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Research Paper

Segmentation, Targeting and Positioning Strategies (STP) Rice Production and Their Social Economic Impacts In Maros District

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ABSTRACT: *This study aims to know the impact of the agricultural sector on labor income in the agricultural sector in Maros Regency and also to determine the role of segmentation, targeting and positioning (STP) strategies on the distribution process to final consumers in Maros Regency. This study uses a quantitative approach with a survey method. For data collection techniques in this study using 4 methods of collection namely observation, interviews, questionnaires and literature study. Population in this study are farmers from 3 sub districts in Maros Regency, namely Bontoa, Simbang and Tanralili which have 197 paddy fields and rice mills. Then, the sample used is the type of population sample, namely taking the entire population in the study. The analysis technique used in this research is multiple regression. The results of this study indicate that the impact of the agricultural sector on labor income in the agricultural sector in Maros Regency, namely in the Bontoa, Simbang and Tanralili sub districts, the main income is rice farmers. Then the results of this study also show that there is an influence of segmentation, targeting and positioning (STP) strategies from the results of inferential statistical testing of 47.4% on rice purchasing decisions in Maros Regency.*

KEYWORDS: *Labor Income, Segmentation Strategy, Targeting and Positioning, Purchase Decision.*

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I. INTRODUCTION

Indonesia is a country that has many abundant resources and is widespread throughout Indonesia so that Indonesia is dubbed as an agrarian country with most of the population working as farmers. The agricultural sector has a very strategic role, this is because in addition to this sector as a source of foreign exchange, this sector is also a source of the Indonesian people's economy (Kembauw, 2015). Agriculture as it is known is the primary sector and has a very important role for the country's economy (Zaeoroni & Rustariyuni, 2016). This is strongly supported by the condition of Indonesia, which is included in a tropical climate and has good soil quality. Agriculture is one of the mainstay sectors in the formation of Gross Domestic Product (GDP) based on business fields. The agricultural sector is an important component in encouraging economic growth in a region, especially in rural areas (Septiadi & Joka, 2019). The agricultural sector is a sector that meets food needs. Food it self is one of the central issues in life, so talking about food security must be a priority (Wicaksono, 2012).One of the results of the agricultural sector and is an important food crop is rice. Rice is a food crop that has an important and strategic position because it can influence all policies of a country that makes rice a staple food source (Rahmasucian et al., 2015).

The role of rice, which is a staple food in Indonesia, which is currently very difficult to distribute, is positioned as the main staple food. The parable of rice dependence is like a virus that cannot be controlled. In the eastern part of Indonesia, where initially the people used to eat corn and sago, over time, the people switched to consuming rice as a staple food. In general, the eastern region is identified with their local crops, namely maize in East Nusa Tenggara (NTT), sago in Maluku and Papua and sweet potato in Papua (February, 2019). Rice is a source of carbohydrates, two thirds of which are a source of body calories (Bulog, 2018). This means

that rice is a component in the food price index and the cost of living. On the other hand, rice is the largest source of employment in the agricultural sector and is a massive industry that involves many people (Manggala & Boedirocminarni, 2018).

Socio economic potential which is the basic capital as well as strength for the development of rice production, namely rice, because rice is a staple food for 95% of the Indonesian population and is something that can create jobs and greatly contribute to farmers' household incomes (Wahyuni et al., 2021). In general, the role of rice is very important for the progress of the life of the nation and the people of Indonesia, so it is necessary to take more actions and innovations to streng then the position of rice as the main commodity and strive for equitable distribution for all Indonesian people and take advantage of existing opportunities (Fitriani & Partini, 2019). Maros Regency is one of the second level regions in South Sulawesi Province with a population of 339,300 people and is directly adjacent to Makassar City (BPS, 2015). Most of the population almost make a living as farmers. Most of the rice production in Maros Regency is produced by lowland rice, and accounts for 99.68 percent of the total production.

Table 1: Harvested Area of Paddy Rice in Maros Regency

No	Subdistrict	Paddy Rice (Ha)	Rice Field Production (Tons)
1	Mandai	2.880	16,371.0
2	Moncongloe	2.165	14,664.0
3	Maros Baru	2.562	10,346.4
4	Marusu	1.237	27,611.5
5	Turikale	2.550	30,726.9
6	Lau	5.387	78,286.2
7	Bontoa	3.770	38,194.2
8	Bantimurung	10.652	20,001.3
9	Simbang	4.643	13,884.1
10	Tanralili	4.582	32,908.0
11	Tompo Bulu	3.997	26,016.0
12	Camba	2.807	28,867.2
13	Cenrana	3.236	25,240.8
14	Mallawa	3.436	23,741.1
	Total	**53.904**	**386,858.7**

Source: BPS South Sulawesi

Based on the table above, it shows that the areas that have the largest harvested area are Batimurung District in the first place, Simbang District in second place and Tanralili District in third place. These three areas are the largest rice producers in Maros Regency. Harvested area affects the amount of rice production in Maros Regency. However, for rice production, it is different from the area of rice fields. For rice production, the first place is Lau District with a rice production of 78,286.2 Tons, the second place is Bontoa Subdistrict with 38,194.2 Tons and the third place is Tanralili Subdistrict with 32,908.0 Tons.

Table 2: Value and Contribution of GRDP Sector 2007 to 2011 Based on Constant Prices in Maros Regency

No	Sector	2008		2009		2010	
		(Rp)	%	(Rp)	%	(Rp)	%
1	Agriculture	405,983.67	40.04	420,285,13	39.01	444.070.76	38.51
2	Mining & Quarry	15,392.72	1.52	16,345.04	1.52	17,387.77	1.51
3	Processing industry	226,453.81	22.33	245,187.79	22.76	267,841.09	23.23
4	Electricity, Gas & Clean Water	8.893.70	0.88	9,629,22	0.89	10,522.96	0.91
5	Construction	15,856.18	1.56	17,342.35	1.61	19,268.04	1.67
6	Trade, Hotel & Restaurant	82,225,18	8.11	88,882.05	8.25	97,521.84	8.46
7	Recognition & Consumption	56,543.55	5.58	61,395.58	5.70	67,445,90	5.85
8	Finance, Rental & Corporate Services	60,382.22	5.96	64,293,40	5.97	67,225,79	5.83
9	Services	142.181.47	14.02	154.117.41	14.30	161,897,82	14.04
	GDP	**1,013,912.50**	**100.00**	**1,077,477.97**	**100.00**	**1,153,181.97**	**100.00**

Source: BPS South Sulawesi

From 2007-2010, the sector that contributed the most to the GRDP of Maros Regency was the agricultural sector. Data from the Department of Agriculture, Food Crops and Horticulture of South Sulawesi Province in 2015 showed the level of inter island rice marketing increased by 10% per year with an indicator figure of 879,210 tons between islands. The inter island trade system is determined by a good distribution system. Based on the results of the survey, rice milling companies located in South Sulawesi Province obtain all of their unhulled rice to be milled into rice from within the South Sulawesi Province it self. All of the production in the form of rice is only sold within the province of South Sulawesi it self from a trade point of view.

Based on the results of the survey, 76.28% of the entire supply of rice is only sold within the region it self. While the rest is sold to other provinces such as DKI Jakarta Province, East Java Province, NTT Province, East Kalimantan Province, North Sulawesi Province, Central Sulawesi Province, Southeast Sulawesi Province, Gorontalo Province, Maluku Province.and Papua. The distribution pattern of rice marketing in South Sulawesi is mostly sold to middlemen (91.66%). While the rest is sold to retail traders and processing industries. The pattern of sales of rice production in South Sulawesi Province is:

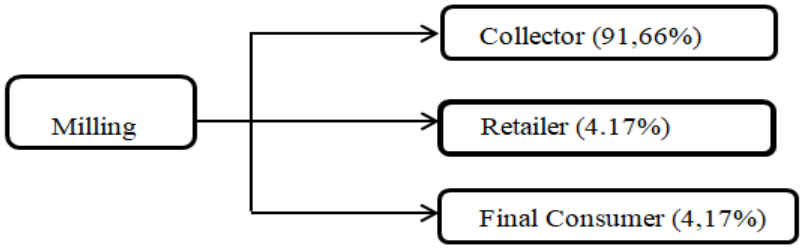

Figure 1: Rice Production Sales Pattern

Collecting traders who get their rice supplies from farmers sell most of their rice to the government and non profit organizations (60.42%). In addition to traders, they also sell rice to wholesalers, retailers, and households. Based on the information from the survey results, the agent also received a supply of rice from the collectors. Furthermore, the agent distributes the rice to distributors, wholesalers, retailers, and the dominant one to sub distributors (47.43%). Distributors sell some of their rice to retailers (82.35%) while wholesalers sell most of their rice to government and non-profit organizations (51.21%).

Meanwhile, retail traders also sell their rice to households (94.58%). In addition, retail traders also sell rice to fellow retailers, processing industries and other business activities. The distribution pattern of rice trade in South Sulawesi Province is: Farmers => Wholesalers => Agents => Sub Distributors => Retail Traders => Final Consumers. The number of distribution chains formed in South Sulawesi Province from farmers to final consumers is five chains. The distribution process is certainly strongly influenced by the segmentation, targeting and positioning (STP) strategy.

II. RESEARCH METHODS

This study is a quantitative study with a survey method. According to Singarimbun and Efendi (1995) in (Nurdiana, 2018), the survey method it self is defined as a method that takes samples from a population using a data collection tool, namely a questionnaire. This study also uses descriptive statistics and inferential statistics. Descriptive statistics refer to the process of presenting data by describing information about a data or situation (Nasution, 2017). In this study, the descriptive statistics used by the researcher were to provide information on the characteristics of the main research variables and the demographic data of the respondents. Then for inferential statistics itself refers to the statistics used to analyze the sample data and when it has been analyzed, the results will be generalized and concluded for the population from which the sample was taken (Sutopo & Slamet, 2017). In this study, the inferential statistic used is multiple regression. In this study there are 2 variables, namely the independent variable in this case segmentation as X1, targeting as X2 and positioning as X3 and the dependent variable in this case purchasing decisions as Y. For more details related to the variables observed in this study can be seen in the following table:

SEGMENTATION	
Geographic Segmentation	His territory is his village.
Demographic Segmentation	Division based on age, gender, number of members in the RT, occupation, education, religion, ethnicity, income and nationality.

Psychographic Segmentation	Buyers are divided into different groups based on social class, lifestyle and personality traits.
Behavioristic Segmentation	Behavioristic segmentation (behavior) of consumers is divided into groups based on knowledge, attitudes, use or response to a product.
TARGETING	
Market Specialization	Efforts to specialize in serving the various needs of a particular customer group.
Market Specialization	Provide excellent service.
Product Specialization	Manufacturers focus on specific products or services to be sold to various market segments.
Product Specialization	Product according to the price.
POSITIONING	
Position By Attribute	Positioning by size attribute.
Position By Attribute	Positioning by attributes of rice type, experience, etc.
Position by Benefits	In this sense the position of the product is positioned as a leader in certain benefits.
Position by Benefits	In this sense the position of the product is positioned as a leader in certain benefits.
BUYING DECISION **(Kotler and Armstrong)**	
Problem Recognition (Problem Recognition)	Price, quality, and range are considerations in buying decisions.
Information Search	Information from local residents.
Purchase Decision (Purchase Decision)	Rice is a basic need (clothing).
Feeling After Buying	Make repeat purchases.

Table 3: Research Variables

Furthermore, the population in this study is farmers in 3 sub districts in Maros Regency, namely Bontoa, Simbang and Tanralili who have 197 paddy fields and rice mills. Then, the sample used is the type of population sample, namely taking the entire population in the study. The three sub districts became the object of research because they met the requirements of having rice fields to produce rice milling industry. Methods of data collection in this study using 4 techniques namely observation, interviews, questionnaires and literature study. For the observation method it self, using a rating scale or a modified likert scale.

III. RESULTS AND DISCUSSION

A. Research Data

1. Impact of the Agricultural Sector on Labor Income in the Agricultural Sector in Maros Regency

Agriculture in Maros Regency consists of various agricultural sectors, the following are the Horticulture agricultural sector in 3 sub districts, namely: (1) Bontoa District where there are only types of plants, namely in rice fields; (2) Simbang sub district which has the types of plants, namely lowland rice, field rice, corn, sweet potatoes, cassava, peanuts, soybeans and green beans; (3) Tanralili sub district which has plant types namely lowland rice, field rice, corn, sweet potatoes, cassava, peanuts, soybeans and green beans. For more details, can be seen in the table below:

Table 4: Agriculture in Bontoa District

Plant Type	Harvest Area (Ha)	Production (Quintal/Ha)	Production (Tons)
Rice Paddy	1,797.30	-	13,627.12

Source:(BPS, 2019a)

Table 5: Agriculture in Simbang District

Plant Type	Harvest Area (Ha)	Production (Quintal/Ha)	Production (Tons)
Rice Paddy	3.679	3.679	20,717.38
Rice Field	450	450	2.700
Corn	249.9	249.9	1,1164.1
Sweet potato	42.6	42.6	204
Cassava	2	2	127
Peanuts	71.95	71.95	5.7
Soybeans	344.5	344.5	5.50
Mung beans	3.20	3.20	1.2

Source: (BPS, 2019b)

Table 6: Agriculture in Tanralili District

Plant Type	Harvest Area (Ha)	Production (Tons)
Rice Paddy	3,793.02	23,207.17
Rice Field	575	1,462.25
Corn	684	3405.00
Sweet potato	8	92.90
Cassava	159	2,677.84
Peanuts	34	47.59
Soybeans	121	113.51
Mung beans	0	0

Source: (BPS, 2019c)

Furthermore, people's income can be calculated using the formula TR = PQ. Where the commodity price (P) is taken from the BPS data for the Maros Regency area, and the number of goods (Q) is based on the data presented above. The following is income data (TR) by District, namely Bontoa, Simbang and Tanralili.

Table 7: Bontoa District Income From Agriculture

Plant Type	Production (Tons) (Q)	Commodity Price (P)	Income (TR)	Percentage (%)
Rice Paddy	13,627.12	8.000,/kg	Rp. 109.016.960,-	100

Source: Data Processing (2022)

Based on the results of the data processing in Table 7, it is found that, from the agricultural sector in Bontoa District, 100% of community income comes from the type of lowland rice plant with an income level of approximately Rp. 109,016,960,-/Ton per year.

Table 8: Simbang District Income from the Agriculture Sector

Plant Type	Production (Tons) (Q)	Commodity Price (P)	Income (TR) (Tons)	Percentage (%)
Rice Paddy	20,717.38	8.000,-/kg	165.739,040	51.73
Rice Field	2.700	42.000,-/kg	113,400,000	35.4
Corn	1,1164.1	3,600,0/kg	40,190,760	12.54
Sweet potato	204	3.500,-/kg	714,000	0.22
Cassava	127	1.600,-/kg	203,200	0.06
Peanuts	5.7	18.000,-/kg	102,600	0.03
Soybeans	5.50	6.500,-/kg	35,750	0.01
Mung beans	1.2	8.500,-/kg	10,200	0.004
Amount			**320,395.550**	**100**

Source: Data Processing (2022)

Based on the results of data processing in Table 8, the results show that the agricultural sector in Simbang District consists of lowland rice by 51.73%, in fields by 35.4%, corn by 12.54%, sweet potatoes by 0.22%, cassava by 0.06%, peanuts by 0.03%, soybeans by 0.01%, and green beans by 0.004 %. The income of the community in lowland rice is approximately Rp.165.739,040,-/Tons per year.

Table 9: Tanralili Subdistrict Income From Agriculture Sector

Plant Type	Production (Tons) (Q)	Commodity Price (P)	Income (TR)	Percentage (%)
Rice Paddy	23,207.17	8.000,-/kg	185.656.000,-	69.91
Rice Field	1,462.25	42.000,-/kg	61.414.500,-	23.12
Corn	3405.00	3,600,0/kg	12.258.000,-	4.61
Sweet potato	92.90	3.500,-/kg	325150,-	0.12
Cassava	2,677.84	1.600,-/kg	4,284,544,-	1.61
Peanuts	47.59	18.000,-/kg	856,620,-	0.36
Soybeans	113.51	6.500,-/kg	737,815,-	0.27
Mung beans	0	8.500,-/kg	0	0
TOTAL			**265.532.629,-**	**100**

Source: Data Processing (2022)

Based on the results of data processing in Table 9, it is found that the agricultural sector in Tanralili District consists of lowland rice by 69.91%, in fields by 23.12%, corn by 4.61%, sweet potatoes by 0.12%, cassava by 01.61%, peanuts by 0.36%, soybeans by 0.27%, and green beans by 0%. The income of the community in lowland rice is approximately Rp. 185.656.000,-/Ton per year.

2. The Effect of Segmentation, Targeting and Positioning (STP) Strategies on the Distribution Process to Final Consumers in Maros Regency

The effect of this STP strategy uses inferential statistics using the SPSS analysis tool in seeing the large influence of this STP strategy on the distribution process to final consumers in Maros Regency. The distribution process to the final consumer in this study is the rice purchase decision variable. Before analyzing the data from the questionnaire, some data are presented below:

Table 10: Harvested Area

Subdistrict	Harvest Area (Ha)	Production (Quintal/Ha)	Production (Tons)
Bontoa	1,797.30	1,797.30	13,627.12
Simbang	3.679	3.679	20,717.38
Tanralili	3,792.02	3,792.02	23,207.17

Source: (BPS, 2019a)

The following is data on the number of rice milling industries in Bontoa District, Simbang District and Tanralili District:

Table 11: Milling Industry in Bontoa Kecamatan District

No	Village	Amount
1	Tunikamaseang	4
2	Bontoa	12
3	Pajukukang	3
4	Bonto Bahari	1
5	Tupabbiring	2
6	Ampekale	3
7	Minasa Upa	6
8	Bontolempangan	9
9	Saleurang	29
	TOTAL	**69**

Source: (BPS, 2019a)

Table 12: Milling Industry in Simbang District

	Village	Amount
1	Bontotallasa	18
2	Tanete	13
3	Simbang	15
4	Jenetesa	12
5	Sambueja	12
6	Samangki	6
	TOTAL	**76**

Source: (BPS, 2019b)

Table 13: Milling Industry in Tanralili District

No	Village	Amount
1	Purna Karya	4
2	Lekopancing	12
3	Kurusumange	7
4	Sudirman	0
5	Damai	10
6	Alaere	8
7	Borong	4
8	Todolo Pulia	7
	TOTAL	**52**

Source: (BPS, 2019c)

Based on the data above, the population of this study came from the three sub districts, namely 197 rice milling industries in Maros Regency and from that population the researchers took all of the population in researching and distributing research questionnaires. So that the entire population becomes the research sample. The next step is to tabulate the collected questionnaire data and perform instrument testing.

B. Research Intrument Test

1. Validity Test

Validity test is used to find out how accurate an item is in measuring what it wants to measure. The technique of testing the validity of items with Pearson's correlation is by correlating item scores with the total item scores of each variable, then significance testing is carried out with criteria using r tables at a significance level of 0.05 with a 2 sided test.

Table 14: Segmentation Validity Test Results

Variable	**Items**	***Pearson Correlation*** **(0.1169*)**	***Sig. (2-Tailed)***	**Information**
Segmentation (X)	X1.1	0.384	0.000	VALID
	X1.2	0.257	0.000	VALID
	X1.3	0.436	0.000	VALID
	X1.4	0.305	0.000	VALID

Source: SPSS 26 Data Processing Results (2022)

Based on the results of the validity test shown in Table 14 using a variable test, the correlation number or is obtainedPearson correlation value (rcount) it turns out that the result is greater than the correlation table (r table) with the value (r table) for N=197 at 5% significance is 0.1169. Then on the significant test resultsr table at a significance level of 0.05 with a 2 sided test, the sig value is known. (2-tailed) < 0.05. This shows that all questions on the segmentation variable questionnaire (X1) are validable to reveal something that will be measured by the questionnaire.

Table 15: Targeting Validity Test Results

Variable	**Items**	***Pearson Correlation*** **(0.1169*)**	***Sig. (2-Tailed)***	**Information**
Targeting (X2)	X2.1	0.415	0.000	VALID
	X2.2	0.693	0.000	VALID
	X2.3	0.684	0.000	VALID
	X2.4	0.345	0.000	VALID

Source: SPSS 26 Data Processing Results (2022)

Based on the results of the validity test shown in Table 15 using a variable test, the correlation number or is obtained Pearson correlation value (r count) it turns out that the result is greater than the correlation table (r table) with the value (r table) for N=197 at 5% significance is 0.1169. Then on the significant test resultsr table at a significance level of 0.05 with a 2 sided test, the sig value is known. (2-tailed) < 0.05. This shows that all the questions on the targeting variable questionnaire (X2) are validable to reveal something that will be measured by the questionnaire.

Table 16: Positioning Validity Test Results

Variable	Items	*Pearson Correlation* (0.1169*)	*Sig. (2-Tailed)*	Information
Positioning (X3)	X3.1	0.350	0.000	VALID
	X3.2	0.655	0.000	VALID
	X3.3	0.563	0.000	VALID
	X3.4	0.465	0.000	VALID

Source: SPSS 26 Data Processing Results (2022)

Based on the results of the validity test shown in Table 16 using a variable test, the correlation number or is obtained Pearson correlation value (r count) it turns out that the result is greater than the correlation table (r table) with the value (r table) for N=197 at 5% significance is 0.1169. Then on the significant test resultsr table at a significance level of 0.05 with a 2 sided test, the sig value is known. (2-tailed) < 0.05. This shows that all the questions on the postioning variable questionnaire (X3) are validable to reveal something that will be measured by the questionnaire.

Table 17: Results of Purchase Decision Validity Test

Variable	Items	*Pearson Correlation* (0.1169*)	*Sig. (2-Tailed)*	Information
Buying Decision (Y)	Y1.1	0.693	0.000	VALID
	Y1.2	0.684	0.000	VALID
	Y1.3	0.693	0.000	VALID
	Y1.4	0.648	0.000	VALID

Source: SPSS 26 Data Processing Results (2022)

Based on the results of the validity test shown in Table 17 using a variable test, the correlation number or is obtained Pearson correlation value (r count) it turns out that the result is greater than the correlation table (r table) with the value (r table) for N=197 at 5% significance is 0.1169. Then on the significant test resultsr table at a significance level of 0.05 with a 2 sided test, the sig value is known. (2-tailed) < 0.05. This shows that all the questions on the purchase decision questionnaire (Y) are validable to reveal something that will be measured by the questionnaire.

2. Reliability Test

Reliability test is to ensure that the measuring instrument used is able to measure what the researcher wants to know. Thus, answers from respondents will be considered reliable if they are consistent and stable from time to time. The reliability test was carried out by looking at the results of Cronbach's Alpha Coefficient. A questionnaire is said to be reliable if it gives Cronbach's alpha value above 0.6 and vice versa. The test results can be seen as follows:

Table 18: Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.753	16

Source: SPSS 26 Data Processing Results (2022)

Based on Table 18 reliability test results, indicators on all variables have a Cronbach's Alpha value greater than 0.6, which is equal to0.753. So it can be concluded that the indicators in this study can be said to be reliable.

3. Classic Assumption Test

The classical assumption test is basically an analysis carried out to make an assessment in a linear regression model that there are classical problems (Mardiatmoko, 2020).The classical assumption test in this study involves 4 types of classical assumption tests, namely normality test, multicollinearity test, heteroscedasticity test and linearity test. For more details, the results of the classical assumption test can be seen below:

a. Normality Test

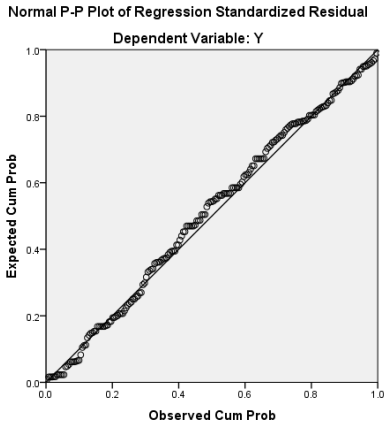

Figure 2: Normality Test

The picture above shows thatthe points that spread around the diagonal line and follow the direction of the diagonal line of the graph, which means that the regression model used in this study meets the assumption of normality.

Table 19: One Sample Kolmograv Smirnov Test

		Unstandardized Residual
N		197
Normal Parameters, b	Mean	.0000000
	Std. Deviation	1.99416923
Most Extreme Differences	Absolute	.052
	Positive	.037
	Negative	-.052
Test Statistics		.052
asymp. Sig. (2-tailed)		.200c,d

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on the results of the data normality test using the Kolmogorov Smirnov test, it can be concluded that the data has a normal distribution. This can be seen by looking at the Kolmogorov Smirnov value with a significance level of 0.200. If the significance value of Kologorav Smirnov is greater than 0.05, it can be stated that the data has a normal distribution.

b. Multicollinearity Test

Decision making in this test is by looking at the value and value of the Variance Inflation Factor (VIF). If VIF > 10 and tolerance value < 0.1, multicollinearity symptoms occur. If VIF < 10 and tolerance > 0.1, there is no symptom of multicolonearity.

Table 20: Multicollinearity Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.569	1,238		4.499	.000		
	X1	-.291	.055	-.296	-5,295	.000	.874	1.144
	X2	.497	.069	.448	7.217	.000	.709	1.411
	X3	.465	.071	.400	6,540	.000	.730	1.370

a. Dependent Variable: Y

Source: SPSS Data Processing Results (2022)

Based on Table 20, it is known that the regression model does not occur multicolonearity because the tolerance value of all research variables is more than 0.1 and the VIF of all variables is less than 10.

c. Heteroscedasticity Test

The heteroscedasticity test in this study was tested by looking at the heteroscedasticity curve or scatterplot, to determine the presence or absence of heteroscedasticity symptoms.

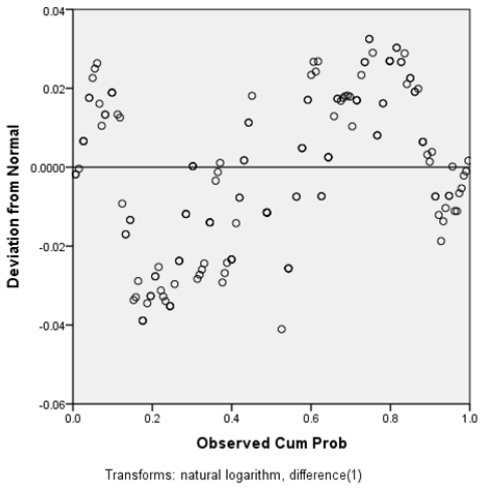

Figure 3: Heteroscedasticity Test

Based on the output above, it can be seen that the points spread above zero and below zero, so it can be concluded that the image is free of heteroscedasticity so that the regression model can be used to predict purchasing decisions based on the input of independent variables, namely segmentation, targeting and positioning.

d. Linearity Test

The linearity test aims to test whether the relationship between two variables is linear. The basis for taking the linearity test is done by comparing the significant value (Sig.) with 0.05 if the Sig Linearity value. > 0.05 then there is a significant linear relationship between the independent variable and the dependent variable.

Table 21: Linearity Test Results

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Unstandardized Residual * Unstandardized Predicted Value	Between Groups	(Combined)	330,463	91	3,631	.788	.866
		linearity	.000	1	.000	.000	1,000
		Deviation from Linearity	330,463	90	3,672	.797	.854
	Within Groups		382,373	83	4,607		
	Total		712.837	174			

Source: SPSS 26 Data Processing Results (2022)

4. Correlation and Regression Analysis

a. Multiple Correlation Analysis

Multiple correlation analysis is used to determine the magnitude or strength of the relationship between all independent variables on the dependent variable simultaneously.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.689a	.474	.466	2.0961	.474	58.004	3	193	.000

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Table 22: Results of Multiple Correlation Analysis

Correlations

		X1	X2	X3	Y
X1	Pearson Correlation	1	.327**	.284**	-.036
	Sig. (2-tailed)		.000	.000	.617
	N	197	197	197	197
X2	Pearson Correlation	.327**	1	.504**	.552**
	Sig. (2-tailed)	.000		.000	.000
	N	197	197	197	197
X3	Pearson Correlation	.284**	.504**	1	.541**
	Sig. (2-tailed)	.000	.000		.000
	N	197	197	197	197
Y	Pearson Correlation	-.036	.552**	.541**	1
	Sig. (2-tailed)	.617	.000	.000	
	N	197	197	197	197

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS Data Processing Results (2022)

Based on Table 22, in the Model Summary table, it is known that the magnitude of the relationship between segmentation (X1), targeting (X2) and positioning (X3) strategies on purchasing decisions (Y) can be seen in the R-square value which shows a value of 0.474 or (47.7 %) this shows that under the influence of the

independent variable on the dependent variable is moderate because it is in the range 41-60 (medium category). This could be influenced by the error component or a large unexamined variable. Then in the Correlations table, it can be seen that the relationship between the variables X1 to Y, variables X2 to Y and variables X3 to Y. The value of the three variables Sig. (2-tailed) of 0.000 < 0.05. In conclusion, there is a significant relationship between segmentation, targeting and positioning with purchasing decisions, meaning that there is a significant relationship between all independent variables and purchasing decisions.

b. Multiple Regression Analysis

Multiple linear analysis is an analysis to determine whether there is a significant effect partially or simultaneously between two or more independent variables on one dependent variable.

Table 23: Results of Multiple Linear Regression Analysis

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.569	1,238		4.499	.000		
	X1	-.291	.055	-.296	5.295	.000	.874	1.144
	X2	.497	.069	.448	7.217	.000	.709	1.411
	X3	.465	.071	.400	6,540	.000	.730	1.370

a. Dependent Variable: Y

Source: SPSS Data Processing Results (2022)

In Table 23 based on the SPSS test, based on the values of these constants and coefficients, the regression equation is obtained, namely:

$$Y = 5.569 - 0.291\ X1 + 0.497\ X2. + 0.465\ X3.$$

The equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that the constant value is 5.569, meaning that if there is no change in the segmentation, targeting and positioning variables (the values of X1, X2 and X3 are 0) then the purchase decision is equal to 5,569. The value of the segmentation coefficient is -0.291, meaning that if the segmentation variable (X1) increases by 1% with the assumption that the targeting variable (X2), positioning (X3) and constant (a) is 0, then the purchasing decision decreases by 0.291. This shows that the segmentation variable (X1) has a negative effect on rice purchasing decisions. The targeting coefficient value is 0.497, meaning that if the targeting variable (X2) increases by 1% assuming the segmentation variable (X1), positioning (X3) and constant (a) is 0, then purchasing decisions increase by 49.7%. This shows that the targeting variable (X2) has a positive effect on rice purchasing decisions in Maros Regency. The positioning coefficient value is 0.465, meaning that if the positioning variable (X3) increases by 1% with the assumption that the segmentation (X1), targeting (X2) and constant (a) variables are 0, then the purchase decision increases by 46.5%. This shows that the positioning variable (X3) has a positive effect on rice purchasing decisions in Maros Regency. This means that if the positioning variable (X3) increases by 1% with the assumption that the segmentation variable (X1), targeting (X2) and constant (a) is 0, then the purchase decision increases by 46.5%. This shows that the positioning variable (X3) has a positive effect on rice purchasing decisions in Maros Regency. This means that if the positioning variable (X3) increases by 1% with the assumption that the segmentation variable (X1), targeting (X2) and constant (a) is 0, then the purchase decision increases by 46.5%. This shows that the positioning variable (X3) has a positive effect on rice purchasing decisions in Maros Regency.

IV. HYPOTHESIS TEST

1. Partial Test

The t test or partial regression coefficient test is used to determine whether partially the independent variables have a significant effect or not on the dependent variable. If there is an effect, the significance level is <0.05or t count > t table.

Table 24: Partial t-test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	5.569	1,238		4.499	.000		
	X1	-.291	.055	-.296	5.295	.000	.874	1.144
	X2	.497	.069	.448	7.217	.000	.709	1.411
	X3	.465	.071	.400	6,540	.000	.730	1.370

a. Dependent Variable: Y

Source: SPSS Data Processing Results (2022)

Based on Table 24 by observing the row, column t and sig explained as follows:

a. The Effect of Segmentation Variables on Purchase Decisions (H1)

The segmentation variable (X1) has a positive and significant influence on rice purchasing decisions. This can be seen from the significance of segmentation (X1) 0.000 < 0.05. And the value of t count is 5.295 > 0.1169. Means the value of t count is greater than the value of t table. Then Ho is rejected and H1 is accepted. So that the hypothesis which reads that there is an influence of segmentation on purchasing decisions for rice products is partially accepted.

b. The Effect of Targeting Variables on Purchase Decisions (H2)

The targeting variable (X2) has a positive and significant influence on rice purchasing decisions. This can be seen from the significance of targeting (X2) 0.000 < 0.05. And the value of t count is 7.217 > 0.1169. Means the value of t count is greater than the value of t table. Then Ho is rejected and H2 is accepted. So that the hypothesis which reads that there is a targeting effect on purchasing decisions for rice products is partially accepted.

c. The Effect of Positioning Variables on Purchase Decisions (H3)

Positioning variable (X3) has a positive and significant influence on rice purchasing decisions. This can be seen from the significance of positioning (X3) 6.540 <0.05. And the value of t count is 6.540 > 0.1169. Means the value of t count is greater than the value of t table. Then Ho is rejected and H3 is accepted. So that the hypothesis which reads that there is an influence of positioning on purchasing decisions for rice products is partially accepted.

2. Simultaneous Test

The f test or regression coefficient test simultaneously or together is used to determine the significance of the independent variables simultaneously (simultaneously) on the dependent variable. If there is a simultaneous effect, the significance level is < 0.05 or f count > f table.

Table 25: Simultaneous f test Results

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	702,747	3	234.249	58.004	.000b
	Residual	779,435	193	4.039		
	Total	1482,183	196			

A. Dependent Variable: Kep.Publian

B. Predictors: (Constant), Positioning, Segmentation, Targeting

Source: SPSS Data Processing Results (2022)

Based on Table 25, it can be seen that the calculated f value is 58,004 with a f table value of 2.65 so that the calculated f value > f table or 58,004 > 2.65. And a significant level of 0.000 <0.05 then Ho is rejected and H3 is accepted. It can be concluded that the variables segmentation (X1), targeting (X2) and positioning (X3) together have a significant effect on purchasing decisions for rice products.

V. CONCLUSION

Based on the results of the research above, the conclusions of this study are:

1. The impact of the agricultural sector on labor income in the agricultural sector in Maros Regency is that in the Bontoa District, the main income sector for rice farmers, in Simbang District, rice farmers are 51.74% and in Tanralili District, rice farmers are 69.91%.
2. The effect of the segmentation, targeting and positioning (STP) strategy from the results of inferential statistical testing shows that the STP strategy has an influence of 47.4% on rice purchasing decisions in Maros Regency.

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