

# ANALYSIS OF THE INFLUENCE OF THE COST OF PRODUCTION, MARKETING AND PRICING OF THE COMMUNITY'S DECISION TO PLANT ROSES (STUDIES IN ROSES VILLAGE FARMER COMMUNITY KARANGPRING JEMBER)

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## Summary

The study, entitled the analysis of the effect of the cost of production, marketing and price against the decision of the community in planting roses studies in farming communities rose village Karangpring this formulation of the problem is related whether there is influence production costs, marketing and pricing to the decision of the community in planting roses, research it aims to analyze the influence of the cost of production, marketing and pricing of the community's decision to plant roses. Sampling techniques in this study using purposive sampling technique, the number of respondents 28 people, the variable cost of production (X1), marketing (X2) and price (X3) while planting roses decision dependentnya variable (Y). Data analysis techniques used are validity, reliabilitytest, normality the datatest, multicollinearitytest, heterocedasticitytest,test, regression t test and coefficient of determination (R<sup>2</sup>). The research results indicate that an item questionnaire was completed by respondents is valid which is having a valid statement Corrected Item-Total Correlation above the table r, r tables in this study is worth 0.3739 and r count value sequentially from X1, X3 X2dan is (0.922) (0.703) and (1.000).test reliability The canvalue cronbach`s alpha of 0.785, which means greater than 0.6 (0.785 > 0.6) so that it can be concluded that the list of questions that test is reliable. The value of the ratio of skewness and ratio kurtosis in this study were between -2 to +2 value so that the distribution of the data from this study is normal. VIF value of this research is worth under 10 so that this does not happenresearch, multikolinieritas VIF value of the variable production cost (X1) of 8.567 variable values Marketing Costs (X2) is 2.112 and the value of variable Price (X3) of 8.492. Based on the output scatterplot shows that the dots spread and does not form a specific pattern that clear so that it can be concluded that there was no trouble heteroskedastisity in this study. The t-test can be judged from the table Coefficients<sup>a</sup> significance probability value of the Cost of Production (X1), Marketing Costs (X2) and Price (X3), worth 0.000 significance that, when translated into 0.000 < 0.05, which means no significant effect either on the Cost of Production (X1), Marketing Costs ( X2) and Price (X3) against the decision of the community in planting roses. The analysis results obtained coefficient of determination (R<sup>2</sup>) that the influence of the independent variable pricing, production and marketing costs on the dependent variable decision roses grow sequentially by 98.8%, 1.1% and 0.1%.

Keywords: Costs of production, marketing, pricing, rose.

## **Background**

The agricultural sector has started less desirable by the young generation of people this is evident by the number of people aged earning more interest to cultivate other business besides agriculture, exemplified by the many forces working-age high school graduates prefer to work in the building sector and the shops of the cultivate their farmland. This phenomenon may also occur in areas of major cities in Indonesia where most agricultural land has become a housing and so forth.

Agriculture is actually sustaining and supporting the prosperity of our nation but if the agriculture sector in Indonesia are being abandoned by the generation of people and there is no improvement by all of the components in this country then we can imagine what will happen with the nation's food needs in the future. Various obstacles do occur in the development of the agricultural sector in this nation, these obstacles also in farming communities, especially roses that will be discussed in this study. Some of the obstacles that are common among others, the costs of production, marketing and price though of course there are many other constraints.

Repair and appropriate solutions to overcome these obstacles must urgently needed by farmers is a special community of farmers rose for the proper handling will ensure the development and discontinuity in the agricultural business, the failure to address the problem will only support farmers for leaving the activity pertaniaanya and will culminate in search another attempt will lahannyapun even jual. To 2017 in this community in village Mawar farmers Karangpring District of Sukorambi still rely on simple methods to manage agricultural land roses, marketing was still in Jember area alone and the price is still affected with certain days are means that on Christmas day, for example, the price of their products relatively more expensive as demand increases but on the other days of their products relatively cheaper price even did not sell as well as rotten and it cause any harm to them.

Improvements to the minimization of production costs while maintaining the quality of the product, the marketing system is more developed and price fixing agreements between farmers Roses will support the advancement of the continuous development and the agricultural business. Rural farming communities roses roses Karangpring besides farming they also become sellers of their own products and sales are only in Jember region alone. Karangpring village is part of the District Sukorambi Jember district, in the village community Karangpring too known as farmer community but rose as the central farm is located in the hamlet roses and Penanggungan Pakel Karangpring village. Rural farming communities rose in Karangpring been handed down but this time quite a lot of roses in Karangpring farming communities has left the business because they often suffered losses. The need for the minimization of costs of production and marketing system wider and better prices will certainly help the farming community rose to exist run this business. The formulation of the problem in this research discusses about whether there is influence production costs, marketing and

pricing to the public in the decision to plant the roses while for the purposes of this study for analyze the impact of the cost of production, marketing and pricing of the community's decision to plant roses.

### **Literature Review**

The cost of production, marketing, and price is important part in the agricultural world, including in the agricultural sector rose because some of these factors are mutually related to each other, the cost of production is relatively low will be possible farmers will be more benefits, as well as marketing area will also support the demand for more and this will have an effect on the increase of production, and the price is constant or is not easily changed, this will benefit the farming community rose itself, considering if the 25th of December for example, the price of 1 crackle of small size flower rose to 15,000 rupiah and in addition to the big day price is only 5,000 roses every single crackle of small size.

Cost is the money spent to hold something, could also be called the cost or expense (KBBI Offline Ver 1.3: 2014). In this case can be attributed to the entire expenditure for the production process rose by farmers from start to finish (up interest in selling to the consumer). Cost of production is the cost of covering the cost of obtaining materials, wages and indirect costs (KBBI Offline Ver 1.3: 2014) .Cost production are costs incurred to produce the raw materials into finished products consist of raw material costs, direct labor costs and factory overhead costs (Kauthar Riza: 2013) .In relation to the rose farm production costs could include the provision of seeds, fertilizer, labor costs and other maintenance costs. Knowledge of the total production cost is actually required in the know by farmers because it will provide detailed information related to the information gain or loss suffered by farmers. Positive difference in production costs in the total sales value is the value of the rupiah benefit farmers while the negative-gap in production costs in the total value of sales is nilah rupiah losses suffered by farmers.

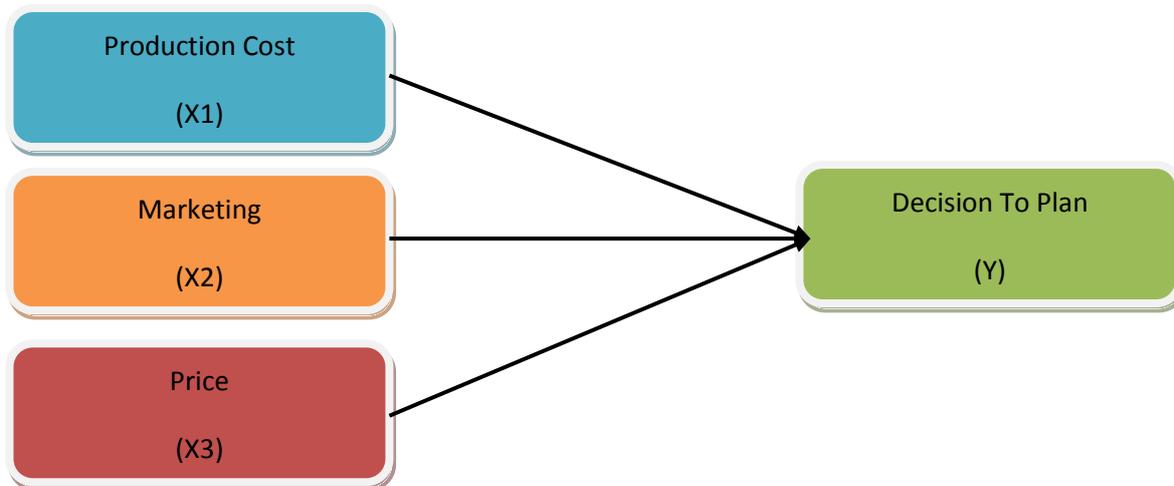
Marketing is a social process that involves important activities that allow individuals and companies get what they need and want through exchange with other parties and to develop exchange relationships (Boyd, Walker & Larreche: 2000). The scope of this definition are producers and consumers alike have needs related to their social processes in marketing itself, manufacturers want their products (roses) sold in the market or in other words the producers want to continue to exist existence by trustworthiness to meet the needs of consumers while consumers themselves want or need a value of the products or services they buy, they will attempt to sense the value of the product or service and later they will decide whether they are satisfied or not, so that the consumer needs is satisfaction.The point for consumers satisfied then they will make a purchase or reuse services or products. Marketing is a social process in which individuals and groups obtain what they need and want with the creating, offering, and freely exchanging products and services of value with others (Kotler: 2009). Marketing can be products and services created and offered that in the end there is an expression of value that can be accepted by the customer and delivery of this value still keep in touch

with satisfaction later on, marketing itself there in order to meet the needs and desires of consumers so that anyone who can meet the needs and desires of consumers then they can move well in the world of marketing, of course depending on the focus they take if marketing the product or marketing services or a combination of both. Marketers who understand the needs and desires of consumers will maintain and continue to develop the achievement of customer satisfaction because they certainly understand the benefits of it. The marketing concept is a business philosophy that says that the desire of the consumer satisfaction is the basic truth of the social and economic life of a company (William J Stanton: 1993). Consumer satisfaction is life goes from a manufacturer, the manufacturer of the rose that holds the marketing concept that refers to and the interests of consumers or customers to always get satisfaction from product A which they sell is by itself a manufacturer of roses will be advanced and developed because after all steps to always maintain and create even improve on customer satisfaction is a good step and right.

Price is the monetary unit or other sizes that are exchanged in order to acquire the right of ownership or use of goods or services. (Fandy Tjiptono: 2008). Talking about the price it will be increasingly clear that the price is at the core of their agreements and disagreements in trade transactions, with the agreement between producer and consumer prices will be established sale and purchase transactions. The deal price could be called as a form of objective price and the price when bargaining could be called as prices subjective. Price is the amount of money plus some products that may be required to obtain a combination of products and services (Basu Swastha:2000). Pricing can also be interpreted as a sacrifice to be incurred by the consumer to acquire goods or products. If the prices set by traders and farmers rose is not negotiable then it is an advantage to farmers rose for by statute prices without negotiable then the farmers would have got the advantage but that happens interest rates that have been established are still offered by the consumer so if there is an agreement according to customer demand then prices benefit farmers / traders relatively smaller roses.

The theoretical framework and hypotheses can be explained as follows:

### **The theoretical framework**



Based on the description of existing problems, could appear as follows research hypothesis:

H1: Production Costs positive and significant effect on the decision to plant roses.

H2: Marketing positive and significant impact on the decision to plant roses.

H3: Prices positive and significant impact on the decision to plant flowers rose.

## Research Methodology

Engineering The samples in this study using purposive sampling technique is technique of sampling or sampling with particular consideration. Suppose to be carried out research on the farming community and farmers rose into marketers / sellers of their own products, then sampled are farmers, as well as a marketer / seller roses.

The independent variable or variables are variables that affect the decision of the community in planting roses, these variables include the cost of production (X1), marketing (X2) and price (X3), then the dependent variable is a form variable that is bound while in the category of dependent in this study was the decision to plant a rose (Y). This study obtained data by distributing questionnaires, interviews, observation and literature study while data processing techniques conducted in stages, editing, coding and tabulation. Data analysis techniques used are validity, reliabilitytest, normality the datatest, multicollinearitytest, heterocedasticitytest, test, regression t test and coefficient of determination (R<sup>2</sup>).

## Data Analysis and Interpretation

Based on research that has been done by distributing questionnaires to the farmers rose in the village Karangpring District of Sukorambi where variable independently includes X1 (Production

Costs) X2 (Cost Marketing) and X3 (Price) as well as variable dependently is Y (Decision Planting Flowers roses). Distribution of questionnaires carried out on 18 to March 19, 2017 to 28 respondents, for more details, here served a total score of each of the variables included in the questionnaire as in the table below.

**Total Score From Each and Every variable**

Number Responden	Total Score			
	X1	X2	X3	Y
1	455000	180000	2675000	2040000
2	385000	175000	2210000	1650000
3	455000	180000	2660000	2025000
4	455000	180000	2690000	2055000
5	750000	195000	3700000	2755000
6	580000	190000	3050000	2280000
7	410000	175000	2265000	1680000
8	660000	220000	3500000	2620000
9	475000	180000	2705000	2050000
10	455000	180000	2745000	2110000
11	485000	180000	2685000	2020000
12	505000	210000	2725000	2010000
13	385000	175000	2160000	1600000
14	540000	185000	3220000	2495000
15	555000	210000	3220000	2460000
16	455000	180000	2670000	2035000
17	580000	210000	3225000	2435000

18	455000	180000	2635000	2000000
19	455000	180000	2675000	2040000
20	455000	180000	2775000	2140000
21	385000	175000	2180000	1620000
22	480000	180000	2920000	2260000
23	455000	180000	2835000	2200000
24	530000	215000	3100000	2355000
25	455000	180000	2675000	2040000
26	455000	180000	2850000	2215000
27	480000	180000	2930000	2270000
28	580000	220000	3315000	2515000

Data Processed: April 2017

## Validity

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Production Cost	5151071,43	462022883597,88 4	,922	1,000	,758
Marketing Cost	5455178,57	556119411375,66 1	,703	1,000	,866
Price	2821428,57	142966402116,40 2	1,000	1,000	,531
Decision To Plant Rose	3500892,86	217981580687,83 1	,984	1,000	,468

Data Processed: April 2017

Each value in the column Corrected Item Total Correlation is compared with the value of r in table r with degrees of freedom n-2 where n is the number of respondents and in this research there were 28 respondents, so the value used in this case is a table r with degrees of freedom 26 and the obtained value of 0.3739. Valid statement is that having Corrected Item-Total Correlation above table r value ( $r_{count} > r_{table}$ ). In this study it can be concluded that the item questionnaire was completed by respondents is valid. The value of r is calculated from the cost of production (X1) > of the r value

table (0.922 > 0.3739), the value of r calculate marketing costs (X2) > of the r value table (0.703 > 0.3739), the value of r count price (X3) > of the r value table (1.000 > 0.3739) and the value of r count grow roses decision (Y) > of the r value table (0.984 > 0.3739).

### Test Reliability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.785	.948	4

Data Processed: April 2017

Value Cronbach Alpha in this study will be used value of 0.6 on the assumption that the list of questions to be tested will be said to be reliable if the value of Cronbach Alpha  $\geq 0.6$  ( Nunally, 1996 in Imam Ghozali, 2011 ) Terms of a measuring instrument indicates that the higher reliability is when the reliability coefficient (α) are approaching one. If the coefficient alpha (α) of greater than 0.6 is considered a reliable gauge or can pitch internal consistency reliability and vice versa when alpha is smaller than 0.6, it is considered less reliable or there are no internal consistency reliability. In this research shows that in the reliability test on the can value cronbach's alpha of 0.785, which means greater than 0.6 (0.785 > 0.6) so that it can be concluded that the list of questions that tested in this study is reliable.

### Normality Test Data

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	28	.00000	.00000	0E-7	0E-8	-.793	.441	.675	.858
Valid N (listwise)	28								

Data Processed: April 2017

From this table can be calculated skewness value ratio is  $-0.793 / 0.441 = -1.798$  and kurtosis value ratio is  $0.675 / 0.858 = 0.786$ . If the value of the ratio of skewness and ratio kurtosis between -2 to +2 niali it can be concluded that the data distribution is normal. The value of the ratio of skewness and kurtosis ratio in this study were between the value of -2 to +2 finished so that the

distribution of the data from this study is normal.

### Test of Multikolinarietas

Descriptive Statistics

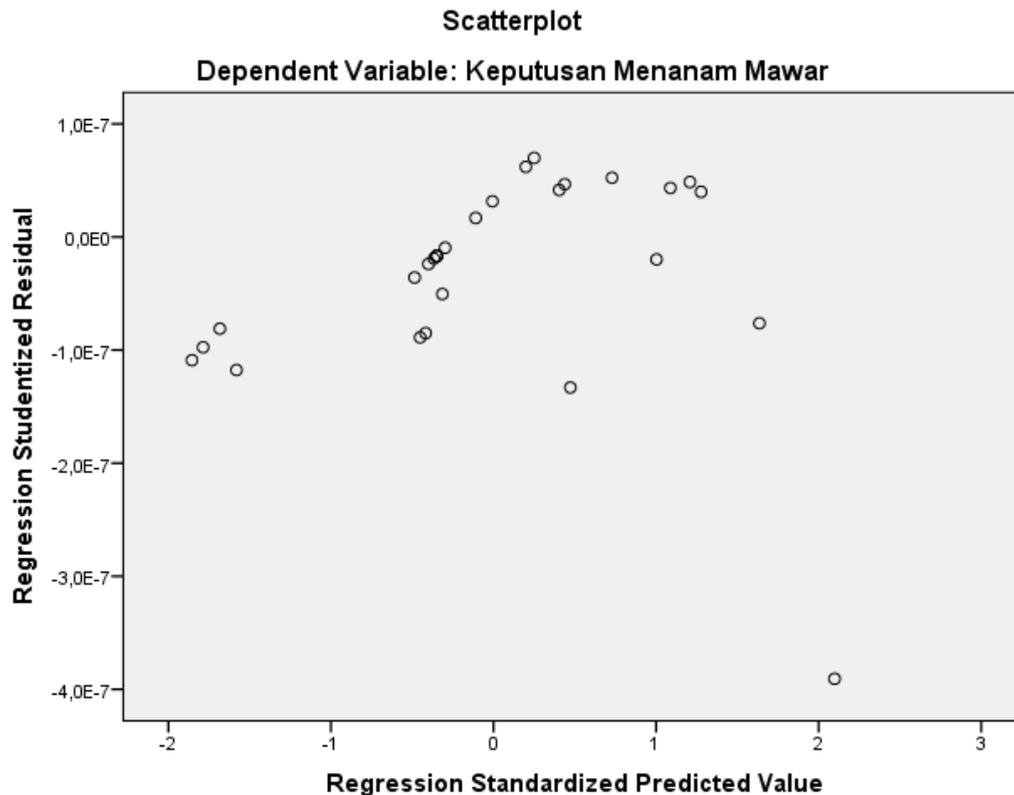
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Unstandardized Residual	28	,00000	,00000	0E-7	0E-8	-,793	,441	,675	,858
Valid N (listwise)	28								

a. Dependent Variable: Decision To Plant Rose

Processed Data: April 2017

Test multikolinarietas to see VIF for each variable is greater than 10 or not. If the value of VIF is greater than 10 then indicated the model has multikolinarietas symptom, if less than 10 then it does not happen multikolinarietas. Based on the above table VIF value of this research is worth under 10 so that this does not happen multikolinarietas research. VIF value of the variable production cost (X1) of 8.567 variable values Marketing Costs (X2) is 2.112 and the value of variable Price (X3) of 8.492.

### Test heterokedastisitas



If there is a specific pattern on the graph scatterplot like dots that form a regular pattern (wavy, spread later narrowed), it can be concluded that there has been heteroskedasticity, otherwise if there is no clear pattern and dots spread the measure is not heterokedasticity occur. Interpretation output by output scatterplot scatterplot graph above shows that the dots spread and does not form a specific pattern that clear so that it can be concluded that there was no trouble heteroskedasticity in this study.

### Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the effect of each independent variable in the form of cost of production (X1), marketing costs (X2), and price (X3), the dependent variable is the decision to plant roses (Y) , In this analysis used a statistical method which is a method of multiple linear regression using SPSS (Statistical Program For Social Science), the function of the regression equation is as follows:  $Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + \epsilon$ . Furthermore, to facilitate will be described in the following table as a result of data if multiple linear regression analysis using SPSS software.

### Output Regression (correlations)

#### Correlations

		Decision To Plant Rose	Production Cost	Marketing Cost	Price
Pearson Correlation	Decision To Plant Rose	1,000	,895	,670	,994
	Production Cost	,895	1,000	,716	,937
	Marketing Cost	,670	,716	1,000	,713
	Price	,994	,937	,713	1,000
Sig. (1-tailed)	Decision To Plant Rose	.	,000	,000	,000
	Production Cost	,000	.	,000	,000
	Marketing Cosat	,000	,000	.	,000
	Price	,000	,000	,000	.
N	Decision To Plant Rose	28	28	28	28
	Production Cost	28	28	28	28
	Marketing Cost	28	28	28	28
	Price	28	28	28	28

Data Processed: April 2017

In the table of correlations can be explained as follows:

1. Matrix correlation between variables Production Costs (X1) with the decision to plant rose (Y) obtained by the probability of  $r = 0.895 = 0.000 < 0.05$ , which means that there is a significant relationship or correlation between the Cost of Production (X1) with the decision to plant roses (Y).
2. Matrix Marketing Costs correlations between variables (X2) the decision to plant roses (Y) obtained by the probability of  $r = 0.670 = 0.000 < 0.05$ , which means that there is a significant relationship or correlation between Marketing Costs (X2) the decision to plant roses ( Y).
3. Correlation matrix between variables Price (X3) with the decision to plant roses (Y) obtained by the probability of  $r = 0.994 = 0.000 < 0.05$ , which means that there is a significant relationship or correlation between price (X3) with the decision to plant roses (Y) ,

As for the variables inserted or removed variables and methods used when analyzed with SPSS software tools or can be explained in the following table.

### Output Regression (Variables Entered / Removed)

This study variables included are variable production costs, marketing costs and prices as a predictor, for the methods used when the data with SPSS software is a stepwise method.

### Hypothesis Testing

### The t-test (t - test)

tes measurements intended to determine whether the individual is no influence between independent variables with the dependent variable. Partial test for each regression coefficient was tested to determine the effect of partially between the independent variables with the dependent variable. Testing each regression coefficient is said to be significant if the absolute value of  $t > t_{table}$  or significance probability value of less than 0.05 (confidence level is selected), the null hypothesis ( $H_0$ ) is rejected and the alternative hypothesis ( $H_a$ ) is accepted, otherwise said to be insignificant if the value of  $t < t_{table}$  or more besardari significance probability value of 0.05 (confidence level is selected), the null hypothesis ( $H_0$ ) is received and the alternative hypothesis ( $H_a$ ) is rejected. To test this t following can be described in this table as the output of data analysis using SPSS software.

### Output Regression (Coefficientsa)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-25382,659	47712,255		-,532	,599
	Price	,768	,017	,994	45,817	,000
2	(Constant)	-114811,467	16452,334		-6,978	,000
	Price	,986	,015	1,276	63,741	,000
	Production Cost	-1,071	,071	-,301	-15,049	,000
3	(Constant)	3,372E-009	,022		,000	1,000
	Price	1,000	,000	1,294	80797743,953	,000
	Production Cost	-1,000	,000	-,281	-17499901,421	,000
	Marketing Cost	-1,000	,000	-,051	-6346871,453	,000

a. Dependent Variable: Decision To Plant Rose

Processed Data: April 2017

According to Coefficients<sup>a</sup> significance probability value of the Cost of Production (X1), Marketing Costs (X2) and Price (X3), worth 0.000 significance that, when translated into  $0.000 < 0.05$ , which means no significant effect either on the Cost of Production (X1), Marketing Costs ( X2) and Price (X3) against the decision of the community in planting roses. After comparing the value of the significance of the chosen level of confidence that is 0.05 then it will try to be compared between the results from the table t and t, while the value of t the tables of this study  $df = n-1$  ( $df = 28-1 = 27$ ) t table value is 2.05183. T value variable production cost (X1)  $-17,499,901.421 < 2.05183$ , which means

there is no significant impact production costs on society's decision to plant roses (Y), but if we value as a whole and refers to the value of the probability of significance 0,000 then it can be considered more appropriate that the relatively smaller production costs will support the decision of the community in planting roses, of course, with a relatively small cost of production will increase the profits of farmers rose. Furthermore t value variable Marketing Costs (X2)  $-6,346,871.453 < 2.05183$ , which means there is no significant influence of marketing costs to society in the decision to plant roses (Y), but if we value as a whole and refers to the value of the probability of significance namely 0,000 then it can be considered more appropriate that the relatively smaller marketing costs will support the decision of the community in planting roses, of course, with relatively little marketing costs will increase the profits of farmers rose. The t value of variable Price (X3) is  $80,797,743.953 > 2.05183$ , which means no significant effect on the price decision of the people in growing roses (Y), this means that with the relatively high prices will support the income of roses farmers so that farmers will decide roses develop business because it was felt the profit of the business rose.

#### Analysis The coefficient of determination (R<sup>2</sup>)

The coefficient of determination (R<sup>2</sup>) is used to determine the variation of the percentage of independent variables in the model can be explained by the dependent variable. The coefficient of determination (R<sup>2</sup>) showed in percentage, to facilitate the calculation of the percentage can be seen in the following table.

#### Output Regression (Model Summary)

#### Output Regresi Linier Berganda (Model Summary)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,994 <sup>a</sup>	,988	,987	32940,589
2	,999 <sup>b</sup>	,999	,999	10591,882
3	1,000 <sup>c</sup>	1,000	1,000	,009

a. Predictors: (Constant), Price

b. Predictors: (Constant), Price, Production Cost

c. Predictors: (Constant), Price, Production Cost, Marketing Cost

On models table summary of this can be explained to model1 explain the value of the correlation or relationship (R) Price (X3) with the decision to plant roses (Y) that is equal to 0.994 and an explanation magnitude of the percentage price variables influence on the decision to plant roses is called the coefficient of determination is the result of the measurement of the output R. from the coefficient of determination (R<sup>2</sup>) in model 1 of 0.988 which can be interpreted that the price of independent variables on the dependent variable is the decision to plant roses amounted to 98.8%.

Furthermore, it can be explained that the percentage of production costs influence on the decision to plant roses is  $99.9\% - 98.8\% = 1.1\%$  and the percentage of influence on the decision to plant marketing costs rose by  $100\% - 99.9\% = 0.1\%$ .

### **Data Interpretation**

Research with the title analysis of the effect of the cost of production, marketing and pricing of the decision of the people in growing roses (Study on Farmer community of roses Village Karangpring Jember) with the number of respondents 28 people distributed in Jalan Gajah Mada Jember, Tanjung Market Jember Jember and Gebang market shows the results of research in which, if judged by the test of validity can be concluded that the item questionnaire was completed by respondents is valid. The value of  $r$  is calculated from the cost of production (X1) > of the  $r$  value table (0.922 > 0.3739), the value of  $r$  calculate marketing costs (X2) > of the  $r$  value table (0.703 > 0.3739), the value of  $r$  count price (X3) > of the  $r$  value table (1.000 > 0.3739) and the value of  $r$  count grow roses decision (Y) > of the  $r$  value table (0.984 > 0.3739), then judged by a reliability test of this research indicate that the reliability test on the canvalue cronbach`s alpha of 0.785, the which means greater than 0.6 (0.785 > 0.6) so that it can be concluded that the list of questions that tested in this study is reliable.

Classical assumption test Including normality test, multikolinarietas and heterokedastisitas can result as follows:

1. Test for normality, skewness value ratio is  $-0.793 / 0.441 = -1.798$  and kutosis value ratio is  $0.675 / 0.858 = 0.786$ . If the value of the ratio of skewness and ratio kurtosis between -2 to +2 niali it can be concluded that the distribution of data is normal. The value of the ratio of skewness and kurtosis ratio in this study were between the value of -2 to +2 finished so that the distribution of the Data from this study is normal.
2. Multikolinariety test to see VIF value for each variable is greater than 10 or not. If the value of VIF is greater than 10 then indicated the model has multikolinarietas symptom, if less than 10 then it does not happen multikolinariety. Based on the above table VIF value of this research is worth under 10 so that the study did not not happen multikolinariety. VIF value of the variable production cost (X1) of 8.567 variable values Marketing Costs (X2) is 2.112 and the value of variable Price (X3) of 8.492.
3. Heterokedasticity test can be seen from the graph scatterplot where if there is a specific pattern on a scatterplot graph as dots that form a regular pattern (wavy, spread later narrowed), it can be concluded that there has been heteroskedastisitas, otherwise if there is no clear pattern as well as titik- point spread then the indication is not happening heterokedastisitas. Interpretation output by output scatterplot scatterplot graph shows that the dots spread and does not form a specific pattern that clear so that it can be concluded

that there was no trouble heteroskedasticity in this study.

Based on the multiple linear regression analysis test can be described as follows:

1. Matrix correlation between variables Production Costs (X1) with the decision to plant roses (Y) obtained by the probability of  $r = 0.895 = 0.000 < 0.05$ , which means that there is a significant relationship or correlation between Production costs (X1) with the decision to plant roses (Y).
2. Matrix Marketing Costs correlations between variables (X2) the decision to plant roses (Y) obtained by the probability of  $r = 0.670 = 0.000 < 0.05$ , which means that there is a significant relationship or correlation between Marketing Costs (X2) the decision to plant roses (Y).
3. Correlation matrix between variables Price (X3) with the decision to plant roses (Y) obtained by the probability of  $r = 0.994 = 0.000 < 0.05$ , which means that there is a significant relationship or correlation between price (X3) with the decision to plant roses (Y),

Ttes measurements intended to determine whether the individual is no influence between independent variables with the dependent variable, after comparing the value of the significance of the chosen level of confidence that is 0.05 then it will try to be compared between the results from the table t and t, while the value of t the tables of this study  $df = n-1$  ( $df = 28-1 = 27$ ) the value of t table is 2.05183. T value variable production cost (X1)  $-17,499,901.421 < 2.05183$ , which means there is no significant impact production costs on society's decision to plant roses (Y), but if we value as a whole and refers to the value of the probability of significance 0,000 then it can be considered more appropriate that the relatively smaller production costs will support the decision of the community in planting roses, of course, with a relatively small cost of production will increase the profits of farmers rose. Furthermore t value variable Marketing Costs (X2)  $-6,346,871.453 < 2.05183$ , which means there is no significant influence of marketing costs to society in the decision to plant roses (Y), but if we value as a whole and refers to the value of the probability of significance namely 0,000 then it can be considered more appropriate that the relatively smaller marketing costs will support the decision of the community in planting roses, of course, with relatively little marketing costs will increase the profits of farmers rose. The t value of variable Price (X3) is  $80,797,743.953 > 2.05183$ , which means no significant effect on the price decision of the people in growing roses (Y), this means that with the relatively high prices will support the income of roses farmers so that farmers will decide roses roses develop business because it was felt the profit of the business rose.

The coefficient of determination ( $R^2$ ) is used to determine until the percentage of variation of the independent variable in the model can be explained by the dependent variable, can be explained to model1 explain the value of the correlation or relationship (R) Price (X3) with the decision to plant roses (Y) that is equal to 0.994 and explanation of the effect of variable magnitude of the percentage

of the price to the decision to plant roses is called the coefficient of determination is the result of the measurement of the output R. from the coefficient of determination (R<sup>2</sup>) in model 1 of 0.988 which can be interpreted that the independent variables on the dependent variable prices roses planted decision amounted to 98.8%, can further explained that the percentage of production costs influence on the decision to plant roses is  $99.9\% - 98.8\% = 1.1\%$  and the percentage of influence on the decision to plant marketing costs rose by  $100\% - 99.9\% = 0.1\%$

### **Conclusions and Recommendations**

Regarding deng an objective of the study it can be concluded as follows.

The most dominant variable influence on the decision to plant roses of three variables are variables Price (X3) with a percentage of 99.4%, followed variables Production Costs (X1), with a percentage of 89.5% and a variable Marketing Costs (X2) with percentage of 67%, while if judged partially or individually variable production cost (X1), Marketing Costs (X2) and Price (X3) significantly affects decisions in growing roses (Y), it is judged from the value of the probability of significance, all of which 0,000 worth of these three variables, which when translated into  $0.000 < 0.05$ , which means no significant effect either on the Cost of Production (X1), Marketing Costs (X2) and Price (X3) against the decision of the community in planting roses (Y) ,

Factors of Production Costs (X1), Marketing Costs (X2), and price (X3) simultaneously or jointly influence the decision in planting of flower rose (Y) with a percentage of 100% to details Production Costs (X1), with a percentage of 1.1 %, Marketing Costs (X2) with a percentage of 0.1%, and the price (X3) with a percentage of 98.8%.

Advice - advice that could be or may be given by researchers to farmers rose in the village Karangpring District of Sukorambi are as follows:

Farmers' income rose generally also be flower sellers need to think of new strategies to increase earnings this could be done by looking for ways to they planted roses can be more durable and not easily wither and rot ascertained that when this happens the rose growers may experience a loss.

Required the establishment of a group of farmers in the village Karangpring roses that can later be cemented farming roses, with roses organized farmer groups, it can find new breakthroughs that will support the success of farmers rose.

Required the development of network marketing is certainly better to be clustered first, a broader marketing network is needed especially at harvest time rose, while these farmers and sellers of roses stagnant in terms of marketing the beralokasi at Jl. Gajah Mada Jember, Jember Tanjung Market and Market Gebang Jember.

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