Analysis of Consumer Perceptions of Marketing Mix Strategies in the Home Industry of "Ayang" Skin Crackers in Mataram City

By

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Abstract. This research aims to analyze consumer perceptions regarding the implementation of the marketing mix which includes product, price, place and promotion at the Home Industry of Ayang Skin Crackers in Mataram City. The research method used was quantitative descriptive with data collection techniques through observation, interviews, documentation and distributing questionnaires to 70 respondents. Data analysis was carried out using a Likert scale to measure the level of consumer perception. The research results show that consumer perceptions of all aspects of the marketing mix are in the good category, with the product aspect getting the highest assessment, especially in terms of indicators of taste and product variety. Promotion strategies through social media and word of mouth have proven effective in expanding market reach. These findings emphasize the importance of implementing marketing strategies that are adaptive to consumer needs in order to increase customer satisfaction and loyalty. It is hoped that this research can be a reference for small businesses in developing marketing strategies based on consumer perceptions.

Keywords: *Marketing Mix, Consumer Perception, MSME Products, Marketing Strategy*

INTRODUCTION

The development of the agricultural product processing sector in Indonesia has opened up extensive business opportunities, one of which is a culinary business based on processed cowhide products such as leather crackers. Processed agricultural products, whether or not they have undergone processing, have high potential to be developed as a source of community income (Purwadaria, 2012). In facing increasingly tight business competition, manufacturers are required to improve product quality and implement effective marketing strategies.

The application of a marketing mix which includes product, price, location and promotion aspects is an important element in attracting consumer attention and building customer loyalty (Kotler & Armstrong, 2008). A well-integrated marketing mix allows manufacturers to tailor product offerings to the needs and wants of target markets. In this way, companies are not only able to attract new consumers, but also retain old consumers by increasing satisfaction.

Home Industry Ayang Skin Crackers in Mataram City is one of the small businesses that strives to maintain its existence by optimizing the implementation of the marketing mix. This business offers skin cracker products with various flavors, competitive prices, strategic locations that are easily accessible to consumers, as well as promotions via social media and word of mouth promotions. The implementation of this strategy aims to adapt products to consumer needs and face the dynamics of market competition (Sastradipoera, 2012). However, the success of a marketing strategy depends greatly on how consumers perceive the elements of the marketing mix. Consumer perceptions, as a result of the selection process, organization, and interpretation of information received, play a crucial role in determining purchasing decisions (Kotler & Keller, 2009). Therefore, understanding consumer perceptions is an important factor for evaluating and developing more effective marketing strategies.

Based on this background, this research aims to analyze consumer perceptions regarding the implementation of the marketing mix in the Home Industry of Ayang Skin Crackers, with a focus on product, price, location and promotion aspects.

Problem Formulation:

What is the consumer's perception of the implementation of the marketing mix from the aspects of product, price, location and promotion in the Home Industry of Ayang Skin Crackers?

Research purposes:

To find out and analyze consumer perceptions of the marketing mix implemented by the Home Industry of Ayang Skin Crackers in Mataram City.

THEORETICAL BASIS

Marketing

Marketing is the main activity carried out by a company in order to maintain its survival and earn profits (Swastha & Irawan, 2005). Kotler and Armstrong (2009) define marketing as the process of managing customer relationships profitably by attracting new customers and retaining old customers through value and satisfaction. William J. Stanton in Swastha and Irawan (2005) states that marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods or services that can satisfy needs.

Marketing strategy

Marketing strategy is an integrated approach or plan in the field of marketing designed to achieve company goals through achieving consumer satisfaction (Kotler & Armstrong, 2008). Sofjan Assauri (2015) states that marketing strategy includes a series of policies and rules that provide direction to marketing efforts from time to time.

Marketing Mix (Marketing Mix)

According to Kotler and Armstrong (2001), the marketing mix is a tactical marketing tool controlled by a company to produce the desired response in the target market. The marketing mix concept consists of four elements: product, price, place and promotion (Kasmir, 2012).

Product: A product is anything that a company offers to the market for consumption or use to satisfy needs and wants (Kotler & Armstrong, 2008). Product strategy includes logo, brand, packaging and product quality (Ato'illah, 2015).

Price: Price is the amount of money that consumers must pay to obtain a product or service (Kotler, 2008). Pricing is influenced by production costs, competitor prices, and consumer perceptions of product value (Asauri, 2002).

Place (Distribution): Place includes the distribution channels used to convey products from producers to final consumers. Distribution effectiveness can increase product availability on the market (Annisa et al., 2015).

Promotion: Promotion is an activity to convey information and persuade consumers to buy a product. Promotion strategies include advertising, sales promotions, personal selling, and publicity (Lingga, 2001).

Consumer Perception

Perception is the process of selecting, organizing and interpreting information by individuals to provide meaning to the environment (Kotler & Keller, 2009). According to Solomon (2014), perception is influenced by sensation processes, organization and interpretation of stimuli. Sangadji and Sopiah (2013) explained that the perception process consists of perceptual selection, perceptual organization, and perceptual interpretation.

To find out consumer perceptions, Kotler (in Tjiptono, 2005) put forward four methods, namely a complaint and suggestion system, consumer perception surveys, ghost shopping, and consumer loss analysis.

RESEARCH METHOD

This research uses a descriptive quantitative approach, which aims to describe consumer perceptions of the marketing mix implemented by the Home Industry of Ayang Skin Crackers. According to Sugiyono (2016), a quantitative approach is used to research populations or samples with data in the form of numbers, while descriptive aims to describe the characteristics of phenomena. The research was conducted at the IRT Kerupuk kulit Ayang located in Pagesangan Barat Village, Mataram District. The location selection used a purposive sampling method, with a research implementation period of two months, namely January to February 2025.

The data used is primary data obtained directly from interviews with business owners and the results of consumer questionnaires for Ayang skin crackers as well as secondary data obtained through literature, journals, textbooks and documents relevant to marketing strategies and consumer perceptions. Data collection techniques include observation, interviews, questionnaires and documentation of activities. The population in this study were all consumers who had purchased Ayang skin crackers. Because the population size is not known with certainty, the sample was determined using the Malhotra (2006) formula with a minimum size of 5 times the number of statement items. The number of statement items is 14, so the minimum sample size is 70 respondents.

The operational definition of variables from this research is: (1). Product: Product variants, packaging, taste, product durability; (2). Price: Suitability of price to product, affordability, price compared to competitors; (3). Promotion: Discounts, word of mouth, social media; (4). Place/Distribution: Strategic location, cleanliness, service, ease of access.

Data analysis was carried out using a quantitative descriptive analysis method, using a Likert scale to measure the level of consumer perception of each indicator. Interpretation of values is as follows: 0%–33.3%: Poor; 33.4%–66.6%: Fair; 66.7%–100%: Good

RESULTS AND DISCUSSION
A. Application of the Marketing Mix in the Home Industry of Ayang Skin Crackers

The marketing mix is a collection of marketing variables that can be used by a company to achieve marketing goals. The marketing mix is a combination of variables or activities which are the core of the marketing system, which variables can be controlled by the company to influence the reactions of buyers or consumers (Sofjan Assauri, 2002). So, the marketing mix consists of a set of variables that can be used by companies to influence consumers in the market ready buy the products offered. The combination of 4 variables or activities which are the core of the company's marketing system, namely product, price, promotional activities and distribution system.

1. Product Mix Applied by Home Industry of Ayang Skin Crackers

A product is anything tangible that a company offers to consumers to pay attention to, buy, use and use consumed. Cracker products are one of the most important elements that can be controlled by a business owner and in many cases, are an effective tool for achieving the goals and objectives of the Ayang Leather cracker business, so that a business can meet various consumer needs and can determine how many products should be produced. The product mix carried out by the owner is:

a. Product variety

Shrimp crisp Ayang skin has several product variants that will be sold, including fried skin crackers and aluban skin crackers (fried half-cooked), while there are 2 types of flavor variants offered, namely, skin crackers with original and balado flavors, crackers which are produced in stick form and packaged in sizes ¼ kg, ½ kg and 1 kg and there are also those which are sold retail with packaging sold for IDR 10,000. The owner really pays attention to the product packaging process. The fried food is packaged in a plastic clip and is airtight so that the crackers don't get soft

easily when they are consumed by consumers.
b. Product quality/taste

The Ayang leather cracker product has a typical Lombok flavor with spices. The quality of the leather cracker products at the Ayang Leather Cracker Business is very good where the raw material from cowhide used in making leather crackers is new and still good cowhide.

2. Promotion Mix Applied by Home Industry of Ayang Skin Crackers

Promotion is activities carried out in order to make consumers aware and aware of the products to be sold. For cowhide crackers, Ayang has set the following marketing strategy:

1. Utilizing social media such as Facebook and whatsapp, the selection of this media was based on the consideration that these two social media are widely used by the majority of people in the city of Mataram.
2. Discounts (price cuts) for purchases of a certain amount, such as giving sales discounts to consumers who make minimum purchases 2 Kg with a 20% discount.
3. Word of mouth promotion is a promotion that is considered quite efficient and effective which has been carried out to introduce the product, starting with people closest to them or consumers who feel satisfied after making a purchase.

3. Distribution Mix Applied by the Home Industry of Ayang Skin Crackers

Channel distribution is a channel used by producers to distribute goods from producers to consumers or industrial users (Warren J. Keegan, 2017). The decision to determine the location and channels used to provide services to customers involves thinking about how to send or deliver services to customers and where this will be done. This must be taken into consideration because in the service sector it is often impossible to determine the place where it will be produced and consumed at the same time. In general, every intermediary who carries out business in distributing goods or services to consumers or end users forms a channel level, so that both producers and consumers or end users are part of each channel. Ayang skin crackers use the following marketing channel model:

1. Producer → consumer
   Direct marketing channels are sales that are made directly to the general public who at any time go directly to the company to buy skin crackers without going through intermediaries. Like consumers who buy directly from the production site.
2. Manufacturer → Retailer → consumer
   Indirect marketing channels are channels that are carried out using working intermediaries The same with wholesalers for resale in markets and retail kiosks to consumers.

4. Price Mix Applied by the Home Industry of Ayang Cowhide Crackers

Of the four factors that determine the marketing mix, price is the only element that provides income or income for the company. Price available defined as a sum of money (plus some goods if possible) which needed to get a combination of goods and services (Private, 2002). Price is a very important part in marketing a product because price is one of the four marketing mixes (4P = product, price, place, promotion / product, price, distribution, promotion). Price is an exchange value of bread products expressed in monetary units. Price is a determining factor in market demand for Cowhide Crackers products. Thus, the price of a product can influence the competitive position and market coverage, as well as the marketing program of a company. The following is a list of product prices set by home industry Ayang cowhide crackers:

Table 1.
The price mix applied by the home industry of Ayang skin crackers

No	Types of products	Price from manufacturer (Rp/ Kg)	Prices at retailers (Rp/ Kg)
1	Original Crackers	120.000	130.000
2	Balado Crackers	125.000	135.000
3	Aluban Crackers	135.000	145.000

Source: Primary Data Processed results, 2025

From table 1, it shows that the price set for consumers who buy directly at the production site per kilogram has a difference of Rp. 10,000 per kilogram, so with this, consumers will get a cheaper price if buy directly at the production site rather than buying at a retailer.

B. Respondents' perceptions of the marketing mix in the cowhide cracker business

To calculate the level of consumer perception of the marketing mix, the following formula is used:

Consumer Perception Level

$$= \frac{Total\ Score\ Results\ of\ Data\ Collection}{number\ of\ Ideal\ Scores} x\ 100\%$$

Where :
Highest ideal score = 70 x 3 = 210
Lowest Score   = 70 x 1 = 70
With the following interpretation:

0	33,3%	66,6%	100%	
		Bad	Enough	Good

Description of score interpretation criteria:
Figure 0% - 33.3 %   = Bad
Figure 33.4% - 66.6 %   = Enough
Figure 66.7% - 100% = OK

1. Consumer perceptions about product packaging

Table.2.
Table of Consumer Perceptions of Product Packaging

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	4	5.7%	4
Enough	2	15	21.4%	30
Good	3	52	72.9%	153
Amount		70	100%	187

Source: Primary Data Processed Results, 2023

This research shows that 52 people or 72.9% gave a score of 3 (good) to the packaging product15 people or 21.4% gave a score of 2 (fair) and 4 people gave a score of 1 (bad) regarding the packaging of the Ayang cowhide cracker product so that the total score obtained for the product packaging was 187.

$$Index\ Number\ regarding\ Product\ packaging\ = \frac{187}{210}x100\% = 89\%$$

The index figure shows a value of 89% interpretation relatively good. This shows that the Ayang cracker business is trying to win the hearts of consumers by providing good packaging with the aim of maintaining the quality of the product unchanged until it reaches the consumer's hands, the ultimate goal that the producer wants to achieve is win consumers' hearts and win the competition between skin cracker entrepreneurs in Mataram and create customer loyal.

2. **Taste**

Table.3.
Table of Consumer Perceptions of Taste

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	1	1.4%	1
Enough	2	16	22.9%	32
Good	3	53	75.7%	159
Amount		70	100%	192

Source: Primary Data Processed Results, 2023

This research shows that 53 people or 75.7% gave a score of 3 (good) to the packaging product16 people or 22.9% gave a score of 2 (fair) and 1 person gave a score of 1 (bad) regarding the packaging of the Ayang cowhide cracker product so that the total score obtained for the taste was 192.

$$Index\ Figures\ on\ Taste = \frac{192}{210}x100\% = 91\%$$

The index number on the taste of the product shows a value of 91% interpretation relatively good. These results indicate that based on consumer assessments, Ayang's skin cracker business prioritizes taste and deliciousness. This is a consideration and basis for Ayang skin crackers to maintain and maintain product quality with raw materials and processing techniques to continue producing delicious cracker products, so as to maintain the already good consumer assessment.

3. **Product variants**

Table.4.
Table of Consumer Perceptions of Product Variants

Perception	Score	Frequency	Presentation	Shoes

(1)	(2)	(3)	(4)	Total (2x4)
Enough	2	16	22.9%	32
Good	3	54	77.1%	162
Amount		70	100%	194

Source: Primary Data Processed Results, 2023

This research shows that 54 people or 77.1% gave a score of 3 (good) to the packaging product16 people or 22.9% gave a score of 2 (fair) regarding the packaging of the Ayang cowhide cracker product so that the total score obtained for the product variant was 194.

$$Index\ number\ regarding\ product\ variants = \frac{192}{210}x100\% = 92\%$$

These results show that the management's efforts to present varied, innovative and non-monotonous types and flavors of crackers have succeeded in attracting hearts and creating a good perception in the eyes of customers. One of the company's goals is to continue to add product variants that suit people's tastes using types of bread filling
What people generally like is original. This is done so that the home industry of skin crackers can win the competition with the same business and create loyal customers.

4. Product durability

Table.5.
Table of Consumer Perceptions of Product Durability

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	6	8.6%	6
Enough	2	28	40%	56
Good	3	36	51.5%	108
Amount		70	100%	170

Source: Primary Data Processed Results, 2023

This research shows that 36 people or 51.5% gave a score of 3 (good) to the packaging product28 people or 40% gave a score of 2 (fair) and 6 people gave a score of 1 (poor) regarding the durability of the Ayang cowhide cracker product so that the total score obtained for the durability of the product was 170.

$$Index\ Number\ regarding\ Product\ Durability = \frac{170}{210}x100\% = 81\%$$

Interpretation from the index about product durability with percentage 81% showed good consumer perception. This shows that Ayang's skin crackers really pay attention to the packaging of their products. The owner really pays attention to the product packaging process. The fried crackers are packaged in plastic clips and are airtight so

that the crackers don't get soft easily when they are consumed by consumers.

2. Consumer Perceptions in Terms of Price
1. Price Compatibility with Products Obtained

Table.6.
Consumer Perceptions Regarding Price Appropriateness

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	3	4.3%	3
Enough	2	24	34.3%	48
Good	3	43	61.4%	129
Amount		70	100%	180

Source: Primary Data Processed Results, 2023

This research shows that 43 people or 61.4% gave a score of 3 (good) to the packaging product24 people or 34.3% gave a score of 2 (fair) and 3 people gave a score of 1 (bad) regarding the packaging of Ayang cowhide cracker products so that the total score obtained for price suitability was 180.

$$Index\ number\ on\ price\ suitability = \frac{180}{210}x100\% = 86\%$$

The index figure shows a value of 86% interpretation which is considered good. This shows that the Ayang cracker business is trying to win the hearts of consumers by providing prices that match the quality received by consumers.

2. Affordable Product Prices

Table.7.
Consumer Perceptions Regarding affordable prices

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	1	1.4%	1
Enough	2	26	37.1%	26
Good	3	43	61.4%	129
Amount		70	100%	182

This research shows that 43 people or 61.4% gave a score of 3 (good) to the packaging product, 26 people or 37.1% gave a score of 2 (fair) and 1 person gave a score of 1 (bad) regarding price suitability for the product obtained for Ayang cowhide crackers so that the total score obtained for price suitability was 182.

$$Index\ number\ on\ price\ suitability = \frac{182}{210}x100\% = 87\%$$

The index figure shows a value of 87% interpretation which is considered good. This

shows that the Ayang cracker business is trying to win the hearts of consumers by providing prices that consumers can afford.

3. Cheaper Prices Compared to Competitors

Table.8.
Consumer Perceptions Regarding prices compared to competitors

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	1	1.4%	1
Enough	2	14	20%	28
Good	3	55	78.6%	165
Amount		70	100%	194

Source: Primary Data Processed Results, 2023

This research shows that 55 people or 78.6% gave a score of 3 (good) to the packaging product, 14 people or 20% gave a score of 2 (fair) and 1 person gave a score of 1 (bad) about the cheaper price compared competitors so that the total score obtained for price compared to competitors is 194.

$$Index\ figures\ regarding\ prices\ compared\ to\ competitors$$
$$= \frac{194}{210}x100\% = 92.3\%$$

The index figure shows a value of 92.3% interpretation which is considered good. This shows that the price set compared to competitors is still cheaper than competitors.

3. Consumer Perceptions in Terms of Promotion
1. Discounts

Table.9.
Consumer Perceptions Regarding Price Discounts

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Enough	2	20	28.6%	28
Good	3	50	71.4%	165
Amount		70	100%	190

Source: Primary Data Processed Results, 2023

In this research, it shows that 50 people or 78.6% gave a score of 3 (good) to the Piece product20 people or 20% gave a score of 2 (fair) regarding the price discount obtained by Ayang cowhide crackers so that the total score obtained for the price discount was 190.

$$Index\ numbers\ on\ price\ cuts = \frac{190}{210}x100\% = 92.3\%$$

The index figure shows a value of 92.3% interpretation which is considered good.

This shows that price cuts have a positive effect on consumer perceptions.

2. **Social Media Publications**

Table.10. Consumer Perception Regarding publication social media

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	1	1.4%	1
Enough	2	25	35.7%	50
Good	3	44	62.9%	132
Amount		70	100%	194

Source: Primary Data Processed Results, 2023

This research shows that 44 people or 62.9% gave a score of 3 (good) on social media publications, 25 people or 35.7% gave a score of 2 (fair) and 1 person gave a score of 1 (bad) on social media publications so that the total score obtained was 194.

$$Index\ Number\ regarding\ social\ media\ publications = \frac{194}{210}x100\% = 87\%$$

The index figure shows a value of 87% interpretation which is considered good. This shows that publication/promotion using social media has a positive effect on consumer perceptions.

3. **Word of Mouth (WOM) Promotion**

Table.11.
Consumer Perceptions of WOM

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	2	2.9%	2
Enough	2	18	25.7%	36
Good	3	50	71.4%	150
Amount		70	100%	188

Source: Primary Data Processed Results, 2023

This research shows that 50 people or 71.4% gave a score of 3 (good) on word of mouth promotion, 18 people or 25.7% gave a score of 2 (fair) and 2 people gave a score of 1 (bad) on word of mouth promotion so that the total score obtained was 188.

$$Index\ Figures\ on\ WOM$$
$$= \frac{188}{210}x100\% = 89\%$$

The index figure shows a value of 89% interpretation which is considered good. This shows that word of mouth promotion has a positive effect on consumer perceptions.

4. **Consumer perception in terms of place/distribution**
   1. **Cleanliness of the production site**

Table.12.

Consumer Perceptions regarding production places

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	3	4.3%	3
Enough	2	22	31.4%	44
Good	3	45	64.3%	135
Amount		70	100%	182

Source: Primary Data Processed Results, 2023

This research shows that 45 people or 64.3% gave a score of 3 (good) on the cleanliness of the production place, 22 people or 31.4% gave a score of 2 (fair) and 3 people gave a score of 1 (bad) on the cleanliness of the production/sales place so that the total score obtained was 182.

$$Index\ numbers\ on\ cleanliness = \frac{182}{210}x100\% = 86\%$$

The index figure shows a value of 86% interpretation which is considered good. This shows that the cleanliness of the production or sales place has a positive effect on consumer perceptions.

2. Good seller service

Table.13.
Consumer Perception about service

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	6	8.6%	6
Enough	2	15	21.4%	30
Good	3	49	70%	147
Amount		70	100%	183

Source: Primary Data Processed Results, 2023

This research shows that 49 people or 70% gave a score of 3 (good) on sales service, 30 people or 21.4% gave a score of 2 (fair) and 6 people gave a score of 1 (bad) on sales service so that the total score obtained was 183.

$$Index\ number\ regarding\ services = \frac{183}{210}x100\% = 87\%$$

The index figure shows a value of 87% interpretation which is considered good. This shows that seller service at the point of sale has a positive effect on consumer perceptions.

3. Speed of product delivery to buyers

Table.14.
Consumer Perception Regarding delivery speed

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Enough	2	14	21.4%	30
Good	3	56	70%	147
Amount		70	100%	196

Source: Primary Data Processed Results, 2023

This research shows that 56 people or 70% gave a score of 3 (good) on delivery speed, 14 people or 21.4% gave a score of 2 (fair) on the speed of delivery of sales products so that the total score obtained was 196.

$$Index\ number\ regarding\ speed = \frac{196}{210} x100\% = 93\%$$

The index figure shows a value of 93% interpretation which is considered good. This shows that the speed of delivery of goods to consumers has a positive effect on consumer perceptions.

4. Ease of getting products

Table.15.
Consumer Perception Regarding ease of obtaining products

Perception (1)	Score (2)	Frequency (3)	Presentation (4)	Shoes Total (2x4)
Bad	1	1	1.4%	1
Enough	2	19	27.7%	38
Good	3	50	71.4%	150
Amount		70	100%	189

Source: Primary Data Processed Results, 2023

This research shows that 50 people or 71.4% gave a score of 3 (good) on the ease of getting the product, 19 people or 27.7% gave a score of 2 (fair) and 1 person gave a bad score on the ease of getting the product so that the total score obtained was 196.

$$Index\ number\ regarding\ speed = \frac{189}{210} x100\% = 90\%$$

The index number shows a value of 90% interpretation which is considered good. This shows that the ease of obtaining products has a positive effect on consumer perceptions.

C. Recapitulation of Consumer Perception Index towards the Marketing Mix for Each Indicator and Interpretation of Results

Study to measure consumer perceptions regarding the implementation of the marketing mix, to measure consumer perceptions of the marketing mix implemented, take 14 indicators from mix marketing as a benchmark in this research, namely:
1. Product marketing mix: product packaging, taste, product variants and product

durability
2. Price marketing mix: suitability of prices to the products obtained, prices that are affordable for consumers, prices set that are cheaper than competitors
3. Promotional marketing mix: price cuts, social media publications, word of mouth (WOM)
4. Place/distribution marketing mix: clean production place, good sales service, speed delivery, ease of getting products

To determine the location of consumer perceptions regarding the marketing mix applied by Ayang kulit crackers, it is necessary to calculate the total score for each criterion/indicator as follows:

$Consumer\ Perception\ Level$ **as follows:**

$$= \frac{Total\ Score\ Results\ of\ Data\ Collection}{Total\ Ideal\ Score} x100\%$$

$$= \frac{187+192+194+170+180+182+194+190+183+188+182+183+196+189}{14x210} x100\%$$

$$= \frac{2610}{2940} x100\%$$

= 0.887 or 89%

In percentage terms, the index figures for consumers' perception of bakery products regarding the marketing mix applied by the Ayang skin cracker business. With the value interpretation:
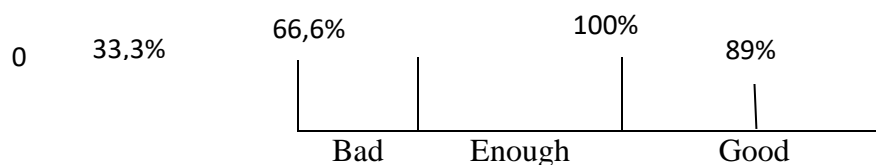
Based on the results of the analysis using a Likert scale, it can be seen that the consumer perception index figure for Ayang products regarding the marketing mix applied by Ayang skin crackers is at 89% and is classified as **Good**.

CLOSURE
Conclusion

Based on the results of research regarding consumer perceptions of the marketing mix strategy at the Home Industry of Ayang Skin Crackers in Mataram City, the following can be concluded:
1. Product: Consumers give a very good assessment of product quality, especially in aspects of packaging (89%), taste (91%), and product variety (92%). This shows that the Ayang skin cracker product has succeeded in meeting the expectations and preferences of the target market.
2. Price: The price of the product is assessed according to the quality received, affordable for consumers, and competitive compared to competitors. All price indicators obtained an index of more than 85%, indicating that the pricing strategy has been carried out correctly.
3. Distribution (Place): The distribution aspect received a good response from consumers, especially in terms of cleanliness of production locations, ease of obtaining products, as well as service and speed of delivery. An index value above 85% proves that the location and distribution system used is effective and efficient.
4. Promotion: The promotional strategies carried out, whether through social media, word of mouth (WOM), or price cuts, received a positive response from consumers.

All promotional indicators reflect effectiveness in increasing consumer interest and loyalty.

5. The recapitulation results show that consumer perceptions of the implementation of the marketing mix are in the good category with an index of 89%. This indicates that the marketing strategy implemented by the Ayang Skin Crackers business is in line with consumer needs and desires.

SUGGESTION

Based on the research results and conclusions obtained, the suggestions that can be given are as follows:

1. Product Development: It is recommended that business owners continue to innovate, such as adding flavor variants or more practical and attractive packaging in order to reach a wider market segment.
2. Digitalization of Promotion: Promotion via social media can be improved by creating more interesting and consistent promotional content, as well as considering other platforms such as Instagram or TikTok which have the potential for a wider reach
3. Increasing Production Capacity: Given the increasing demand and the large number of buyers purchasing for resale, businesses are advised to start considering increasing production capacity and recruiting additional workers.
4. Distribution Channel Diversification: It is necessary to explore collaboration with gift shops, online marketplaces, or modern stalls as additional distribution channels, to increase product accessibility to consumers outside the region.
5. Monitoring Consumer Satisfaction: It is recommended to periodically conduct customer satisfaction surveys to find out the latest needs and preferences, as well as maintain consumer loyalty to the product.

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