

## ABSTRACT

### ANALYSIS INFLUENCE OF MARKETING MIX AND MARKET SEGMENTATION TOWARDS VOLUME SALES OF BERNAS PRIMA HYBRID RICE SEED PRODUCE PT SUMBER ALAM SUTERA

By

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PT Sumber Alam Sutera is the only one private companies which produce of Bernas Prima hybrid rice seed in Lampung Province. PT Sumber Alam Sutera is a private companies which cooperation with government to implement the program BLBU (Bantuan Langsung Benih Unggul). This research aims to view influence of marketing mix and market segmentation towards volume sales of Bernas Prima hybrid rice seed produce PT Sumber Alam Sutera. This research was conducted by survey method. Analysis of the data used is the analysis of qualitative (descriptive) and quantitative analysis (statistics). Analysis tools used in quantitative analysis is multiple linear regression analysis and *analysis of variance* (ANOVA).

The results of this research indicate that: (1) Real marketing mix affects the sales volume of hybrid rice seed production Bernas Prima PT Sumber Alam Sutera is a mix of hybrid rice price of PT Sumber Alam Sutera (X1), the promotion mix (X2), and the mix of distribution / place (channel marketing) (X3); and (2) The results of *analysis of variance* (ANOVA) showed that there are significant differences between the volume of sales in the retail segment (free market), BLBU SLPTT and BLBU non SLPTT segment so that all three segments (retail, BLBU SLPTT, and non SLPTT BLBU) effect on sales volume.

Keywords: Marketing mix, market segmentation, sales volume, hybrid rice, Bernas Prima, PT Sumber Alam Sutera

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