

Influence Marketing Mix and Behavior Entrepreneurship Against Sales Volume (Study Case Food City Courtyard of the Grand Mosque in the Soppeng District)

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ABSTRACT

This finding aims to determine the effect of marketing mix and entrepreneurial behavior on the study of sales volume at the food city courtyard of the grand mosque, Soppeng District. The method in its findings is a quantitative method by collecting observational data, questionnaires, and documentation. The number of samples is 24 respondents with multiple linear regression analysis. The findings illustrate that the simultaneous test of three variables (X) on Soppeng District business actors has a jointly significant effect on sales volume (Y) at the food city courtyard of the grand mosque of Soppeng District. Partially, the marketing mix variable (X1) has a positive and significant effect on sales volume (Y). Partially the entrepreneurial behavior variable (X2) has a positive and significant effect on sales volume (Y).

Keywords: *marketing mix, behavior entrepreneurship, sales volume*

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1. INTRODUCTION

Marketing sector now this changing very fast, the competition is also getting tougher. Through the existence of small businesses and the marketing activities they carry out, it is possible to build communities with independent sources of income and do not depend on outsiders to meet their needs. Trade is one type of SMEs. Small and medium enterprises also make a significant contribution to the government's efforts to create jobs, especially for those with low or no formal education (Suidan, 2018). Grasby et al (2000) argues that marketing is more than just selling what the company makes or advertising what the company has. They emphasize that it is more about deciding what to do and for whom. Marketing should, in fact, influence a company's strategy to make what it can sell rather than sell what it can make (Fredrick, 2016). Marketing mix considered as one aspect most important from the marketing process. This play role important in create value and satisfaction for customer kindly specifically, marketing mix (product, price, promotion, and place) operates with strength main in fulfil request customers and create long and profitable relationship with them. In fact, skeleton theory traditional in connection with implementation process management activities marketing based on concept marketing mix (Festa et al., 2016).

According to Kotler (2011), marketing mix as combination technique marketing tactics used business for get desired response of its target market. Purpose main mix this is for fulfil the demands and wants of the target market. With monitor requirements and wishes client moment it and the client potential, that affect request. Perception positive from customer come through products and services that create mark for them and give they satisfaction, which gives organization superiority important over its competitors (Kotler, 2011). According to Porto et al (2017) there are two activities in marketing, first, activities marketing predict sale product in a manner accurate, and; second, activities marketing no efficient in produce profit if they increase in same thing proportion as products and goods cost. Elements marketing mix integrated, product, price, method distribution and location, as well promotions, incl in marketing strategy. Elements This changed as response to activity company, change environment marketing, and modification behavior consumers (Dewi et al., 2022).

The market has characteristic specifically explained the response to market mix is very important issue aside significance theoretical and practical, all that must studied who made marketers more notice regularity communication with sales and expenses (Woretaw et al., 2021).

Evaluation about marketing mix must done with meaning influence channel trade and consumers end because sales that don't evenly. Promotion happen during stage pre-sale, sale, consumption and post-consumption and produce interaction interactive between the company and its customers. Promotion, advertising, personnel, relationships society, as well sale direct is a number of component promotion (Affande, 2015). Something field known science with entrepreneurship investigate beliefs, aptitudes, and behaviors public in overcome obstacle in live and discover opportunity although lots possible danger they face. Entrepreneurship is different fields with approach methodical that can used for apply creativity and innovation (Eltari, 2017). According to theory behavior in Hengky (2015), results behavior entrepreneurship individual through work theory based team than quality personality or intuition. So, accordingly with understanding that, study become businessman can done in a manner methodical and organized. When someone ready, willing, and able start the business myself, that signify they can fulfil need his job alone and not depend on other individuals or source external for work (Astuti et al., 2015). Every businessman will with on purpose work for maximizing ability. Know potency self alone is most important step for develop potency self alone (Irawan et al., 2018).

The first form of capital that exists in humans is entrepreneurship. However, because entrepreneurship is a concept and must be expressed through various behaviors so that it can be used in business activities, it is possible for someone to have good entrepreneurial potential but never reveal this potential through behavior, leaving this potential as potential without its application in the business world. Actually, (Karthik et al., 2016), mindsets, attitudes, and behaviors related to entrepreneurship are examples of the courage to take will happened. One of the important items that influence market share is marketing strategy and marketing mix. Mix effective marketing can push organization going to objective them and improve performance they in period short and performance period long company (Hadi, 2019). Effective marketing strategy must direct organization to the place they are want in period long, because it's a marketing strategy known as a continuous process. Ability using a successful marketing strategy in a competitive market is very important for performance company (Dawson & Ness, 2008). Business order reach objective them in the target market, marketing strategy confront them on competitive market scenarios, market forces, or attack to internal and external factors (Lee & Griffith, 2004; Slater et al., 2010).

Marketing strategy is a fundamental action that guides company operations in persuading customers to buy goods or services so that businesses can make money in the long term (Gituma, 2017). Marketing plan that is led by the company and focuses on improving how the company offers its product offerings to its target market (Nurbaini et al., 2021). Marketing strategy has become the world's most relevant tool for any organization for still be in a competitive market environment and become more strong from competitor others (Daniel, 2018). Opportunity company for increase share the market increase along with the quality of the marketing strategy (Tarmizi, 2021). Task main must resolved by the business, whether selling goods nor those who provide service to stay operate is marketing this because one operation main business is marketing, which is related direct with market share or consumers (Hasniati et al., 2022). Product, structure price, activity, and system distribution form mix frequent marketing called mix promotion marketing (Aini et al., 2020). Because of the marketing mix is decisive instrument level success marketing, necessary for satisfying partner, keep quality product, and improve amount product.

The essence of marketing mix, according Swastha et al (2015) in Satrio et al (2021), are draft attentive marketing a number of factor, is product, price, promotion, and channel distribution. Product is about taste and quality, price related with power buy consumer. Promotion concerns problem publication, and distribution concerns speed and accuracy, so appear that these variables already represent third phase implementation marketing (Sing, 2012). With thus, marketing mix is very important for success business. The percentage of total sales volume is more tall will generated if marketing mix effective in the sense of having level high success one objective main company is for increase sales volume and market share due management keep going increase their market share for increase operation and upgrade profitability (Kuhla et al., 2021). If marketing mix no successful, then will cause decline shopping consumer, which will resulted loss for business (Kilian et al., 2021). Marketing one activity something business for increase sales volume (Kalemu, 2017).

Introduce product to public so that they can use it for fulfil need they in accordance desire them. A business said thriving and viable if sale at first strong or If sales grow from time to time. Through development and exchange goods as well as mark with party another, marketing is activity social as well as management that helps people and groups get what are they need and want (Haslinda et al., 2021). Service essential desired partners is superiority or essence product. Objective company in matter quality product is for ensure that

everything it sells always quality high. They will succeed dominate consumer with aggressive promotion, increase quality product, pay attention factor price, and expansion channel distribution in more market scenarios competitive (Mirnawati, 2017). Consequently, it is very important for do future research (Rachmawati, 2011). Market demand and income company from sale determined by determination price. In set price product, company must consider market conditions as well quality commodity to be sold.

Determination price actually enough difficult because requires a comprehensive strategy that incorporates determination purpose and creation price (Agusri, 2019). Price a product influenced by a number factors that cause it changed from time to time. For oppose variety, price must dynamic (Singh, 2012). Physical evidence is services, or more precisely, something that has not materialized. Because no materialized, customers want clarity that services offered accurate and appropriate plan (Suryawardana et al., 2020). Environment physique covers things like buildings, machines, logos, and other items used for give service, incl facility physical (Ningratri, 2017). For differentiate goods and services rendered, used uniform with vibrant hues and patterns, as well sound (Japariato, 2013). Everyone is different interests and attitudes on various goods, got said that behavior purchase every one of that different. Besides that customer originate from various market segment, so their needs and wants also vary decision for buy influenced by various. Producer must understand how customer interact with goods or their brand buy. Besides it, various action must done for interesting interest consumer to goods manufacturing (Mudayat, 2022).

Forming action behavior businessman including gather information, analyze it, see possibility, seize it, take it calculated risk, run business new and logged in into new markets, and search support finances, knowledge technology, as well source power other mindset positive entrepreneurship will grown through development behavior entrepreneurship, which includes ability for control environment someone and concentrate attention to the tasks at hand this caused perpetrator business showing behavior entrepreneurship will more active catch opportunities, creative, as well brave take risk. When someone own courage for develop the company and the idea, the person act in a manner entrepreneur. Marketing is component important from operation business and campaigns marketing direct help business reach objective they for increase profitability through more sales volume high (Muttaqqin et al., 2021). Sales volume, as defined by Freddy Rangkuti (2009) in Anandra (2013), is something declared achievement in a manner quantitative in form physical, volume, or unit product. Reachable sales volume stated in units, kilograms, tons, or liter, is something that reflects the ups and downs sales.

Culinary services is one current industry happen growth and intense competition. Progress technology with significant improvement and more competition contemporary can seen. Innovation modern marketing emerged so fast so that competition the more fierce. We must overcome obstacle in build and run plan best for advertise goods or our services handle in the cutthroat world of marketing. Establishment various operation commercial is proof successful business. One of the Small and Medium Enterprises (SMEs) sectors in Soppeng District is the food city courtyard of the grand mosque, Soppeng District because this is the one that absorbs the most marketing competition in the culinary business. The courtyard of the grand mosque has several business competitors with different marketing and different production so using a marketing strategy, namely marketing strategy and company behavior is needed to compete in the market and build customer purchasing power. To reward themselves for their efforts, traders always aspire to gain or profit. However, the profits earned by traders varied widely.

1.1 Influence Marketing Mix Against Sales Volume At Food City Courtyard of the Grand Mosque in the Soppeng District

Kotler & Armstrong (1997), marketing mix, often known as marketing mix is gathering tool possible marketing controlled, mainly price, product, distribution, and promotion. Corporation combine tool this with get the response the target market wants. Sales volume company can improved with help plan strong marketing. The basis of system marketing is marketing mix, which is bunch factor or possible activity managed by the business for affect how customer will respond (Goal et al., 2021). Because that, marketing mix consists from possible set of variables managed as well as used by businesses for affect reaction customers in the target market them. Product, price, distribution or place, as well promotion form marketing mix (promotion). Sale is transaction where right owned by on goods exchanged with cash as reward on agreement for divert goods the to other party with reward payment. Amount sales made show effectiveness effort sales with depend on success sales. According to Griffin & Ebert (2012), findings that sale is activities and tools persuasion producing person purchase (or delivery) goods or services provided based on price transactional agreed upon by both split party state that sale is a trying process sourcing, cajoling, and supplying consumer so that they can adapt request they with given product and arrive at the arrangement mutual price profitable (Yudanto al., 2021). Sales volume is

good indicator from success marketing something product. Objective sale is for finding, persuading, and providing customer with the things they are need for fulfil request they with price already agreed. A marketers must capable imagine or foresee how company will develop in the future in context sales. Opportunity a marketers for promote goods and services the more tall the more big business being carried out.

Hypothesis 1 (H₁) : Marketing mix influential positive and significant to sales volume

1.2 Influence Behavior Entrepreneurship Against Sales Volume At Food City Courtyard of the Grand Mosque in the Soppeng District

Behavior entrepreneurship is results concept based work not on quality or intuition personality someone. So, accordingly with understanding that, study become businessman can done in a manner methodical and organized. According to theory behavior, results activity entrepreneurship somebody through concept based collaboration not on quality personality or intuition. Remember philosophy entrepreneurship this, then possible for learn and master it with methodical and organized way (Eltari, 2017). So, accordingly with understanding that, study become businessman can done in a manner methodical and organized. Income level businessman influenced by various factors, including other capital, behavior entrepreneurship, and competition (Jo et al., 2020). Majority perpetrator business more attach importance short of cash and souls entrepreneurship good to myself they alone nor generation next. Can noise made by owner business can used for produce income or profit. Here, innovation is chase approach new one properties and actions entrepreneur is innovation. Behavior entrepreneurship be marked with innovation for the participants. Behavior entrepreneurship can in a manner direct impact or create opinion.

Hypothesis 2 (H₂) : Behavior entrepreneurship influential positive and significant to sales volume

2. RESEARCH METHODS

In findings This apply type findings quantitative, according to research Margono quantitative can interpreted as applying research method quantitative, where research aim in describe and analyze symptom social or something phenomenon in society in a manner quantitative and explained connection phenomenon the one with others (Khairunisa et al., 2014). Data collection techniques used there is three type ie observation with a non participant observation model, a questionnaire with a questionnaire model covered, and documentation. The population in this finding is all perpetrator business food city courtyard of the grand mosque, Soppeng District recorded 24 outlets. The technique used in sampling is the saturated sampling technique sample there is 24 people. Questionnaire used as tool study in study this, and given to respondent in a manner direct. Objective use tool inspection is for collect consistent data with problem or necessary quality calculated. Researcher use scale ratings, especially Likert scale, for ensure the reliability and accuracy of the data obtained. Later, tools this will offer information quantitative, which allows every matter get score or value. Paragraph next give description about instrument research used in this study :

Table 1. Definitions Operational Variables

Variables	Indicator	Measurement Scale
Marketing Mix (X1)	1. Products 2. Price 3. Place 4. Promotion (Nursiah, 2015)	Likert
Behavior Entrepreneurship (X2)	1. Innovative 2. Daro take a risk 3. Full of confidence (Lupiyoadi & Hamdani, 2006)	Likert
Sales Volume (Y)	1. Achieve sales volume 2. Get profit certain 3. Support company growth (Adjarn & Hendra, 2017)	Likert

Source: Secondary Data

Analysis multiple linear regression has used analyzed data. Known approach as multiple linear regression done for measure connection between independent and dependent variables. In the courtyard of the regional mosque Soppeng, researcher will see how marketing mix (X1) and behavior Entrepreneurship (X2) affects sales volume (Y) in the industry food city courtyard of the grand mosque, Soppeng District. Instrument test study done for be sure that data used in study this good for reach objective results good research. Validity test and reliability test instrument used. Hypothesis testing and descriptive tests were also carried out for answer formula problem research and distribution of data from instrument research.

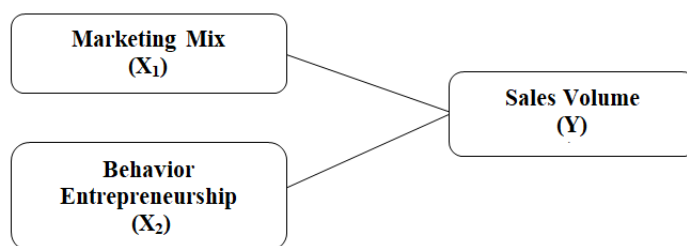


Figure 1. Frame of Mind

Findings this try disclose influence in a manner partially and partially partial between independent variables that is marketing mix (X1) and behavior entrepreneurship (X2) with the dependent variable namely sales volume (Y).

3. RESULTS AND DISCUSSION

3.1 Results

one aspect sample research used in this study is a must explained is characteristics respondent. Survey this followed by 24 entrepreneurs food city courtyard of the grand mosque, Soppeng District. Following is a list of features participant research that can seen in a manner overall:

Table 2. Character Respondents

Character Respondents	Frequency	Percentage (%)
Type Sex		
Man	10	43%
Woman	13	57%
Education		
Elementary School	2	9%
Junior High School	3	13%
Senior High School	15	65%
Bachelor	3	13%

Source: Processed Research Data Results 2022

In the table above it is known that the respondent dominated by women with a percentage of 57% with 13 people, while men with a percentage of 43% with 10 people. Characteristics of respondents based on education in the table dominated by senior high school with a percentage of 65% of the number of respondents 15, bachelor with a percentage of 13% of the number of respondents 3, junior high school with a percentage of 13% of the number of respondents 3, and the number of respondents at least elementary school with a percentage of 9% with 2 respondents.

The validation test describes the statement items for each variable studied. Pearson's correlation for many statement items in each variable that has statement items > 0.404 shows this. Alpha Cronbach > 0.600 is evidence that the research instrument has been found to be reliable. As a result, it can be said that the instruments used in this investigation are approved as reliable or practical. The following are the results of the reliability test :

Table 3. Reliability Test

No	Variables	Cronbach's Alpha	Criteria
1	Marketing Mix	0.768	Reliable
2	Behavior Entrepreneurship	0.772	
3	Sales Volume	0.775	

Source: Processed Results Questionnaire 2022

a. Normality Test

Using the SPSS for Windows Kolmogorov Smirnov normality test, check is the data is normal. If the Kolmogorov-Smirnov and asym sig values are >0.05 , the data is said distributed regular. Significance test asymptotic produce Kolmogorov-Smirnov test value of $0.115 > 0.05$ based on calculation verified normality with the SPSS program. This result describe that sample regression has test assumption normality. Following normality test results :

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		24
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.76671863
Most Extreme Differences	Absolute	.115
	Positive	.081
	Negative	-.115
Test Statistic		.115
Asymp. Sig. (2-tailed)		.200 ^{c,d}

Source: Processed Research Data Results 2022

b. Linearity Test

If value significance divergence from linearity significance > 0.05 , then the data is considered linear. Based on linear test findings, deviation significant variable marketing mix from connection linear to sales volume of 0.243, and the difference significant behavioral variable businessman from connection linear to sales volume of 0.292. the data is linear because mark deviation for linearity connection marketing mix and activity businessman to sales volume more from 0.05. Table following show linearity test results :

Table 5. Linearity Test Results

No	Variables	Mark Sig	Information
1	Marketing Mix to Sales Volume	0.243	Linear
2	Behavior Entrepreneurship on Sales Volume	0.292	Linear

Source: Processed Research Data Results 2022

c. Multiple Linear Regression Test

Analysis multiple linear regression with objective know influence of mixed variables marketing mix (X1) and behavior entrepreneurship (X2) to sales volume (Y) in food city courtyard of the grand mosque, Soppeng District following coefficient test results regression :

Table 6. Coefficient Test Results Regression

	B	std. Error
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(Constant)	1938	6,938
Marketing Mix	.319	.069
Behavior Entrepreneurship	.320	.099

Source: Processed Research Data Results 2022

In table 6. obtained mark a (constant) of 1.938, the coefficient of X1 is 0.319 and X2 is 0.320. So following equality regression :

$$Y = 1.938 + 0.319 X1 + 0.320 X2$$

d. Coefficient Test Determination (R^2)

We must look for coefficient determination for identify identification function determination (R^2) for determine the significant variable (R^2). Coefficient determinant show how the sales volume variable (Y) is affected by the marketing mix variable (X1) and behavior entrepreneurship (X2). With use SPSS calculation, the result is as following :

Table 7. Test Results for the Coefficient of Determination (R^2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.597	.559	2.895

a. Predictors: (Constant), behavior entrepreneurship, marketing mix

b. Dependent Variable: sales volume

Source: Processed Research Data Results 2022

3.2 Discussion

a. Influence Marketing Mix to Sales Volume

According to findings, marketing mix there is beneficial and significant influence to sales volume in food city courtyard of the grand mosque, Soppeng District. The results of the f test describe that mark $F_{count} > F_{table}$, and coefficients the regression is also positive, with Sig value $< 5\%$ is 0.000. As a result, H_a has approved whereas H_o has rejected. Sales volume in food city courtyard of the grand mosque, Soppeng District influenced by product, price, place as well as promotion . Marketing strategy in food city courtyard of the grand mosque, Soppeng District determine how many lots generated business company. Food city courtyard of the grand mosque, Soppeng District has apply various initiative for increase request consumer will the product. With help sales in the food city courtyard of the grand mosque, Soppeng District, perpetrator business can more easy track gains and losses product that has sold blessing available sales volume this. Based on findings research, indicators decrease in sales volume considered the most significant. Because of the many business in the sector this, there competition for market share. Business realize mark of the marketing strategy implemented blessing competition this. Marketing mix is element from plan marketing this (Oktaviyanti et al., 2015).

Marketing mix is possible set of marketing variables manipulated by managers for implement plan marketing in effort fulfil objective business in the target market certain (Gituma, 2017). Marketing mix is the essence of marketing as well as mixture or possible activity can be changed managed by the business for affect reaction consumers in the target market. Corporation must combine and organize factor or action the as efficient maybe so you can do effort marketing (Dewi et al., 2017). Company must utilize an efficient marketing program or strategy for jack up sale of cement prepare competition fierce with other companies and for more increase sales volume. In do effective marketing, effort micro, small and medium

need know marketing mix. In matter this customer must consider marketing mix moment make decision purchase (Sudari et al., 2019). Every business, especially selling goods, must own mix strong marketing in order to be able to increase sales volume. Company must try hard for win competition because tough competition all around competition product. Marketing mix contains a marketing strategy or point possible reference decide which combination of fourth element or the most appropriate marketing variable with target market needs and objectives company (Mudaryani et al., 2021).

Product food city courtyard of the grand mosque, Soppeng District a capable soppeng compete market and price food city courtyard of the grand mosque, Soppeng District in a manner quality is most important algorithm for achieve sales volume. Based on table descriptive and table distribution answer, both own mark tall from indicator other. This signify that consumer consider the food city courtyard of the grand mosque, Soppeng District is competitive beverages in the market and products as well as price reasonable remember high quality so that interesting interest they for go go there. Customer choose shop at the food city courtyard of the grand mosque, Soppeng District because quality high product. The results of the corporate research study from Fitriana (2022) stated that use marketing mix will increase sales volume. Every producer must able to maintain quality product and set appropriate price for win trust and loyalty customer them. Estimated something product will capable compete with its competitors if offered with reasonable price and acceptable quality accepted. Product value and cost can affect sales volume. Test results show that conclusion study in line with study previously (Reveventari et al., 2020) marketing mix own beneficial and significant influence to sales volume product processed snakefruit online.

b. Influence Behavior Entrepreneurship to Sales Volume

According to findings, behavior entrepreneurship has a beneficial and significant effect on sales volume in food city courtyard of the grand mosque, Soppeng District. The results of the f test describe that mark $F_{\text{count}} > F_{\text{table}}$, and coefficients the regression is also positive, with Sig value $< 5\%$ is 0.000. As a result, H_a has approved whereas H_o has rejected. Sales volume in food city courtyard of the grand mosque, Soppeng District affected by achieving. Sales volume, gain profit and support growth. Marketing strategy in food city courtyard of the grand mosque, Soppeng District determine how many lots generated business company. Food city courtyard of the grand mosque, Soppeng District has apply various initiative for increase request consumer will the product. Objective behavior entrepreneurship is for help a entrepreneur reach reflecting goals properties (Pratiwi et al., 2020). This mentioned in theory behavior entrepreneurship Fadiati (2011), which states that instead based on quality or intuition personality someone, action entrepreneurship is consequence from something based on concepts and theories. Besides it, various interactions and experiences between man with environment impact on how man behave in form information, attitudes, and actions.

Entrepreneurial nature is self fulfilling aspirations a co-owner as leader executive company. Upheld principles tall moment operate company often is principle entrepreneurship (Sari & Kardoyo, 2018). Values entrepreneurship is necessary components from behavior entrepreneurship, action entrepreneurship in marketing show capacity businessman for plan to ahead, analyze in a manner analytical, and exploring choice between various problem and solution potential (Pratiwi et al., 2021). Mindset, action, and capacity somebody for lead producing organizations and projects effort for find, create, and use technology and methods production new while maximizing efficiency for give more service both or produce more a lot of money is soul entrepreneurship (Anang & Silvia, 2022). For build and run business with well, in particular for reach success business, behavior entrepreneurship is urgently needed. Owner business fried onions will always need view positive to ahead, fortitude take calculated odds, and attitudes believe self if want to success in the industry because it be entrepreneur need ability adaptable and creative, as well own ability plan, take risk, take decisions, and actions for reach purpose. Managing businessman business sale fried onions have skills very good innovative and capable adopt and use technology new for growth the company (Arif, 2020).

It is hoped that entrepreneurs will show behavior businessman capable launch successful venture. For develop other entrepreneurs in Indonesian and reduce rate state reaction, will developed competent entrepreneur from business this, from scope small to more scope large (Ogazi, 2019). Findings this

consistent with results findings Adjerng et al (2017) who found behavior entrepreneurship generated from work based on concepts and theories than quality personality or intuition. So, accordingly with understanding that, study become businessman can done in a manner methodical and organized. According to study previously (Nia, 2016), entrepreneur success own six characteristics, including belief self, focus on tasks and results, will for take risk, leadership, power creation, and views into the future. Rather, amount goods or services sold during period time certain called sales volume, believe self, goal and result oriented, willing take risk, leader, original, and focus on the future. According to study before (Khoiria, 2017), behavior businessman own beneficial and sufficient impact big to sales volume, which is supported by the findings this.

c. Influence Marketing Mix and Behavior Entrepreneurship to Sales Volume

Findings suggest a marketing mix variable and behavior entrepreneurship influential in a manner simultaneous to sales volume. It means that marketing mix and behavior entrepreneurship own role in increase sales volume at food city courtyard of the grand mosque, Soppeng District. Food city courtyard of the grand mosque, Soppeng District grow entrepreneurship as well as develop entrepreneurial business. The perpetrators business own lots opportunity for develop self with various marketing strategies as well as skills do business in increase MSMEs in the Soppeng District. The amount of working capital and components of working capital affected by sales volume. Due to working capital needed for maintain activity operations that depend on sales, then from definition above corporation invest part the funds are there (Silaningsih et al., 2018). Sales volume, on the other hand results end company from sale the product, according to Sudari et al (2019). Sales volume determined in a manner whole from amount earned or not differentiate between cash and credit.

This result in line with Susi findings in 2021 that claim that enhancement sale can happen if the marketing plan is successful make customer return buy same item there will be enhancement sale with increasing interest consumer. In environment business, goal marketing is for increase sales volume with profitable way in the sense of capable produce the greatest income and profit. All operation business that has done in effort reach desired destination has produce sales. Sale is necessary source of cash for pay associated costs with chase profit (Tjiptono, 2012). Six traits entrepreneur success explained in study from (Hengky, 2015), including belief self, focus on tasks and results, will for take risk, leadership, power creation, and views into the future. With thereby perpetrator food city courtyard of the grand mosque, Soppeng District improve and develop behavior entrepreneurship and sales volume cognitive until is in the very high category (significant positive).

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusions

On the test results partial there is influence positive significant between marketing mix and behavior entrepreneurship to sales volume food city courtyard of the grand mosque, Soppeng District seen from indicator marketing mix is product, price, place and promotion as well as indicators on behavioral entrepreneurship variables is innovative, daring take risky and full of confidence and in simultaneous or together marketing mix and behavior entrepreneurship influential positive significant to sales volume food city courtyard of the grand mosque, Soppeng District.

4.2 Recommendations

In order to continue to increase sales volume, it is for food city courtyard of the grand mosque, Soppeng District to continue to pay attention to the marketing mix which based on research results has a positive influence on sales volume, even the marketing mix used needs to continuously developed, for example no longer limited to 4P marketing mix but tranformed into 7P marketing mix.

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