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Marketing Mix of Dry Bulk Market Share at Jamrud Terminal

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ABSTRACT

Purpose: The purpose of this study is to find out and analyze how the marketing mix affects the market share of loading and unloading dry bulk at Jamrud Terminal.

Design / methodology / approach: The method in this study uses a quantitative approach with multiple linear regression analysis

Findings: The research is conducted on the service users of Jamrud Terminal

Research limitations / implications: This study is only limited by using four independent variables and one dependent variable. The independent variables are product, price, promotion and place. The dependent variable is market share

Practical Implications: The population is 54 employees determined by the Slovin formula and random sampling.

Originality / Value: This research is conducted at a company using port service at Jamrud Terminal.

Paper type: Research paper

Keywords: Marketing Mix, Market Share, Loading and Unloading.

I. INTRODUCTION

The globalization era has brought a fierce movement in encouraging the birth of free trade. The trade system and the Asean Economic Community (MEA), which are based on the forces of market supply and demand, open a global trade area based on the principle of free competition. Free competition in the global market causes a very tight level of competition, so that uncontrolled competition often occurs. During this period the company must continue to compete and participate in the existing market competition. Companies engaged in services are also inseparable from competition, namely the emergence of similar companies which are a threat to the company. With competitors in the same field, a competitive advantage strategy is needed. The company must be able to operate and maximize all sectors owned by the company, especially in the field of marketing which plays an important role and has a major influence on the achievement of company goals.

With the Government Regulation (PP) Number 101/2021 concerning the Merger of Pelindo I, III, and IV to PT Pelabuhan Indonesia (Persero). The combined company will increase the loading and unloading capacities to 16.7 million TEUs. It means PT. Pelindo will become the world's 8th largest company in terms of loading and unloading.

PT Pelabuhan Indonesia (Persero) Regional III Tanjung Perak Surabaya as a port service provider company in the Tanjung Perak area, Surabaya also implements a marketing mix in order to develop and implement marketing programs within the company as a whole. Jamrud Terminal is located in the work area of PT Pelabuhan Indonesia (Persero) Regional III Tanjung Perak Surabaya. Jamrud Terminal as a port service provider that also handles loading and unloading of dry bulk will certainly be more aware of the existing competition and challenges.

Currently, there are many non-PT Pelabuhan Indonesia (Persero) loading and unloading companies that both handle loading and unloading of dry bulk at Jamrud Terminal. Therefore, the competition between them cannot be avoided, especially in terms of services and tariffs charged to the owner of the goods. In technical

loading and unloading of dry bulk at the Jamrud terminal, there is one way, namely Truck Lossing (TL), which is the process of loading and unloading from ships to trucks or vice versa.

The Jamrud Terminal has been operating as a dry bulk's loading and unloading company (PBM) since several years ago, with the owners of the goods including PT FKS Multiagro, PT Japfa Comfeed, PT Pentawira Agraha Sakti, PT Yosomulyo Jajag, PT Sinar Maluku Line, PT Mitra Sejati Transport, PT Cheiljedang Indonesia, PT Ispat Indo and PT JNP Logistics. The dry bulk that is often unloaded or loaded are Soya Bean Meal (SBM), Steel Scrab, Green Petrolium Cokes, Sand, Soyabean, Corn, Salt, Calcium Carbonate, Raw Sugar and fertilizer.

Principally, PT Pelabuhan Indonesia (Persero) Regional III has the stevedoring budget for dry bulk production which is handled by loading and unloading company (PBM) PT Pelabuhan Indonesia (Persero) Regional III. Each year, the budget is increasing due to the increase in loading and unloading services for dry bulk.

With the regulations in the Jamrud Terminal environment, in getting more loyalty from the owners of goods as service users, a marketing strategy is needed which is represented by the marketing mix.

"The marketing mix consisting of product, price, promotion and place variables is the marketing mix used for marketing activities (Nasution et al., 2020).

In the marketing services which only rely on the 4Ps (product, price, promotion, place), companies cannot understand the interrelationships between key aspects the service business. People, process and physical evidence are added to the service marketing mix due to the unique nature and characteristics of the service itself. The marketing mix itself is the core of the company's marketing system which consists of several variables above and is used by the company as a means to meet or serve the needs and desires of consumers.

Marketing mix activities carried out properly and attractively will bring tremendous benefits to consumers' perceptions of the company's service loyalty. Consumers will not switch to other services, with proper marketing mix activities which of course must also be followed by a good level of service quality because the condition of service products must have quality and benefits in accordance with the conditions promoted to the public.

He market share that is able to be controlled by the company when compared to sales of the entire industry (total sales of similar companies) is known as Market Share. Thus, it can be said that market share is the proportion of the company's ability compared to the overall sales of all competitors, including sales of the company itself. The level of market share is shown and expressed in percentage figures. On the basis of these figures, the position of the company and the position its competitors in the market can be known. Hence, the level of market share can often be used in guidelines or standards for the company's marketing success in its position with its competitors. Meanwhile, PT Pelabuhan Indonesia (Persero) Regional III has a market share of dry bulk commodities as follows:

Table 1. Market share of dry bulk commodities of PT Pelabuhan Indonesia (Persero) Regional III Tanjung Perak

Number	Year	Market Percentage
1	2014	22.98%
2	2015	21.01%
3	2016	18.72%

Data source : PT Pelabuhan Indonesia Regional III Tanjung Perak Surabaya

From the data above, we can see that PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya experienced a decrease in market share in dry bulk commodities from 22.98% in 2014 to 21.01% in 2015 and from 21,01% in 2015 to 18.72% in 2016.

After seeing how important the right marketing mix is in relation to market share control, based on the description above, the author takes the title " Marketing Mix of Dry Bulk Market Share at Jamrud Terminal Terminal".

A. Formulation of the Problem

Based on the background above, the formulation of the problem to be discussed in this study is:

1. Is there a partial effect of the independent variables of the marketing mix consisting of place, price, product, promotion, people, process and physical evidence on the dependent variable, namely the dry bulk market share of PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya?
2. Is there a simultaneous effect of the independent variables of the marketing mix consisting of place, price, product, promotion, people, process and physical evidence on the dependent variable, namely the dry bulk market share of PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya?
3. Which of the marketing mix variables has a dominant influence on the dry bulk market share of PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya?

II. LITERATURE

A. Marketing Mix

Marketing according to Hasan in Nurcholifah (2014) is a concept of science in business strategy that aims to achieve sustainable satisfaction for stakeholders (customers, employees, shareholders). As a science, marketing is an objective science, which is obtained by using certain instruments to measure the performance of business effectiveness in establishing, developing, directing mutually beneficial exchanges in the long term between producers and consumers or users. As a business strategy, marketing is an act of adjusting a market-oriented organization in facing business realities, both in a constantly changing micro and macro environment.

Based on the above definition, the definition of marketing is all activities in management business aimed at meeting the needs and desires of customers to achieve satisfaction, through the principles of pricing, promotion and distribution to consumers. The marketing strategy in its implementation can be divided into two: marketing for companies that produce products in the form of goods and marketing for companies that produce services. For companies that produce services, the 7P approach, namely product, price, place, promotion, people, process, and physical evidence is used. The marketing mix is one of the main objectives of the marketing mix elements for setting the objectives and the size of the marketing budget (Išoraitė, 2016).

The marketing mix has components of product, distribution, promotion and pricing strategies to produce, exchange and reach the target market. The marketing mix is the interrelated actions and solutions to meet consumer needs and to achieve the company's overall marketing objectives" (Sereikienė-Abromaityt in Išoraitė, 2016). According to Pruskus in Išoraitė (2016), the marketing mix is a set of relevant factors and solutions that enable customers to meet (national) needs and achieve the goals set by the company. Meanwhile, according to Singh (2016), marketing is a complex set of variables of marketing mix solutions used in companies that want to sell their goods and services.

B. Product (Product)

A product is defined as a physical product or service to a consumer for which he or she is willing to pay. This includes half of the material goods, such as furniture, clothing and daily necessities and the intangible products, such as services, that a user purchases (Singh, 2016).

C. Price

Price is the amount the consumer has to pay to accept the offer. Like the price of a product, it has different values and changes constantly. Therefore, pricing must be dynamic so that it can adjust to changes in market prices. An important factor in pricing is deciding on the cost of the product, its marketing strategy and its expenses related to distribution, advertising costs or any price that varies in the market. However, if there is a change in all variables, in general, the pricing of the product may vary accordingly (Išoraitė, 2016).

D. Promotion (Promotion)

According to Išoraitė (2016), promotion is one of the most powerful elements in the marketing mix. In sales promotion activities, it is the marketing manager who decides to do the promotion. Promotional activities are primarily aimed at achieving sales targets. Promotion helps merchants and salespeople to represent the product being marketed to consumers in an effective way and encourage them to buy. Promotion consists of various components that are used to achieve the company's marketing objectives. Promotion is one of the strong elements of the marketing mix. The main purpose of promotion is to create and develop a product image in the market. It is one of the important tools to compete in maintaining a dynamic industry. The marketing mix determines the position of the product in the target market. It costs money to carry out promotions, so the right strategy must be considered for promotion.

E. Place (Tempat)

Location (place) includes distribution channels, warehousing facilities, modes of transportation and inventory control management. Thus, it is a mechanism by which goods and services are transferred from service providers and producers to consumers. Product distribution requires interacting with different clients and ensuring product availability for them. Distribution has a big influence on profitability; therefore companies must have a good supply chain and logistics management plan for distribution. The four marketing mix variables are interrelated. By increasing the price of the product, the demand for the product will decrease and fewer distribution points will be required. On the other hand, the product can be such that the maximum concentration is to create brand awareness so that better pricing for a product. Finally, the overall marketing mix can generate dynamic modeling based on customer feedback to improve the product; and the same can be launched as an improved product (Išoraitė, 2016).

F. Market share

Market share has long been an important topic in retail, marketing, and geography. Market Share, to describe and understand the market area itself and consumer behaviors (Sadahiro, 2021).

Table 2. The Results from Previous Research

Number	Name	Thesis title	The Ressults of the Research
1	Ni'Matul Maula (2016)	Marketing Mix Strategy to Increase Sales Volume of Sandal Products from Islamic Economic Perspective	From the F analysis, it is obtained that the calculated F result is (18,076) and has a value greater than the F table (4,757), which means that simultaneously (together) advertising, personal selling, and sales promotion has a significant effect on sales volume. From the results of multiple regression, it can be seen that the advertising variable has a dominant influence in increasing sales volume. Regression coefficient is 94, 9.
2	Arvinda Indah Sari (2013)	Analysis of the Effect of Marketing Mix on the Sales Volume of Toyota Car at PT. Hadji Kalla Urip Sumoharjo Branch in Makassar	The result of the research is that sales volume has a positive relationship with the four marketing mix variables. Where the promotion variable has the most dominant influence
3	Fahmi Syamsuddin (2012)	Analysis of the Effect of Marketing Mix Strategy on Sales Volume at PT. Rajawali Jaya Sakti in Makassar	The result of this research is that sales volume has a positive relationship with the four marketing mix variables. Where the promotion variable has the most dominant influence.
4	Nasution, dkk (2020)	The Effect of Marketing Mix on Customer Satisfaction in Belawan Branch of PT Pelabuhan Indonesia 1 (Persero) Medan	The result of the research is that the marketing mix (mix of product, product, price, place, promotion, people, process and physical evidence) simultaneously has a positive and significant impact on customer satisfaction (Y) PT. Indonesian harbor, Belawan Branch

G. Framework

According to Sakaran in Rahmadani & Winarno (2020) the framework is a conceptual model of how theory relates to various factors that have been identified as important issues.
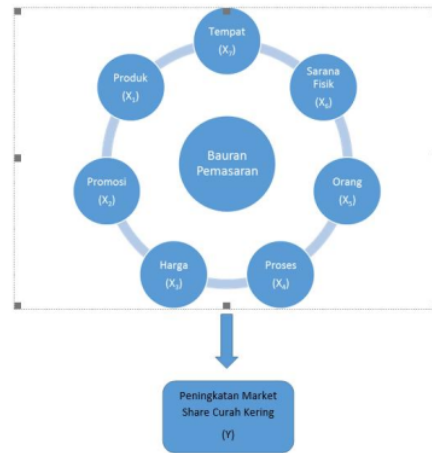

Figure 1. Framework of Thinking

The hypothesis according to Arikunto in Masrin & Yanto (2019) is a temporary answer to the formulation of the research problem. From this understanding, it is shown that a research cannot be started before a hypothesis is formulated. The hypothesis must be proven true because it is still a presumption. Based on the formulation of the problem, research objectives, and descriptions that have been presented in the previous sections, the researchers present the following hypotheses:

1. It is suspected that there is a partial influence of the independent variables of the marketing mix consisting of place, price, product, promotion, people, process and physical evidence on the dependent variable, namely the dry bulk market share of PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya;
2. It is suspected that there is a simultaneous influence of the independent variables of the marketing mix consisting of place, price, product, promotion, people, process and physical evidence on the dependent variable, namely the dry bulk market share of PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya;
3. It is suspected that the price has the most influence on market share at PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya;

III. METHODOLOGY

Since this research is a quantitative research, the researchers conduct direct observation or review of the company to collect the necessary data and distributes questionnaires. In conducting the research, the researchers attend and are involved in the company's activities, and are carried out openly by the company so that the employees know the purpose of the presence of researchers in the company. Thus, they are not disturbed and are willing to provide the necessary data. However, the researchers must be able to adapt to the situation and conditions of the company, by interacting with the Marketing and Business Development division at PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya. The researchers concern on the company's market share data and competitive strategies carried out by the company in increasing market share. It is intended to help smooth the research process, so that the desired data can be obtained easily and completely.

A. Identification of Research Variables

Research variables are everything in any forms determined by the researcher to be studied, so that information is obtained, then conclusions are drawn (Sugiyono, 2013).

B. Independent Variable

Independent variable is a variable that is often referred to as stimulus, predictor, and antecedent variable. In Indonesian, it is often referred to as the independent variable. This variable affects or is the cause of the change or the emergence of the dependent variable (Sugiyono, 2013). The independent variable in this study is the marketing mix (X).

C. Dependent Variable

The dependent variable is often referred to as the variable of output, criteria, and consequent. In Indonesian, it is often referred to as the dependent variable. The dependent variable is the variable that is influenced or that becomes the result, because of the independent variable (Sugiyono, 2013:39). The dependent variable in this study is the dry bulk market share at Jamrud terminal (Y).

D. Research Population

The population according to Sugiyono (2013) is "a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions." The population in this study are all of goods owners of dry bulk who are partners with PT Pelabuhan Indonesia as a loading and unloading company.

E. Research Sample

The sample according to Sugiyono (2013) is part of the number of characteristics possessed by the population. The research sample is the sample obtained, namely 4 companies that own goods, namely PT. Pentawira Agraha Sakti, PT JNP Logistics, PT Japfa Comfeed and PT Sinar Maluku Line.

F. Sampling Technique

The number of samples in the study is determined based on the Slovin formula quoted by Umar (2005:108) which is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Explanation :
n : Sample Size
N : Population Size
e : Critical Value (percentage of allowance for inaccuracy due to sampling error that can still be tolerated or desired)

IV. RESULT AND DISCUSSION

A. Validity test

Validity has a meaning if it moves from 0.00 to 1.00 and if the correlation of each factor is positive and the number of critical $20 \geq 0.30$, then the factor is a strong construct (Sugiyono, 2013:178). The SPSS 21.0 for windows program is used to test the validity of the questionnaire items on the independent variables and the dependent variable. Based on the results of tests, all statements in the questionnaire are valid.

B. Reliability Test

The reliability testing procedure that will be used in this study is the alpha reliability coefficient. The data used to calculate the alpha reliability coefficient are obtained through the presentation of a scale that is only applied once to a group of respondents. The technique used is the alpha coefficient technique from Cronbach. The alpha coefficient technique used to test the reliability of the measuring instrument is calculated with the help of the SPSS version 21.0 program for windows.

Based on the results of the tests, all statements in the questionnaire are reliable and the Cronbach Alpha standard used is 0.70.

C. Data analysis

1. The Results from Multiple Regression Analysis

Based on the data collected for both the dependent variable (Y) and the independent variables (X1, X2, X3, X4, X5, X6, X7,) which are processed with the help of the SPSS version 21.0 program for windows, the results of the multiple linear regression calculations are as follows :

Table 3. Multiple Regression Test Results

Coefficients^a

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	7.223	1.933		3.737	.001
	x1	.358	.268	.121	1.337	.188
	x2	-.492	.224	-.172	-2.197	.033
	x3	.886	.303	.344	2.924	.005
	x4	.585	.322	.221	1.815	.076
	x5	.175	.253	.069	.692	.492
	x6	.805	.428	.330	2.350	.023
	x7	-.046	.216	-.017	-.213	.832

a. Dependent Variable: y

Based on the table above, the following multiple regression equation can be obtained:

$$Y = 7,223 + 0,358X_1 - 0,492X_2 + 0,886X_3 + 0,585X_4 + 0,175X_5 + 1,005X_6 + 0,046X_7 + e$$

D. t test (Partial Test)

This test is done to see how far the independent variable X affected the Y variable. Based on the results of the processing with the SPSS version 21.0 for windows program, the results of the t-test (Partial) are summarized in the following table:

Table 4. The Results of t test

Coefficients^a

Model		B	Std. Error	Beta	t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
1	(Constant)	7.223	1.933		3.737	.001
	x1	.358	.268	.121	1.337	.188
	x2	-.492	.224	-.172	-2.197	.033

x3	.886	.303	.344	2.924	.005
x4	.585	.322	.221	1.815	.076
x5	.175	.253	.069	.692	.492
x6	.805	.428	.330	2.350	.023
x7	-.046	.216	-.017	-.213	.832

a. Dependent Variable: y

1. Hypothesis Testing for the Variable Of Product (X1)

Hypothesis testing for the variable (X1) toward the dry bulk market share can be explained as follows: Based on the comparison of the t-count and t-table values, it can be concluded that the variable of product partially does not have a significant effect on the dry bulk market share.

2. Hypothesis testing for the Variable of Promotion (X2)

Hypothesis testing for the variable (X2) toward the dry bulk market share can be explained as follows: Based on the comparison of the t-count and t-table values, it can be concluded that the variable of promotion does not have a significant effect on the dry bulk market share.

3. Hypothesis testing for the Variable of Price (X3)

Hypothesis testing for the variable (X3) toward the dry bulk market share can be explained as follows: based on the comparison of the t-count and t-table values, it can be concluded that the variable of price has a significant effect on the dry bulk market share.

4. Hypothesis testing for the variable of Process (X4)

Hypothesis testing for the variable (X4) toward the dry bulk market share can be explained as follows: based on the comparison of the t-count and t-table values, it can be concluded that the variable of process does not have a significant effect on the dry bulk market share.

5. Hypothesis testing for the variable of People (X5)

Hypothesis testing for the variable (X5) toward the dry bulk market share can be explained as follows: based on the comparison of the t-count and t-table values, it can be concluded that the variable of people does not have a significant effect on the dry bulk market share.

6. Hypothesis testing for the variable of physical facilities (X6)

Hypothesis testing for the variable (X6) toward the dry bulk market share can be explained as follows: based on the comparison of the t-count and t-table values, it can be concluded that the variable of physical facilities has a significant effect on the dry bulk market share.

7. Hypothesis testing for the variable of place (X7)

Hypothesis testing for the variable (X7) toward the dry bulk market share can be explained as follows: based on the comparison of the t-count and t-table values, it can be concluded that the variable of place does not have a significant effect on the dry bulk market share.

E. f test (Simultaneous Test)

Simultaneous test or F test is a joint test to test the significant effect of the service marketing mix variables consisting of product, promotion, price, process, people/employees, physical facilities and place simultaneously to the variables of market share of loading and unloading dry bulk . The F-count value which is obtained using SPSS 21.0 software for Windows is shown in the table below:

Table 5. F Test Results

ANOVAb

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	649.450	7	92.779	21.581	.000a
	Residual	197.754	46	4.299		
	Total	847.204	53			

a. Predictors: (Constant), x7, x2, x5, x1, x4, x3, x6
b. Dependent Variable: y

F. Comparing F count with F table
Fcount > Ftable (21,581 > 2,42)

Based on statistical testing using the F test method, where the significant level obtained is smaller, namely 0.000 from the significant standard, namely 5% or 0.05 and the comparison between Ftable and Fcount where Fcount 21.581 which is greater than Ftable which is 2.42, then it can be concluded that Ha is accepted or the service marketing mix has a significant influence on the market share of loading and unloading of dry bulk.

G. Coefficient of Determination
The coefficient of determination is used to determine the ability of the independent variable in explaining the dependent variable. The magnitude of the coefficient of determination can be seen in R Square and expressed in percentages. The results of the coefficient of determination can be seen in the following table:

Table 6. r Test

Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876a	.767	.731	2.073

a. Predictors: (Constant), x7, x2, x5, x1, x4, x3, x6
b. Dependent Variable: y

The value of R Square is 0.767, which means that the variables of product, promotion, price, process, people, physical facilities and places are able to explain the market share of loading and unloading dry bulk at Jamrud Terminal by 76.7%, while the remaining 23.3% market share of loading and unloading dry bulk at Jamrud Terminal is explained by other variables.

CONCLUSION

A. Conclusion
Based on the results of the discussion of the marketing mix research analysis of the dry bulk loading and unloading market share at PT Pelabuhan Indonesia's Jamrud Terminal, Regional III Tanjung Perak Surabaya, the conclusions are as follows:
1. Based on statistical testing with the F test method, where the significant level obtained is smaller, namely 0.000 from the significant standard, namely 5% or 0.05 and the comparison between F table and F count

where F count is 21.581 greater than F table, which is 2.42, it can be concluded that the service marketing mix simultaneously has a significant influence on the market share of loading and unloading dry bulk.

2. Based on statistical testing with the t test method, only the price and physical facilities variables have a significant effect on the market share of loading and unloading dry bulk, while other variables, namely product, process, place, people and promotion have no significant effect on the market share of loading and unloading bulk dry.

3. The price variable is the most dominant variable affecting the market share of loading and unloading dry bulk at Jamrud Terminal. This is evidenced by the multiple regression test which shows the price variable has the largest coefficient value compared to other variables, namely 0.886.

B. Suggestion

After understanding the results obtained from the research, the authors propose the following suggestions:

1. By looking at the results of multiple regression analysis where the dominant variable affects the market share of loading and unloading of dry bulk, it can be considered to determine the tariff of loading and unloading followed by an increase in loading and unloading services and the completeness of supporting facilities for the loading and unloading process.

2. In order to maintain the satisfaction of the owners of the goods with Pelindo's loading and unloading process (PBM) services, it is necessary to maintain and improve the implementation of its marketing mix activities. This can be done by adjusting the rates / tariffs charged to the products offered, which are related to the discipline of Pelindo employees in carrying out their duties as well as conducting sharing sessions between management and the owners of the goods to discuss work prospects and existing obstacles. Thus, the relationship between partners is getting better and loading and unloading activities is getting more smoothly.

3. It is needed to review the entire systems of marketing mix variables such as providing uniqueness that is different from other competitors so that it can be understood and make goods owners more loyal and increase the amount of dry bulk tonnage. What's more, they then choose PT Pelabuhan Indonesia, Regional III Tanjung Perak Surabaya as their loading and unloading process (PBM) service company.

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BIOGRAPHY

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