set by the local fruit processing industry aligns with the research (Nuraeni & Harnanik, 2017) which states that the pricing of chips can be determined based on production costs and competitor prices.

c. Place

Place or distribution for consumers, which includes the place and means of product distribution. The place component consists of distribution channels,

area coverage, selection, location, inventory, transportation, and product distribution for offline consumers, while for online consumers it consists of distribution channels, area coverage, and product distribution. The attributes of the place component based on the perspective of consumers in Local Fruit Processing small industry of Bandar Lampung City in detail are contained in Table 3.

Table 3. Attributes of The Place Component Based on The Perspective Consumers

No	Attributes	Perspective of offline consumers (%)	Perspective of online consumers (%)
1	Distribution channel	72.00	76.67
2	Area coverage	73.33	76.00
3	Location selection	77.33	-
4	Location	78.00	-
5	Product inventory	82.00	-
6	Transportation	84.00	-
7	Product distribution	82.00	83.33
Average		78.38 (Good)	78.67 (Good)

Based on Table 3., the place component, according to offline consumers the highest percentage is the transportation attribute (84.00 percent). According to offline consumers, the location of Local Fruit Processing small industry on the side of the road makes it very easy for buyers to visit. According to online consumers, the highest percentage is the logistics attribute (83.33 percent). According to online consumers, the process of distributing products from producers to consumers for online purchases is carried out quickly and on time by the order. The lowest percentage according to offline consumers is the distribution channel attribute (72.00 percent). The distribution channels in the Local Fruit Processing small industry are not very extensive, so the products are not widely available in offline stores. The attribute in the place component that has the lowest percentage according to online consumers is the regional coverage attribute (76.00 percent). This is because the coverage of the online sales area is not too broad because sales are still domestic only. Based on the attributes of the place component, an average of 78.38 percent is obtained for offline consumers and of 78.67 percent for online consumers. So, the attributes in the place component based on the perspectives of offline consumers and online consumers are classified in the good category.

The selection of the location of the Local Fruit Processing small industry has been done well, it is easily accessible and is in a populated area. Chips products are marketed around Bandar Lampung, Metro, Bandar Jaya, and for out-of-town marketing, namely Bogor and Jakarta. Purchases can be made directly at offline stores and online through Shopee, Tokopedia, Lazada, Blibli, or Instagram. The process of distributing products with online purchases is done quickly in about 1-2 days. Determining a strategic place and a fast distribution process affects the process of running a business in the future, In accordance with the research (Nuraeni & Harnanik, 2017), regarding the selection of a strategic business location and effective distribution process. This is in line with the research results of Anjayani & Febriyanti (2022) which indicate that the distribution process can be conducted online to expand the market reach of products.

d. Promotion

Promotion for consumers is a variety of activities carried out by agroindustries to provide information related to products so that consumers are interested in buying products. The combination of promotional components for consumers consists of advertising, personal selling, sales promotion, and public relations. The attributes in the promotional component of jackfruit chips, muli banana chips, and kepok banana chips based on consumer perspectives in Local Fruit Processing small industry are detailed in Table 4.

Table 4. Attributes of The Promotion Component Based on The Perspective Consumers

No	Attributes	Perspective of offline consumers (%)	Perspective of online consumers (%)
1	Advertising	82.00	74.67
2	Personal selling	80.00	78.67
3	Sales promotion	79.33	76.67
4	Public relations	78.67	78.00
	Average	80.00 (Good)	77.00 (Good)

According to the assessment of offline consumers in Table 4., the attribute that obtained the highest percentage was advertising at 82.00 percent. This is because the advertising carried out by Local Fruit Processing small industry is quite good, such as installing banners and promotions through social media so that it helps consumers to know the products and sales locations of Local Fruit Processing small industry. The promotion component for online consumers that obtained the highest percentage is the personal sales attribute (78.67 percent). According to online consumers, online personal sales carried out by agro-industry are quite good by using various marketplace platforms such as

Shopee, Tokopedia, Lazada, Blibli, and other. The lowest percentage in the promotion component according to the assessment of offline consumers is the public relations attribute (78.67 percent). This is because they rarely see Bintang Buah products in exhibitions or bazaars. According to online consumers, the attribute that gets the lowest percentage is advertising (74.67 percent). The advertising attribute has the lowest percentage because they still rarely see product advertisements on social media.

Based on the assessment of offline consumers and online consumers on the attributes of the promotion component, an average percentage of 80.00 percent is obtained for offline consumers and a percentage of 77.00 percent for online consumers. So, the attributes in the promotion component based on the perspective of offline consumers and online consumers are classified into the good category.

Local Fruit Processing small industry in direct promotional activities still uses personal selling methods and puts up banners, while online uses social media such as Instagram and TikTok. Agroindustry owners in establishing good relations with the community routinely participate in various exhibition and bazaar activities. The results of this study are in line with Anjayani & Febriyanti (2022).

Based on the description above, the marketing mix components applied by Local Fruit Processing small industry are all classified in the good category. According to offline consumers, only the price component is less than optimal and according to online consumers, the promotional component is still not maximized so that it gets the lowest percentage among other components. The results of this study are in line with Pradini et al., (2021), that the marketing mix components, according to consumer perspectives, are all classified as good; however, the price component and the promotion component receive a lower percentage compared to the other components.

Mann Whitney Test

The comparison test of purchasing decisions between offline and online consumers of Local Processing Fruit, based on the four dimensions, is analyzed using SPSS as shown in the Table 5.

Based on the results of the t-test, it was observed that the product and place components yielded a significance value of less than 0.05, confirming their statistical significance in influencing purchasing decisions. Specifically, these components demonstrated a strong correlation with consumer behavior, meaning that aspects such as the quality of the product and the accessibility or convenience of its location play a critical role in shaping purchasing decisions. These findings align with our hypothesis, which asserts that any component with a significance value below 0.05 has a meaningful impact on consumer choices. On the other hand, the price and promotion components returned a

significance value greater than 0.05, indicating that these factors are statistically insignificant in this context and do not substantially affect purchasing decisions. This suggests that, within this sample, consumers are less sensitive to price and promotional efforts when deciding whether to purchase the product, instead placing greater importance on the product's intrinsic qualities and the ease of accessing it. The t-test was applied to validate our hypothesis, which was structured as follows: if the significance value is less than 0.05, the variable is considered significant and exerts a measurable influence on purchasing decisions. Conversely, if the significance value exceeds 0.05, the variable is considered not significant, implying no substantial effect on consumer decision-making. Our findings confirm that while product and place are crucial determinants in this context, price and promotion fail to reach the threshold of significance, highlighting the relative importance of these factors in driving consumer behavior.

Table 5. Results of Hypothesis Testing with Mann-Whitney

Variable	Asymp.Sig.	Conclusion
Product	0.050	Significant
Price	0.195	Not significant
Place	0.000	Significant
Promotion	0.367	Not significant

The Influence of Product Factors on Online and Offline Consumer Purchasing Decisions

The test results indicate that the Asymp. Sig (2-tailed) value is exactly 0.05, signifying that the hypothesis is accepted, and we can conclude that there is a statistically significant difference in how consumers evaluate the product component in online versus offline settings. This notable difference suggests that the product plays a critical role in influencing purchasing decisions across both mediums—online and offline—specifically in the case of Local Processing Fruit products.

This conclusion aligns with the findings of Rachmawati et al. (2008), who demonstrated that the product component has a positive and significant effect on purchasing decisions. According to their research, a product is composed of various attributes, including color, price, packaging, brand prestige, and the level of service associated with it. These attributes are perceived by consumers as key factors that meet their needs, driving their purchasing behavior. The product's ability to satisfy these needs remains central to decision-making processes, whether the consumer is shopping in an online environment or in a physical store. The significance of the product component in both contexts underscores its importance in consumer evaluations, as it shapes their perception of value and satisfaction. This further reinforces the idea that

businesses, particularly in the food processing industry, should carefully consider the attributes that define their products to ensure they meet consumer expectations across different purchasing platforms.

The Influence of Price Factors on Online and Offline Consumer Purchasing Decisions

The test results reveal that the Asymp. Sig (2-tailed) value is 0.195, which is greater than the threshold of 0.05, leading to the rejection of the hypothesis. This result indicates that there is no statistically significant difference between the evaluations of online and offline consumers concerning the price component, suggesting that price does not have a significant impact on purchasing decisions at Local Processing Fruit. These findings align with the research conducted by Rachmawati et al. (2013) & Afifah (2014), which similarly concluded that price does not significantly influence consumer purchasing behavior.

Although price is traditionally considered a key determinant in consumer decision-making (Kotler & Keller, 2012), this study suggests that its role may be diminished in cases where prices are consistent across purchasing channels, such as online and offline. Additionally, the availability of frequent discounts and promotions across platforms may reduce consumers' sensitivity to price differences, shifting their focus toward other factors such as product quality, convenience, and brand reputation. As pointed out by Zeithaml (1988), when consumers perceive minimal variance in price, their purchasing decisions are more likely to be influenced by product attributes that fulfill higher-order needs, such as quality or brand loyalty. This underscores the importance of non-price factors in shaping consumer preferences, especially in industries where price uniformity is maintained across different purchasing environments.

The Influence of Place Factors on Online and Offline Consumer Purchasing Decisions

The hypothesis is confirmed by the test results, which show that the Asymp. Sig (2-tailed) value is 0.000, which is less than the 0.05 threshold. These findings are consistent with Huang & Benyoucef (2020) research, which stated that location has a positive and significant impact on consumers' buying interest. In the offline context, consumers may prioritize accessibility, proximity, and ease of reaching a physical store, as suggested by Verhoef et al. (2021). A well-located store reduces travel time and effort, making the purchasing process more efficient for consumers, thereby enhancing their likelihood of buying. On the other hand, in the online setting, the concept of location takes on a different dimension. Although consumers do not physically

visit an online store, the digital “place” is defined by factors such as website design, user-friendliness, and ease of navigation, all of which contribute to a seamless shopping experience. As Huang & Benyoucef (2020) argue, a well-structured and easily navigable website significantly enhances the consumer’s ability to make purchasing decisions in an online environment.

The role of location in online shopping is further influenced by logistical factors, such as shipping speed, delivery costs, and the availability of local fulfillment centers. Consumers are more likely to purchase from online retailers that offer faster, more affordable delivery options due to their proximity to local distribution hubs. This trend is supported by Rahmawati & Lestari (2023), who found that consumers' preference for online shopping is significantly affected by the efficiency of last-mile delivery systems, which are closely tied to the retailer’s physical logistics infrastructure.

Thus, while traditional location factors such as physical proximity remain important for offline purchases, the digital equivalent in the form of website accessibility and delivery logistics is just as crucial in online contexts. In both scenarios, the "place" plays a critical role in shaping consumer purchasing decisions, underscoring the need for businesses to strategically manage their physical and virtual locations

The Influence of Promotion Factors on Online and Offline Consumer Purchasing Decisions

The test findings indicate that the Asymp. Sig (2-tailed) value is 0.367, over the significance threshold of 0.05, resulting in the rejection of the hypothesis. This is consistent with the research by Syahrial & Ahmad (2015), which states that the promotion variable does not significantly affect purchasing decisions. Despite the extensive implementation of promotions via social media platforms and in-person events like exhibitions and bazaars, this study reveals that consumers do not view promotions as the main factor influencing their purchasing decisions. Rather, it seems that other elements, like the quality of the product and the convenience of the location, play a more significant role. This is consistent with recent findings by Abhishek et al. (2021), indicating that although promotions may generate temporary increases in consumer interest, they frequently do not foster long-term loyalty or have a substantial impact on final purchasing decisions. Promotions are generally most impactful when incorporated into a cohesive marketing strategy that highlights value via product quality, brand reputation, and convenient location (Jumawan et al., 2024; Hamawan, 2014).

Furthermore, in a digital environment, individuals frequently encounter an overwhelming amount of promotional efforts, which may diminish the overall impact of these strategies. The excessive amount of online promotions has resulted in consumer fatigue, diminishing the persuasive effectiveness of

these promotions. This could clarify the lack of significant impact that promotion has on purchasing decisions in both online and offline contexts within this study. Individuals, especially those involved with Local Processing Fruit products, might emphasize aspects that provide lasting benefits, like the perceived quality of the product and accessibility, rather than focusing on immediate promotional deals.

Finally, although the promotion is frequently utilized as a marketing strategy, its impact on consumer buying choices might be restricted, particularly when juxtaposed with more lasting elements such as product quality and geographical positioning. The findings indicate that companies like Local Processing Fruit should strategically enhance product attributes and optimize location-based logistics to effectively engage consumer interest and encourage purchasing behavior in both online and offline environments.

CONCLUSION AND SUGGESTION

Conclusion

The Local Fruit Processing small industry has effectively implemented a marketing mix strategy, incorporating key elements such as product, price, place (distribution), and promotion. Data from both offline and online consumers reveal that the marketing performance is generally well-received, with 78.08% of offline consumers and 79.85% of online consumers rating the marketing efforts positively. However, there are notable differences within specific sub-variables. Price is the lowest-rated factor for offline consumers at 74.50%, while promotion is the least effective for online consumers at 77.00%. Importantly, the Mann-Whitney test results indicate no significant differences in consumer decision-making between online and offline channels for price and promotion. In contrast, significant differences exist for product and place, underscoring their influence on purchasing behavior. This highlights the industry's strengths in product quality and distribution strategies across both platforms, while also identifying opportunities for improvement in pricing and promotional approaches.

Suggestion

To further optimize its marketing strategy, the Local Fruit Processing small industry should consider offering exclusive discounts to offline consumers, similar to those provided in online channels. This will help bridge the gap in consumer perception regarding price. Additionally, for online sales, the company should leverage current social media trends by enhancing promotional efforts on platforms such as TikTok and Instagram. Creating engaging, visually appealing content that resonates with younger audiences

will not only increase product visibility but also strengthen the brand's online presence, contributing to higher consumer engagement and improved purchasing decisions. By aligning these strategies with consumer preferences, the company can maintain its competitive edge and foster sustained growth in both offline and online markets.

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