

# The Effect of the Market Mix (7P) and Entrepreneurial Characteristic to the Selling Value Potential of Betawi Cultural Arts

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## Abstract:

Selling value is an indication of the sustainability of a service, therefore the determining factor of the Selling Value of the service output needs attention. The selling value referred to in the context of this research is the potential success of a business. A research on Service Selling Value: Betawi Cultural Arts Studio in the JABODETABEK area was carried out with the aim of analysing the influence of the Marketing Mix variables, Entrepreneurial Characteristics and the Selling Value Potential of an art. The population of this research is people in arts field including studio owners and all the artists of indigenous dance and music of Betawi culture. Data were collected through a survey with respondents selected by purposive sampling as many as 124 respondents who performed at the Betawi Culture arts kitchen in SetuBabakan. Data from these respondents were analysed using SEM (Structural Equation Model) of Lisrel program version 8.70. The results showed that the Marketing Mix variable had an effect on Entrepreneurial Characteristics; Marketing Mix variables affect the Selling Value Potential as well as the Entrepreneurial Characteristics variable influences the Selling Value Potential.

**Keywords:** Marketing Mix (7P), Entrepreneurial Characteristics, Artists and Potential Selling Value

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## I. Introduction

The Business achievement of Small Medium Enterprise's (SME) Jakarta still need to be improved it has necessary a variable that increasing determines that observed to be more related to other business performance, so the large variables explain how the business performance variables related to the value of business progress. Including products and services. Jakarta with its Betawi culture has great potential to develop the economy of its people (Setiarini et al., 2020).

A series of narratives that emerge when talking about Betawi people is that they are lazy, uneducated and other negative stereotypes. The awareness of the Betawi community to show its existence as part of this nation is high by the emergence of organizations / communities using Betawi labels, says Rumpun Masyarakat Betawi, Front Betawi Bersatu, and Forum Komunikasi Anak Betawi. These communities at least reflect a desire of the Betawi ethnicity to show its existence as a community that has the right to express in the global community in Jakarta.

As a local ethnic group in Jakarta, Betawi seems to be drowning out of competition with newcomers, not being the host in their own area. It then raises the Betawi Community awareness of its existence which then alarms Betawi people that Betawi people are so heterogeneous with many neglected communities selling power. The selling value here means that there is a lot of potential from Betawi people of art which is good and can be a tool to move the economy of the Betawi people as a whole. However, the activists of Betawi Culture arts complain that the Special Capital Region (DKI) Jakarta, which is the territorial centre of the Republic of Indonesia, is not a main tourist destination. DKI Jakarta is as mere transit for tourism. Betawi Traditional Leaders complained about the absence of specific funding allocations to develop and promote art products of indigenous Betawi ethnic culture in the middle of the Global Art Products arena. Even though it is known that Betawi Cultural Arts performers that exist today are part of the Indonesian Creative Economy because of their efforts to always look for sustainable development, through artistic and cultural creativity in which art actors carry out sustainable development which means they are already doing part of an economic climate which have competitiveness and renewable regeneration resources.

Performers and owners of Betawi Cultural arts work hard so that the services they produce are not eroded by the times and the historical journey. Betawi ethnic art products in the present and in the future are

very much determined by the supporting community, including the performers and owners of Betawi Cultural Arts. This is what the researcher concerns about: how the performers and owners of this Cultural Arts can perform a selling value potential for the services produced.

## **II. Literature Review**

### **Theory of Performers of Cultural Arts**

Art can be said to be a part of culture and as a means used in expressing a sense of beauty in the human soul. Besides, art also functions as a myth that maintains norms and values in social life. We can find things that are closely related to art, including rituals, symbols, communication, religion, expression, to education, apart from that art also has an important role in the economic field. Art products, both from fine arts and performing arts, are one of the pillars of Indonesia's economy. (Abdul Aziz, 2017).

The connection of art is part of the creative economy because it is a manifestation of efforts to seek sustainable development through creativity, in which sustainable development is an economic climate that is competitive and has renewable resources. In other words, the creative economy is a manifestation of the spirit of survival which is very important for developed countries and also offers equal opportunities for developing countries. The big message offered by the creative economy is the use of resources that are not only renewable, even unlimited, namely ideas, talents, and creativity (Pagestu, 2008)

### **The Marketing Mix Theory (7P)**

According to Assauri (2011) the marketing mix is one of the elements in an integrated marketing strategy. A marketing mix strategy is a strategy implemented by the company, which is related to determining how the company presents product offerings in certain market segments, which is its target market. According to Christopher Lovelock et.al., (2011) for service marketing, the marketing mix uses 7P.

Based on the marketing mix variables above, the service company can mix the marketing mix with 7 P

#### **1.Product**

According to Tjiptono (2008), a product is anything that a producer can offer to be noticed, searched for, purchased, used, or consumed by the market as a fulfilment of the needs or desires of the relevant market. A product is a product or service that is used by the producers.

#### **2. Price**

According to Angipora (2006), price is the amount of money (possibly added by several items) required to obtain several combinations of a product and service that accompanies it. Price is a tool used in transactions to get a number of goods or products needed by someone.

#### **3 Place**

A place is needed by a person or consumer. Location or Distribution (Place) according to Tjiptono (2008) is a marketing activity that seeks to facilitate the delivery of goods and services from producers to consumers, so that their use is appropriate to what needed (type, quantity, price, place, and when needed).

#### **4. Promotion**

According to Tjiptono (2008), promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to spread information, influence / persuade and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company. Promotion is an act done by producers or companies to provide complete information needed by consumers so that consumers know clearly about the products they need.

#### **5. People (employees and participants)**

According to Booms and Bitner (2007), employees or participants are all actors who take part in the presentation of services and in this case influence buyers' perceptions. What is meant by people are company personnel and consumers.

#### **6.Bukti Fisik (Physical Evidence)**

Physical Evidence, according to Zeithaml and Bitner (2005,) is a company covering all aspects of tangible facilities, namely exterior facilities (exterior design, signs, parking locations, land), interior facilities (interior design, equipment, signs, layouts, air temperature), other tangibles (business cards, stationery, billing statements, reports, uniforms, brochures, web pages).

#### **7. Proses (Process)**

According to Tjiptono (2009), the process includes actual procedures, tasks, and stages of activities carried out in order to produce and deliver services with a simple service delivery process, so that they can receive services without significant difficulties.

### **Entrepreneurship Theory**

According to Thomas W. Zimmerer and Norman M. Scarbrough (2005: 4), "Entrepreneurs are people who create new businesses by taking risks and uncertainties in order to achieve profit and growth by identifying

opportunities and combining the resources needed to establish them". Meanwhile, Peter Drucker said that entrepreneurs are not looking for risks, they are looking for opportunities.

In the attachment to the Decree of the Minister of Cooperatives and Small Business Development Number 961 / KEP / M / XI / 1995, it is stated that:

1. Entrepreneur is a person who has entrepreneurial spirit, attitude, behaviour and abilities.
2. Entrepreneurship is the spirit, attitude, behaviour, and ability of a person in handling a business or activity that leads to efforts to find, create, and implement new ways of working, technology and products by increasing efficiency in order to provide better service and / or obtain greater benefits.

So entrepreneurs are people who carry out their own business / activities with all their abilities. Meanwhile entrepreneurship refers to the mental attitude an entrepreneur has in carrying out a business / activity. Entrepreneurship, seen from the resources in it, is to bring resources in the form of labour, material, and other assets in a combination that adds greater value than before and is also attached to people who bring change, innovation, and new rules.

### **Selling Value Theory**

Buchari Alma (2013: 169) says that in economic theory, the notion of value, price, and utility are the most related concepts. Utility is an attribute attached to an item that enables the item to fulfil its needs, wants and satisfies consumers (satisfaction). Then there is a value which is the value of a product to be exchanged for another product. This value can be seen in the barter situation, namely the exchange between goods for goods. Nowadays, our economy is no longer bartering, instead uses money as a measure called price. Then we can define the price as an amount of money used to assess and get the products and services needed by consumers.

A product that has a potential selling value (value proposition) must have a differentiating factor with other service businesses so that consumers will remain loyal the product. By doing the dimensions of Michael Porter's Five Forces instrument industry, businesspeople will understand the power of service selling value in a business environment so that understands potential profit from his business. Michael Porter's Five Forces is a tool for understanding the competitiveness of the business environment, and for identifying the potential benefits of a business strategy including:

1. *Rivalry among existing Competitors*  
The value of the first selling power is to win the competition between its similar competitors. This is the 5 biggest strength among other determining factors because it determines the selling value of the beach head market by analysing the radius of consumers that can be served.
2. *Threat of New Entrance*  
The more easily imitated by other manufacturers, the more new business actors will appear, the higher the level of competition will be to enter the competitive level.
3. *Threat of substitution Product*  
The existence of substitute products cannot be controlled, namely products that have a need function similar to the core product. If the substitute product cannot be controlled, it will be very influential if the substitute product has a lower price along with low consumer switching costs, it will cause loyal customers switch to those substituted products.
4. *Bargaining of Supplier*  
The big role of the supplier of basic raw materials for production affects the sustainability of the company's production
5. *Bargaining Powers of Buyers*  
Determination of consumers is also an important part of a business along with the selling value of the product. By knowing this, an entrepreneur can influence the bargaining power of consumers

## **III. Population, Sample, Research Hypothesis, and Model Construction**

### **3.1 Population and Sample**

To analyse the influence of the Market Mix (7P) and the characteristics of entrepreneurship with the areas of art performers in the Jakarta, Depok and Bogor areas, this research uses purposive sampling that has been tested because the Setu Babakan location is a place where all Betawi cultural artists perform in the creative space as the core of Betawi Culture. It can also be seen in the results of respondents. From 124 artists who were sampled, they performed 8 types of Betawi culture as can be seen from the following table.

No	Types of Betawi Arts	Quantity	Percentage
1.	Musik Gambus	18	15%
2.	Seni Jaffin/Tari suffi	5	4%
3.	Palang Pintu	16	13%
4.	Sanggar Tari Betawi Margasari	18	15%
5.	Keroncong Betawi TTM	10	8%
6.	Sanggar Seni Anyelir	19	15%
7.	Marawis	19	15%
8.	Gambang kromong	19	15%
TOTAL		124	100%

Processed data source 2020

**Study Duration:**Februari 8<sup>th</sup> till 10 Maret 2020.

**Sample size:** 124 para PelakuSeniBudaya Betawi.

### 3.2 Model Construction and Research Hypothesis

#### The relationship between 7P Marketing Mix and Entrepreneurial Characteristics

If entrepreneurs can manage it well, it will be a distinct advantage over competitors, where currently it is more and more fierce. Therefore, the success of a business is greatly influenced by the marketing mix because the marketing mix is a strategy that can create advantages for the business itself which is implemented through the existing components. Excellence will be created if business actors can formulate the right combination of the marketing mix. The marketing mix is a fundamental tool for a business to achieve its goals. Therefore, business actors really need to always evaluate the marketing mix they apply to get optimum performance, especially considering the fierce competition today (Aminah, 2015)

H1: The Marketing Mix (7P) effects the characteristics of a successful entrepreneurs

#### The relationship between Entrepreneurial Characteristics and Selling Value Potential

Entrepreneurial characteristics in the owners of MSMEs are one of the factors that influence the success of the business they carried out (Maisaroh, 2019). The Entrepreneurial characteristics of MSMEs that differentiate them from other businesses will be determined by the owner personal characteristics. Based on the notion of entrepreneurship, which is defined as an ability in creative thinking and innovative behaviour which is used as a basis, resources, goal driving, tactics and processes in facing life's challenges (Widodo, 2011), business success in the context of this research is selling value potential that can be done by economic actors, where Betawi art culture performers are included in tourism-based economic drivers.

H2: Entrepreneurial characteristics affect selling value potential

#### The relationship between the marketing Mix (7P) and selling value potential

There is a marketing mix influence on the product, price, promotion, and location individually on an increase in the cooperative sales. When there is an increase in product, price, promotion and location, there will be an increase in sales. In this study, there are several indicators that can increase sales. Indicators of product variables that can increase sales are product diversity, quality, design, brand name, size, service, warranty, and reward. Price variable indicators can increase sales (Kurdi, 2018). The greater the application of the Marketing Mix into a product or service, the greater the potential value of the product or service to consumers.

H3: Marketing Mix (7P) affects Selling Value Potential

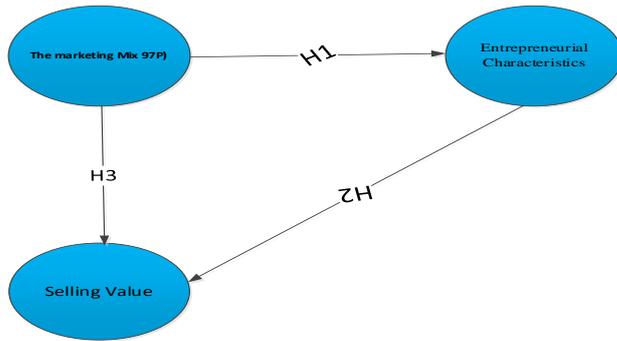


Diagram 1.1  
The model in this study describes the relationship among variables which can be seen in the image below

The data in this study are primary data collected through questionnaires about the 7P Marketing Mix, Entrepreneurial Characteristics, and Selling Value Potential using an ordinal scale.

#### IV. The Method, Reliability and validity analysis of the questionnaire

##### 4.1 The Method

Data were analysed using SEM with the Lisrel version 8.7 program which can produce validity, reliability, ordering models, model feasibility tests (good of fit), and hypothesis testing (Ghozali, 2015). In testing the hypothesis test, the t test is applied. When  $t > 1.96$ , alternative hypothesis is accepted. This research will also analyse direct, indirect, and total effects

##### 4.2 Reliability and validity analysis of the questionnaire

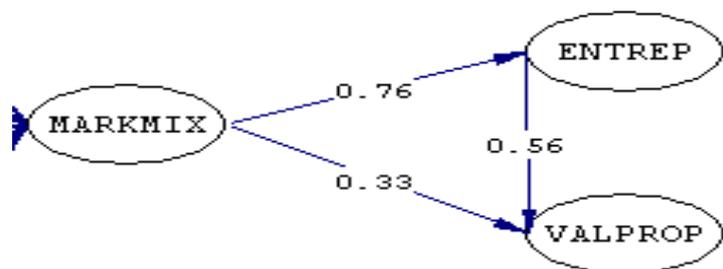
This study uses questionnaires with closed answers according as a measuring technique to an ordinal scale of 1-5, namely 1 = strongly disagree, 2 = disagree, 3 = neutral / doubtful, 4 = agree, and 5 = strongly agree. The level of the respondent's assessment of the variable used the scale range formula (RS) = (highest value - lowest value) / total value, so that  $RS = (5-1) / 5 = 0.80$ . The categories of respondents' assessment levels are as follows: very low = 1.00 - 1.80, low = 1.81 - 2.60, moderate = 2.61 - 3.40, high = 3.41 - 4.20, very high = 4.21 - 5.00. From the results of the questionnaire distribution, the value for each question is very high with the average mean for (X1) Marketing Mix is 4.5, mean for entrepreneurial characteristics X2 is 4.63 and mean for selling value potential is 4.6.

Meanwhile, the reliability test is used to measure whether a respondent's answer is consistent or stable over time. If the respondent is consistent in answering the questions in the questionnaire, then the data is reliable. A construct or variable is said to be reliable, if Cronbach's Alpha ( $\alpha$ ) of the variable gives a value  $> 0.60$ . From the Cronbach's Alpha, Marketing Mix variable value is 0.96, Entrepreneurial Characteristics value is 0.94, and Selling Value potential value is 0.9, thus this questionnaire is suitable to be used as a research instrument.

#### IV. Result

##### Structural Equation Model

Based on the results of the analysis using Structural Equation Model / SEM, an overall model (hybrid) was created which can be seen in the figure below:



The structural model displays latent variables and coefficients that show the magnitude of the influence of exogenous variables on endogenous variables. The structural equation model can be seen in the table below:

No	Equation	Description
1.	ENTREP = 0.76*MARKMIX	R <sup>2</sup> = 0.57
2.	VALPROP = 0.56*ENTREP + 0.33*MARKMIX	R <sup>2</sup> = 0.70

From the table above, in equation 1, the Marketing Mix variable is obtained which can explain the Entrepreneurship Characteristics variable by 0.57 or 57%. Other variables that are not included in this research model can explain the purchasing decision variable by 43%. In equation 2, it is found that the Entrepreneurship Characteristics variable and Marketing Mix can explain the Selling Value variable, which is 0.7 or 70%. Other variables that are not included in this research model can explain the selling value variable by 30%.

### Goodness of Fit Analysis

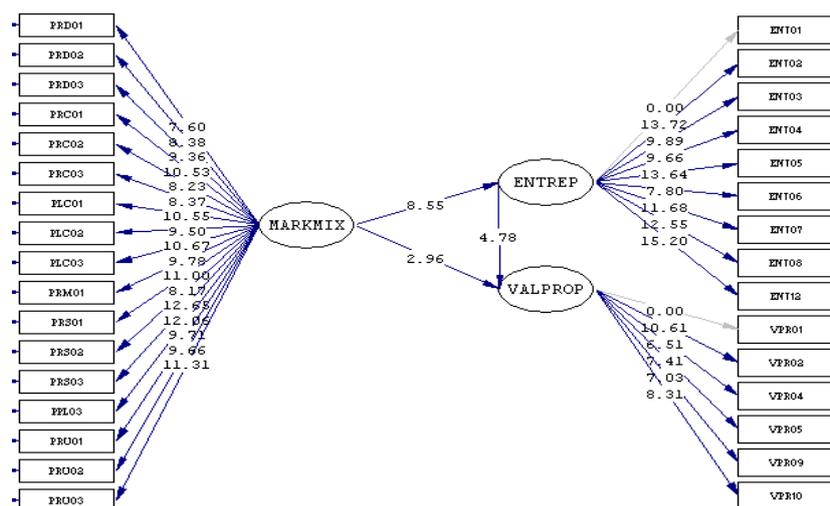
In SEM analysis, goodness of fit analysis is carried out by performing the criteria that will be used to evaluate the model and the effects shown in the model, which are described in the table below.

No	GOF Size	Parameters of Acceptance	Measurement Result	Note
1	Chi Square λ <sup>2</sup>	The Smaller, the better, P-value = 0,63	CS = 753,43 PValue = 0,000	Not Good
2	NCP	The Smaller, the better	0,0	Good
3	RMSEA	< 0,05 : Good fit 0,05 – 0,08 :Acceptable (Meanable) 0,08 – 0,10 : Marginal fit = 0,10 : Poor fit	0,074	Good
4	ECVI	ECVI model is close to the saturated ECVI value	Model = 7,38 Saturated = 8,59	Good
5	AIC	AIC model is close to the saturated AIC Value	Model = 240,51 Saturated = 420,00	TidakBaik
6	NFI DAN NNFI	= 0,09 : Good fit 0,80 – 0,9 : Marginal fit	NFI = 0,95 NNFI = 0,9	Good
7	CFI	The Value between 0 -1 0,99 The closer to 1, The Better The fit limit is 0,9	0,9	Good
8	IFI and RFI	≥ 0,9 : Good fit 0,80 – 0,90 : Marginal fit	IFI =0,97 RFI = 0,9	Good
9	Critical N (CN)	= 200 : Good fit	76,95	Not Good
10	GFI	From 0 (poor fit) to 1 (perfect fit) = 0,9 : Good fit 0,08 – 0,10 : Marginal fit	0,72	Good
11	AGFI	From 0 (poor fit) To 1 (perfect fit) = 0,9 : Good fit 0,08 – 0,10 : Marginal fit	0,68	Good

Based on the data above, it can be said that the suitability of the data used with the model can be said to have a good fit. Where from the results of the GoF analysis above, it is known that GoF values that meet the parameter values include NCP, RMSEA RMR, ECVI, NFI, NNFI, CFI, IFI, RFI, GFI and AGFI. All of which show that the model is good.

### T-Test

The t test is used to test the effect of the independent variables, namely Marketing Mix (7P) (X1) and Entrepreneurial Characteristics (X2) partially, and on the dependent variable, namely the selling value of Betawi Culture. If the t-count > (greater than) 1.96 it is supposed to have a significant effect. The results of the t test are shown in the table as follows:



Chi-Square=753.43, df=451, P-value=0.00000, RMSEA=0.074

1. **Marketing Mix T Test Result (X1)**
  - a. Obtained T value is 8.55 on entrepreneurial characteristics. (8.55>1.96)
2. **Entrepreneurial Characteristics T test result (X2)**
  - a. Obtained T value is 4.78 (4.78>1.96) on selling value.
3. **Marketing Mix T test result (Y)**
  - a. Obtained T value is 2.96 (2.96>1.96) on selling value

## V. Conclusion and Suggestion

### 5.1 Conclusion

The conclusions of this study are:

#### 1. The Effect of Marketing Mix on Entrepreneurial Characteristics

Based on the results of the t test for Marketing Mix (X1), the obtained t value is 8.55 for entrepreneurial characteristics. Thus, the first hypothesis is accepted because the Marketing Mix has a significant influence on Entrepreneurial Characteristics. This indicates that the Marketing Mix will be a measurement for Betawi Cultural Arts performers to form characteristics as tough entrepreneurs. The results of this study are in accordance with Assuri's theory (2011) and the results of Aminah's research (2015).

#### 2. The effect of Entrepreneurial Characteristics on the Selling Value Potential

Based on the results of the t test for the Entrepreneurial characteristics variable (X2), the T value is 4.78 on the Selling Value. Thus, the second hypothesis can be accepted because entrepreneurial characteristics have a significant effect on Selling Value. This shows that entrepreneurial characteristics, which is competition, based on quality and contribution in Betawi Cultural Arts have an influence on the selling value of being able to perform, and their works of art can be recommended by Betawi performers to family, relatives, friends, friends of consumers. The results of this study are in accordance with the research by Thomas W. Zimmerer and Norman M. Scarbrough (2005: 4) which states that entrepreneurial characteristics have a significant effect on Selling Value. It is also in line with the results of Maisaroh's research (2019).

#### 3. The Effect of Marketing Mix on Potential Selling Value

Based on the results of the t test for the marketing mix variable (Y), the obtained t value is 2.96 on the selling value. Thus, the third hypothesis can be accepted because the Marketing Mix has a significant effect on the Selling Value. This is true that the application of 7P, namely Product, Price, Place, Promotion, Process, People, and Physical Evidence has an influence on the selling value of Betawi culture in the community. The quality of the performance, the competitive price of an art service, a promotional workshop place, the standardization process of a show and arts performers have an influence on the selling value. The results of this study are in accordance with Buchari Alma (2013) which states that price has a significant effect on purchasing decisions.

## 5.2 Suggestions

The benefits expected from the results of this study include:

### 1. For Betawi Artists

- a. In terms of priority, time, and quantity

From the research results, it is known that only 10% of the total respondents work as artists while 90% of their time, they work in other agencies / organizations. If more time is allocated to the art work, it is hoped that it will produce even more spectacular art.

- b. The responsibility and sense of belonging of young generation of Betawi to art is less than their seniors

Although from the results of the research the number of teenagers and productive age dominates as Betawi cultural arts performers, but there is social media celebrity from them who goes viral because promoting Betawi cultural arts.

### 2. For the Central Government and Local Government

- a. The government only emphasizes physical development without involving individuals in it

Jakarta should be treated differently from other provinces. Its policy so far has not changed the city of Jakarta to become an international city quickly, standing parallel to other cities in the world. The development budget is not balanced between infrastructure and the individual characteristics of Betawi community who are not ready to accept changes quickly. It could be lacks of socialization from the government.

- b. The government is not serious about accommodating Betawi culture

Jakarta is not used as a promotional reference for tourist city destinations, but only for the trading business. Meanwhile, Betawi with an area smaller than other provinces has diverse characteristics that are wider than the those of other areas. The government should be able to collaborate with the private sectors. Take an easy example of architecture when you first landed at Jakarta international airport. There is no ethnic picture of the Betawi people as residents of Jakarta.

- c. Lack of Promotion about Betawi Culture

Setu Babakan, which is used as a role model for Betawi culture, is less popular among the people of Jakarta, even though the open-space sound system and lighting facilities can be used as a tourist destination for domestic and sightseeing destination for foreign people who first come to visit Jakarta. Changes in the performance schedule were not announced massively. Many culinary traders complained that the turnover had dropped drastically in three months. The findings can be applied to Betawi young art performers as the successor to the Betawi generation so that they are not eroded by the times.

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