

# CHAPTER I

## INTRODUCTION

### 1.1 Background

According to Law No. 20 of 2008, SMEs (Micro, Small and Medium Enterprises) are a form of productive business owned by individuals or business entities which usually operate within the scope of trading activities which have different characteristics or characteristics. Micro enterprises are defined as productive economic enterprises owned by individuals or business entities in accordance with the criteria of micro enterprises. A business that is categorized as a micro business is a business that has a net worth of Rp. 50,000.0000, - and does not include the building and land where the business is located. A small business is a productive economic business that is independent or independently owned by an individual or a business entity in accordance with the criteria of a micro business. Meanwhile, medium-sized enterprises are businesses in a productive economy and are not a branch or subsidiary of a central company and are a direct or indirect part of a small or large business.

Selatbaru is one of the villages that has the potential for SMEs to thrive, with the establishment of an Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru as a place to sell SMEs produced by the surrounding community such as crackers, durian clay, honey, which can be used as souvenirs when visiting Selatbaru. Selatbaru has a tourist attraction, namely the beautiful Selatbaru beach which is visited by many local and foreign tourists, so that it can make it easier to market the products of the Selatbaru Village Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru it self was opened on March 17, 2020, which is located on Jalan Jendral Sudirman, Selatbaru village, which is one of the areas that is crowded with people both inside and outside the Bengkalis area. Of course this is one step to be able to maximize profits if driven by the right marketing strategy.

Marketing here is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize SMEs profits. Marketing as a system and activities are interconnected, aimed at planning, pricing, promoting and distributing goods and services to universal groups of buyers.

Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru as has been doing marketing through social media or directly, so that it will be known to many outsiders and become a place to buy souvenirs typical of Selatbaru village. Maximizing the marketing strategy carried out by the Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru is one of the assets to encourage increased public buying interest in the products offered and increase the income of the surrounding SMEs that are sold at the Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru.

Based on the above background, researchers are interested in conducting research with the title: "The Influence of Marketing Mix on Buying Interest and Purchasing Decision at Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru.

## **1.2 Formulation of the Problem**

Based on the background described above, the researcher formulates the problem to be studied is "How is the Influence of Marketing Mix on Buying Interest and Purchasing Decisions at at Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru?"

## **1.3 Purpose of the Study**

From the formulation of the problems that have been stated, the research objectives can be determined as follows:

1. To determine partially The Influence of Marketing Mix on Buying Interest at Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru
2. To determine partially The Influence of Marketing Mix on Purchasing Decision at Bumdesa Tuah Baru Unit Usaha UMKM Mart Selatbaru.

#### **1.4 Significance of the Study**

There are three benefits in the research entitled "How is The Influence of Marketing mix on buying interest and purchasing Decision at SMEs Bumdesa Buah Baru Unit Usaha UMKM Mart Selatbaru are as follows

1. For Researchers

The benefits of this research can provide additional knowledge and is one of the requirements for completing the study of Bengkalis State Polytechnic International Business Administration.

2. For SMEs Bumdesa Buah Baru Unit Usaha UMKM Mart Selatbaru

The benefits of carrying out this research for SMEs Bumdesa Buah Baru Unit Usaha UMKM Mart Selatbaru can provide useful information in terms of improving marketing strategies, so as to provide increased welfare for all members of the SMEs and for business actors in Selatbaru.

3. For Science

The benefit obtained from this research for science is that it can increase insight and knowledge and as a reference material for readers in the field of influence of marketing mix.

#### **1.5 Scope and Limitation of the Problem**

Based on the background that has been described previously, the authors define the problem so that the scope of this research has clear boundaries. The problem boundary that is made is this research will analyze The Influence Marketing Mix on Buying Interest and Purchasing Decision at SMEs Bumdesa Buah Baru Unit Usaha UMKM Mart Selatbaru

#### **1.6 Writing System**

The systematic writing of the research carried out for research The Influence of Marketing Mix on Buying Interest in Purchasing Decision at SMEs Bumdesa Buah Baru Unit Usaha UMKM Mart Selatbaru is as follow:

## **CHAPTER I : INTRODUCTION**

Is an introductory chapter that describes the title, research background, problem formulation, research objectives, benefits.

## **CHAPTER II : LITERATURE REVIEW**

Proposing the theoretical basis and theoretical basis that will be used in the completion of research, both general and specific theories consisting of previous research and theoretical basis

## **CHAPTER III : RESEARCH METHOD**

This chapter describes the method of research implementation, which consists of the location, time and object of research, types and sources of data, data collection techniques, data analysis methods, types of research, and research schedule and budget

## **CHAPTER IV: RESEARCH RESULTS AND DISCUSSION**

In this chapter the writer will describe the discussion of the results of the analysis of the research that has been carried out by means of interviews Observation, as well as other sources.

## **CHAPTER V: CONCLUSION AND SUGGESTION**

In this chapter the writer will describe the conclusions obtained from the discussion and the suggestions that the writer will convey