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International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration

THE INFLUENCE OF BELIEFS, SOCIAL NORMS, AND SOCIAL NETWORKS ON MARKETING WITH INNOVATION AS AN INTERVENING VARIABLE (CASE STUDY: ORNAMENTAL PLANT FARMING IN TANJUNG MORAWA DISTRICT DELI SERDANG REGENCY)

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Abstract

This study aims to determine the effect of trust, social norms, and social networks on marketing through innovationin Tanjung Morawa District, Deli Serdang Regency. This research was conducted in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency. the population is all ornamental plant farming farmers in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency, namely 160 farmers. Sampling was determined using the Slovin formula and a sample of 84 farmers was determined. To determine the effect of trust, social norms, and social networks on marketing through innovation in Tanjung Morawa District, Deli Serdang Regency, statistical analysis was used with the path analysis method. The results of this study indicate that there is a direct significant effect between the variables of trust, social norms and social networks on innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. Directly there is a significant influence between the variables of trust, social norms, social networks and innovation on marketing in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. Directly or indirectly the variables of trust, social norms and social networks through marketing have a significant influence on innovation, meaning that innovation can mediate between social norms and marketing.

Keywords: ***Trust, Social Norms, Social Networks, Marketing, Innovation***

1. INTRODUCTION

Ornamental plants are flower or leaf plants that have market characteristics with beautiful shapes and colors that can be developed generatively or vegetatively. Ornamental plant groups are a part of horticulture. The demand for ornamental plants is increasing, both in rural and urban areas. Ornamental plants are no longer seen in house yards but have entered offices, hospitals, hotels and even roads. Thus the ornamental plant market is getting wider. Ornamental plants have various types, both local and non-local. Ornamental plants have high economic value so they can be cultivated. Ornamental plants are not only enjoyed for their beauty but also have their respective functions. For example, ornamental mosquito repellent plants planted around the house. Ornamental plants can also provide a sense of economic value. This is because the farming of ornamental plant cultivation is an activity that requires a lot of manpower, so the cultivation of ornamental plants as a provider of employment. Ornamental plants also have a high selling value so that they promise good profits and high economic yields. Ornamental plant business activities are developing in various regions in Indonesia and play a role as a center of economic growth which is quite important. At present, ornamental plant business activities are carried out commercially, which are able to drive the growth of the goods and services industry. The development of ornamental plant business activities in the country is associated with increased consumer income, demands for environmental beauty, development of the tourism industry, construction of housing complexes, hotels and offices. The development of the use of ornamental plants, the demand for the

domestic market in recent years has increased quite sharply causing the ornamental plant production sector in various regions to become more active and view this as an opportunity to meet consumer needs (Agung, et al., 2017).

Table 1. Production of Ornamental Plants by District and Plant Types in Deli Serdang Regency (stalk), 2021

No	Subdistrict	Orchid	Herbras	Chrysanthemum	Rose	Jasmine	Palm
1	Red mountain	-	-	-	-	-	-
2	Upper STM	-	-	-	-	-	-
3	Sibolangit	-	-	-	-	-	-
4	Kutalimbaru	-	-	-	-	-	-
5	Stone Fountain	98	-	-	-	12	-
6	Name Rambe	-	-	-	-	-	-
7	Blue-Blue	-	-	-	-	-	-
8	STM Downstream	-	-	-	-	-	-
9	Ancient Wake	-	-	-	-	-	-
10	Poor	-	-	-	-	-	-
11	**Cape Morawa**	**10.195**	**2,495**	**1,100**	**2,485**	**267**	**2,400**
12	Patumbak	-	-	-	-	-	-
13	Old Deli	-	-	-	-	-	-
14	Sunggal	-	-	-	-	-	-
15	Silver Expanse	-	-	-	-	-	-
16	Labuhan Deli	-	-	-	-	-	-
17	Percut Sei Tuan	-	-	2,320	2,325	885	743
18	Quiz Bar	280	-	-	-	-	-
19	Pumpkin Beach	-	-	-	-	-	-
20	banyan	-	-	-	-	-	-
21	Lubuk Pakam	-	-	-	-	-	-
22	Merbau Fence	-	-	-	-	-	-
Deli Serdang Regency		**10,573**	**2,495**	**3,420**	**4,810**	**1,164**	**3.143**

Source: Central Bureau of Statistics for Deli Serdang Regency, 2022

From table 1 it can be concluded that the Tanjong Morawa sub-district is a sub-district that produces more than other sub-districts in Deli Serdang Regency. Where Tanjung Morawa District is a center for buying and selling ornamental plants, especially in Bangun Sari Village.

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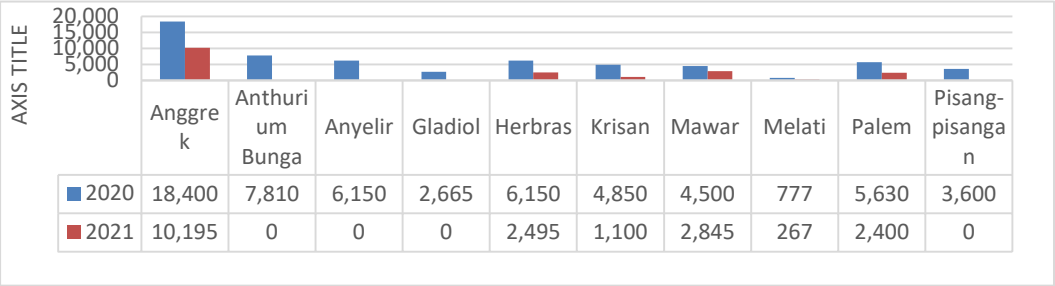
Figure 1. Production of Ornamental Plants by District and Type of Plants At Tanjung Morawa Deli Serdang (stalk), 2020 and 2021



Source: Central Bureau of Statistics for Deli Serdang Regency, 2022

From Figure 1 above, it can be seen that the production of ornamental plants in Tanjung Morawa District will decrease in 2021. Farmer productivity is inseparable from the social capital found in the farmer's environment. Growing farmers have an environment of social capital that is able to increase farmers' knowledge and insight (Harahap and Herman, 2018). The results of observations related to the marketing of ornamental plants in Tanjung Morawa District by conducting a direct pre-survey of 20 farmers obtained the following data:

Table 2. Pre-Marketing Survey Results

No.	Marketing Statement	Answer Yes		Answer No	
		Frequency (Person)	Percentage (%)	Frequency (Person)	Percentage (%)
	I did market analysis for the development of ornamental plant farming	6	30	14	70
	I become one of the permanent distributors or suppliers of ornamental plants in an area	12	60	8	40
	There is uniformity in selling prices with ornamental plant farming business actors	7	35	13	65
	I have an understanding of ornamental plant business marketing management	6	30	14	70

Source: Primary data, processed by researchers.

Based on the data in table 2 above, it was found that there were problems with the marketing carried out by ornamental plant farming business actors in Tanjung Morawa District. Of the 4 questions asked by the researcher, 3 of them received negative answers, which was indicated by the more dominant respondents who answered "No" compared to those who answered "Yes". The results of the pre-survey indicated that the marketing problems in the ornamental plant farming business in Tanjung Morawa District were that the ornamental plant farming business actors did not conduct market analysis related to their business development, there was no uniformity of selling prices set by business actors, and the lack of understanding of business actors regarding marketing management.

The results of observations related to trust in the ornamental plant business in Tanjung Morawa District by conducting a direct pre-survey of 20 farmers obtained the following data:

Table 3. Results of the Pre Trust Survey

No.	Trust Statement	Answer Yes		Answer No	
		Frequency (Person)	Percentage (%)	Frequency (Person)	Percentage (%)
.	I am confident when I make the decision to start a business	15	75	5	25
.	I cooperate with all ornamental plant farmers in my area	6	30	14	70
.	I believe that my ornamental plant business is very efficient and effective in competing in the market	8	40	12	60
.	I am a member of many ornamental plant business communities	3	15	17	85

Source: Primary data, processed by researchers.

Based on the data in table 3, it can be seen that there are several problems of trust in ornamental plant farming in Tanjung Morawa District, this is shown by the results of the pre-survey where out of the 4 statements submitted, 3 of them received a negative response from respondents. Problems regarding trust found include not creating mutual trust with fellow ornamental plant farmers so that good cooperation is not established, having doubts about the efficiency and effectiveness of the business in an effort to compete in the market, and not trusting the ornamental plant business community so they do not have the desire to join it even though joining in many communities will add many relationships, knowledge as well as become a forum for marketing ornamental plant products.

As for the results of observations related to social norms in the ornamental plant business in Tanjung Morawa District by conducting a direct pre-survey of 20 farmers, the data obtained are as follows:

Table 4 Results of Pre-Survey of Social Norms

No.	Statement of Social Norms	Answer Yes		Answer No	
		Frequency (Person)	Percentage (%)	Frequency (Person)	Percentage (%)
.	I know how to treat fellow ornamental plant growers	18	90	2	10
.	I carry out activities in accordance with the habits that exist in society	13	65	7	35
.	Ornamental plant farmers arrange good behavior towards fellow ornamental plant farmers	5	25	15	75
.	There are customs that must be followed in social life	18	90	2	15

Source: Primary data, processed by researchers.

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Based on the data obtained in table 4, information is obtained regarding the social norms of ornamental plant business farmers in Tanjung Morawa District. Of the 4 statements submitted, 3 of them received a "Yes" response while the other 1 received a "No" response. Based on the results of the pre-survey, problems related to social norms were found, namely farmers did not respect each other with other farmers, this was triggered by competition in controlling the ornamental plant market which was increasingly inevitable so that it sometimes gave rise to indifference to the presence of other ornamental plant business actors around it. As for the results of observations related to social networks in the ornamental plant business in Tanjung Morawa District by conducting a direct pre-survey of 20 farmers, the data obtained are as follows:

Table 5. Results of the Pre-Social Network Survey

No.	Social Network Statement	Answer Yes		Answer No	
		Frequency (Person)	Percentage (%)	Frequency (Person)	Percentage (%)
.	I have a good relationship with ornamental plant farmers	8	40	12	60
.	I explore opportunities to get to know lots of new people to make it easier to introduce my ornamental plant business	15	75	5	25
.	I establish a harmonious relationship with consumers as a target market for ornamental plants	17	85	3	15
.	I introduce the ornamental plant business to consumers and the wider community through social media	2	10	18	90

Source: Primary data, processed by researchers.

Based on the data in table 5, information was obtained about the results of the pre-survey related to social networks in the ornamental plant business in Tanjung Morawa District. Of the 4 statements submitted, 2 of them received a more dominant response stating "Yes" and 2 others received a more dominant response stating "No". Based on the results of the pre-survey, social network problems were found, including the lack of good relations among ornamental plant farmers and the lack of ability of farmers to use social media, which made it difficult for farmers to introduce their ornamental plant products and reach consumers from various groups through social media. The results of observations related to innovation in the ornamental plant business in Tanjung Morawa District by conducting a direct pre-survey of 20 farmers obtained the following data:

Table 6. Results of the Pre-Innovation Survey

No.	Innovation Statement	Answer Yes		Answer No	
		Frequency (Person)	Percentage (%)	Frequency (Person)	Percentage (%)
.	I have the ability to innovate to produce new types of quality ornamental plants	5	25	15	75
.	I innovate in introducing ornamental plant businesses so that consumers	6	30	14	70

	are better known in the market				
.	I strive to produce unique ornamental plant products to make it easier to attract consumer interest	5	25	15	75
.	I made innovations in the marketing system for ornamental plant products that are more oriented towards customer satisfaction	5	25	15	75

Source: Primary data, processed by researchers.

Based on the data in Table 8, it was found that there were innovation problems in ornamental plant farming in Tanjung Morawa District. It is known that from the 4 statements submitted, all received a negative response, indicated by the more dominant respondents who answered "No" compared to those who answered "Yes". Based on the results of the pre-survey, it was found that farmers do not have the ability to innovate in producing new types of quality ornamental plants, are unable to innovate in introducing their business so that consumers are better known, are unable to attract consumer interest through unique ornamental plant innovations and do not innovate in the marketing system and prefer to stick with the old marketing system.

2. RESEARCH METHOD

The research will be conducted in March 2023 and located in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency. The reason for choosing the location of this research was that Tanjung Morawa District is an area where the majority of the population are ornamental plant farmers, making the area the center for buying and selling ornamental plants. The form of this research is a quantitative descriptive research with the method of observation (survey) and observations in the field. The population in this study were all ornamental plant farming farmers in Bangun Sari Village, Tanjung Morawa District, Deli Serdang Regency, namely 160 farmers. Sampling was determined using the Slovin formula in Umar (1998) so that the sample for this study was determined as many as 84 farmers. In this study using a path analysis model (Path Analysis) with the help of SPSS.

3. RESULTS AND DISCUSSION

3.1.Validity Test

As for the significance of 5% or 0.05, the results for the rtable (df=n-3) were 0.380. The statement is said to be valid if rcount> rtable. For more details, the results of the validity test can be seen in the following table:

Table 7. Validity Test Results

Variable	Statement	rcount	rtable	Status
Trust (X1)	1	0.854	0.380	Valid
	2	0.901	0.380	Valid
	3	0.906	0.380	Valid

	4	0.932	0.380	Valid
	5	0.873	0.380	Valid
Social norms (X2)	1	0.822	0.380	Valid
	2	0.929	0.380	Valid
	3	0.863	0.380	Valid
	4	0.861	0.380	Valid
Social network (X3)	1	0.859	0.380	Valid
	2	0.923	0.380	Valid
	3	0.879	0.380	Valid
	4	0.920	0.380	Valid
	5	0.885	0.380	Valid
Innovation (Y)	1	0.842	0.380	Valid
	2	0.850	0.380	Valid
	3	0.904	0.380	Valid
	4	0.801	0.380	Valid
	5	0.872	0.380	Valid
Marketing (Z)	1	0.886	0.380	Valid
	2	0.857	0.380	Valid
	3	0.857	0.380	Valid
	4	0.807	0.380	Valid

Source: Primary Data Processed Results, 2023.

Table 7 shows the test results of all statements having a value greater than 0.380. Thus it can be concluded that all questions from the characteristics of trust (X1), social norms (X2), social networks (X3), innovation (Y) and marketing (Z) used are valid and can be used as instruments in research.

3.2.Reliability Test

To test the reliability of the research instrument (questionnaire) used, it is necessary to test the reliability based on the Cronbach Alpha coefficient. The Cronbach Alpha coefficient will

interpret the correlation between the scales made with all existing indicator scales with confidence that the level of indicator constraints is acceptable if the alpha coefficient is above 0.60.

Table 8. Reliability Test Results

Research variable	Number of Statement Items	Cronbach's Alpha	Results Description
Trust (X1)	5	0.934	Reliable
Social Norms (X2)	4	0.889	Reliable
Social Network (X3)	5	0.936	Reliable
Innovation (Y)	5	0.905	Reliable
Marketing (Z)	4	0.866	Reliable

Source: Primary Data Processed Results, 2023.

Based on table 8, it can be seen that the results of the reliability test calculation show the value of Croonbach's alpha on the trust variable (X1) of 0.934 > 0.60 meaning reliable, social norms variable (X2) of 0.889 > 0.60 meaning reliable, social network variable (X3) of 0.905 > 0.60 meaning reliable, innovation variable (Y) of 0.905 > 0.60 and marketing variable (Z) obtaining a value of 0 .866 > 0.60 means reliable. So it was concluded that all the statement items of the research questionnaire were declared reliable and could be used as research instruments.

3.3.Data Normality Test

. To see whether the data is normally distributed or not, in this study the authors used the Kolmogorov-Smirnov analysis test with the criterion that the significance value must be greater and 0.05 to say that the data is normally distributed. Here are the test results:

Table 9. Data Normality Test Results Model 1

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		84
Normal Parameters, b	Means	.0000000
	std. Deviation	2.63010784
Most Extreme Differences	absolute	.098
	Positive	.098
	Negative	-.044
Kolmogorov-Smirnov Z		.894
asymp. Sig. (2-tailed)		.401
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary Data Processed Results, 2023.

Table 9 shows that the results of the normality test for model 1 data on the variables of trust (X1), social norms (X2), social networks (X3) on innovation (Y) have a probability value of 0.401 > 0.05 meaning that in model 1 the data is normally distributed.

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Table 10. Model 2 Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residuals
N		84
Normal Parameters, b	Means	.0000000
	std. Deviation	2.35888962
Most Extreme Differences	absolute	068
	Positive	068
	Negative	-.067
Kolmogorov-Smirnov Z		.624
asymp. Sig. (2-tailed)		.830
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Primary Data Processed Results, 2023.

Table 10 shows that the results of the model 2 data normality test on the variables of trust (X1), social norms (X2), social networks (X3), innovation (Y) to marketing (Z) have a probability value of 0.830 > 0.05, meaning that in model 2 the data is normally distributed.

3.4. Multicollinearity Test

One way to see whether multicollinearity is present or not is to look at the Tolerance and Variance Inflating Factor (VIF) values. If the Tolerance value < 0.1 and VIF > 10 it can indicate the presence of multicollinearity and vice versa. The following are the results of the multicollinearity test tested using SPSS version 21.00 for windows.

Table 11 Model 1 Multicollinearity Test Results

Coefficientsa		
Model	Collinearity Statistics	
	tolerance	VIF
(Constant)		
Trust	.535	1869
Social norms	.707	1,415
Social network	.550	1820
a. Dependent Variable: Innovation		

Source: Primary Data Processed Results, 2023.

Based on table 11, it can be seen in the Coefficient table for the tolerance and VIF column, the VIF value for the trust variable (X1) is 1.869 <10 with a tolerance of 0.535 > 0.1, the VIF value for the social norm variable (X2) is 1.415 <10 with a tolerance of 0.707 > 0.1, the VIF value for the social network variable (X2) is 1.820 <10 with a tolerance of 0.550 > 0 ,1. It can be concluded that in the regression model formed there are no symptoms of multicollinearity.

Table 12 Model 2 Multicollinearity Test Results

Coefficientsa		
Model	Collinearity Statistics	
	tolerance	VIF
(Constant)		
Trust	.459	2.177
Social norms	.564	1,773
Social network	.464	2.156
Innovation	.324	3,086
a. Dependent Variable: Marketing		

Source: Primary Data Processed Results, 2023.

Based on table 12, it can be seen in the Coefficient table for the tolerance and VIF column, the VIF value for the trust variable (X1) is 2.177 < 10 with a tolerance of 0.459 > 0.1, the VIF value for the social norm variable (X2) is 1.773 < 10 with a tolerance of 0.564 > 0.1, the VIF value for the social network variable (X2) is 2.156 < 10 with a tolerance of 0.464 > 0 .1, and the VIF value for the innovation variable (Y) is 3.086 <10 with a tolerance of 0.324 > 0.1. It can be concluded that in the regression model formed there are no symptoms of multicollinearity.

3.5. Heteroscedasticity Test

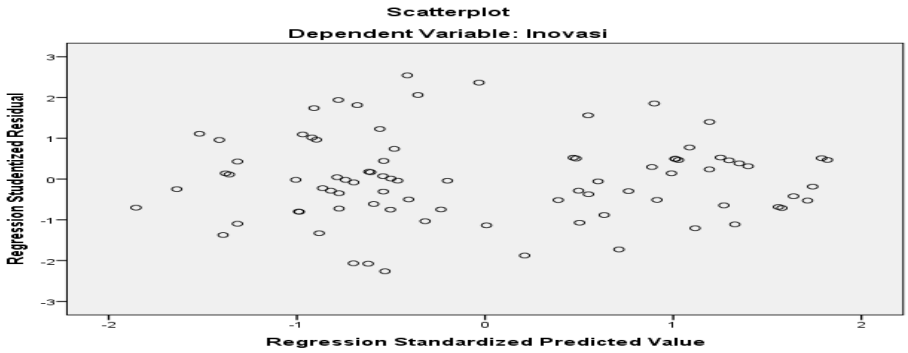

Figure 2. Results of the Scatterplot Model 1 Heteroscedasticity Assumption Test

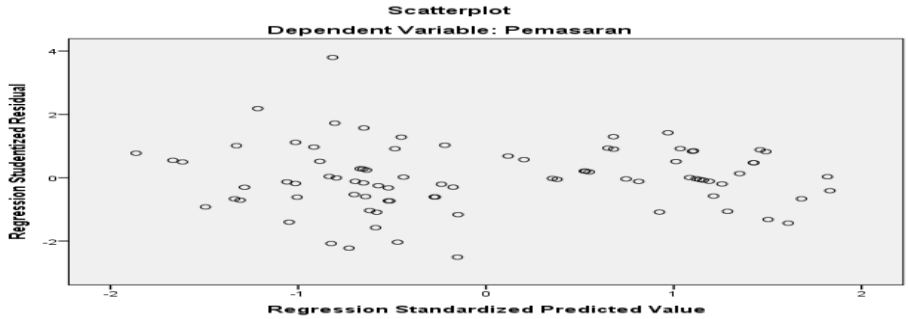

Figure 7. Results of the Scatterplot Model 2 Heteroscedasticity Assumption Test

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Based on the appearance of the scatterplot, it can be seen that the plot spreads randomly above and below zero on the Regression Studentized Residual axis. Therefore, based on the heteroscedasticity test using the graphical analysis method, the regression model formed indicates that there are no symptoms of heteroscedasticity.

3.6. Multiple Linear Regression Test Results

Table 13. Multiple Linear Regression Test Results Model 1

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1,786	1,209		1,478	.143
Trust	.291	080	.316	3,633	.000
Social norms	.408	091	.341	4,497	.000
Social network	.298	077	.330	3,847	.000

a. Dependent Variable: Innovation
Source: Primary Data Processed Results, 2023.

Based on table 13, the multiple linear analysis equation in this study is:
Y = 1.786 + 0.291X1 + 0.408X2 + 0.298X3.

1. The constant value (a) of 1.786 indicates that without the variables of trust (X1), Social Norms (X2) and Social Networks (X3), the innovation value (Y) of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency is 1.786.
2. The confidence coefficient value (X1) of 0.291 is positive, indicating that the trust variable has a positive effect on Ornamental Plant Farming innovation in Tanjung Morawa District, Deli Serdang Regency. meaning that if the trust variable increases and is added by 1 unit, the innovation of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.291 or 29.1%.
3. The social norm coefficient value (X2) of 0.408 is positive, indicating that the social norm variable has a positive effect on Ornamental Plant Farming Innovation in Tanjung Morawa District, Deli Serdang Regency. This means that if social norms experience an increase or addition of 1 unit, then the innovation of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.408 or 40.8%.
4. The social network coefficient (X3) of 0.298 is positive, indicating that the social network variable has a positive effect on Ornamental Plant Farming innovation in Tanjung Morawa District, Deli Serdang Regency. This means that if the social network experiences an increase or addition of 1 unit, then the innovation of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.298 or 29.8%.

Table 14. Model 2 Multiple Linear Regression Test Results

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	2,565	1.106		2,319	.023
Trust	.222	.078	.315	2,853	006
Social norms	.187	092	.203	20 40	045
Social network	.162	076	.235	2.135	.036
Innovation	.102	.101	.133	10 12	.315

a. Dependent Variable: Marketing
Source: Primary Data Processed Results, 2023.

Based on table 14, the multiple linear analysis equation in this study is:
Z = 2.565 + 0.222X1 + 0.187X2 + 0.162X3 + 0.102Y.

1. The constant value (a) of 2.565 indicates that without the variable trust (X1), Social Norms (X2), Social Networks (X3) and Innovation (Y), the Marketing value (Z) of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency is 2.565.
2. The confidence coefficient value (X1) of 0.222 is positive, indicating that the trust variable has a positive effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency, meaning that if the trust variable increases and is added by 1 unit, the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.222 or 22.2%.
3. The social norm coefficient value (X2) of 0.187 is positive, indicating that the social norm variable has a positive effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. This means that if social norms experience an increase or addition of 1 unit, then the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.187 or 18.7%.
4. The social network coefficient value (X3) of 0.162 is positive, indicating that the social network variable has a positive effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. This means that if the social network experiences an increase or addition of 1 unit, then the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.162 or 16.2%.
5. The innovation coefficient (Y) value of 0.102 is positive, indicating that the innovation variable has a positive effect on Ornamental Plant Farming innovation in Tanjung Morawa District, Deli Serdang Regency. This means that if marketing experiences an increase or addition of 1 unit, then the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency will increase by 0.102 or 10.2%.

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3.7.Test t

Table 15. Model 1 t-test results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1,786	1,209		1,478	.143
Trust	.291	080	.316	3,633	.000
Social norms	.408	091	.341	4,497	.000
Social network	.298	077	.330	3,847	.000

a. Dependent Variable: Innovation
b.
Source: Primary Data Processed Results, 2023.

Based on table 15, the tcount value of the trust variable is 3.633 with a significance of 0.000. Because the tcount (3.633) > ttable (1.664) and a significance value of 0.000 <0.05, Ha is accepted and H0 is rejected. This means that trust has a significant effect on the innovation of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.Based on table 15, the tcount value of the social norm variable is 4.497 with a significance of 0.000. Because the tcount (4.497) > ttable (1.664) and a significance value of 0.000 <0.05, Ha is accepted and H0 is rejected. This means that social norms have a significant effect on the innovation of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.Based on table 15, the tcount value of the social network variable is 3.847 with a significance of 0.000. Because the tcount (3.847) > ttable (1.664) and a significance value of 0.000 <0.05, Ha is accepted and H0 is rejected. This means that social networks have a significant effect on the innovation of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.

Table 16. Model 2 t-test results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	2,565	1.106		2,319	.023
Trust	.222	.078	.315	2,853	006
Social norms	.187	092	.203	2040	045
Social network	.162	076	.235	2.135	.036
Innovation	.102	.101	.133	1012	.315

a. Dependent Variable: Marketing
Source: Primary Data Processed Results, 2023.

Based on table 4.16, the tcount value of the trust variable is 2.853 with a significance of 0.006. Because the tcount (2.853) > ttable (1.664) and a significance value of 0.006 <0.05, Ha is accepted and H0 is rejected. This means that trust has a significant effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.

Based on table 4.16, the tcount value of the social norm variable is 2.040 with a significance of 0.045. Because the tcount (2.040) > ttable (1.664) and a significance value of 0.045 <0.05, Ha is accepted and H0 is rejected. This means that social norms have a significant effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. Based on table 4.16, the tcount value of the social network variable is 2.135 with a significance of 0.036. Because the tcount (2.135) > ttable (1.664) and a significance value of 0.036 <0.05, Ha is accepted and H0 is rejected. This means that social networks have a significant effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. Based on table 4.16, the tcount value of the marketing variable is 1.012 with a significance of 0.315. Because the tcount (1.012) < ttable (1.664) and a significance value of 0.315 <0.05, Ha is rejected and H0 is accepted. This means that innovation has no significant effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.

F test

Table 17. First Model F Test Results

ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
Regression	1197,410	3	399,137	55,614	.000b
1 residual	574,150	80	7.177		
Total	1771560	83			

a. Dependent Variable: Innovation

b. Predictors: (Constant), Social Networks, Social Norms, Trust

Source: Primary Data Processed Results, 2023.

In table 17, the Fcount value is positive at 55.614 with a significance of 0.000. Thus Fcount = 55.614 > Ftable = 2.49 and a significance of 0.000 <0.05. This means that the variables of social networks, social norms and beliefs simultaneously have a positive and significant effect onOrnamental Plant Farming Innovation in Tanjung Morawa District, Deli Serdang Regency.

Table 18. Second Model F Test Results

ANOVAa

Model	Sum of Squares	df	MeanSquare	F	Sig.
Regression	580,968	4	145,242	24,844	.000b
1 residual	461,842	79	5,846		
Total	1042810	83			

a. Dependent Variable: Marketing

b. Predictors: (Constant), Innovation, Social Norms, Social Networks, Trust

Source: Primary Data Processed Results, 2023.

In table 18, the Fcount value is positive at 24.844 with a significance of 0.000. Thus Fcount = 24.844 > Ftable = 2.33 and a significance of 0.000 <0.05. This means that the variables of social networks, social norms, trust and innovation simultaneously have a positive and significant effect onmarketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.

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Determination Coefficient Test Results

Table 19. Test Results for the Coefficient of Determination of Model 1

Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.822a	.676	.664	2,679

a. Predictors: (Constant), Social Networks, Social Norms, Trust
b. Dependent Variable: Innovation
Source: Primary Data Processed Results, 2023.

Based on table 19, the Adjusted R Square value shows that the coefficient of determination is 0.664 meaning that social networks, social norms, trust in the innovation of Ornamental Plant Farming are 0.664 or 66.4% while the remaining 33.6% is influenced by other variables not examined by this study.

Table 20. Test Results for the Coefficient of Determination of Model 2

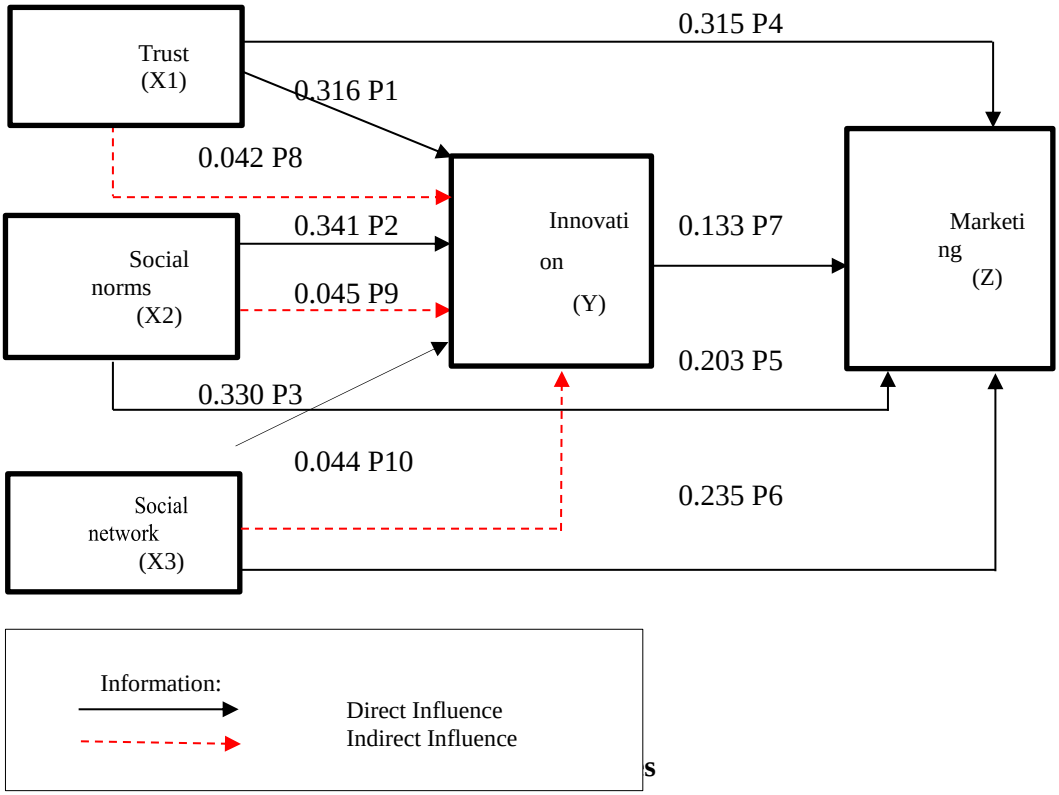
Summary model b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.746a	.557	.535	2,418

a. Predictors: (Constant), Innovation, Social Norms, Social Networks, Trust
b. Dependent Variable: Marketing
Source: Primary Data Processed Results, 2023.

Based on table 20, the Adjusted R Square value shows that the coefficient of determination is 0.535 meaning that social networks, social norms, trust and innovation in the marketing of Ornamental Plant Farming are 0.535 or 53.5% while the remaining 46.5% is influenced by other variables not examined by this study.

Results of Path Analysis (Path Analysis)



s

Based on Figure 2 and the results of the t test, several findings were obtained, namely as follows:

1. Analysis of the effect of trust (X1) on innovation (Y): from the results of data analysis, the significance value of the trust variable (X1) is 0.000 <0.05. So it can be concluded that there is a direct significant influence of trust in innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.
2. Analysis of the influence of social norms (X2) on innovation (Y): from the results of data analysis, it was obtained that the significance value of the trust variable (X2) was 0.000 <0.05. So it can be concluded that there is a direct significant influence of social norms on innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.
3. Analysis of the influence of social networks (X3) on innovation (Y): from the results of data analysis, it was obtained that the significance value of the trust variable (X3) was 0.000 <0.05. So it can be concluded that there is a direct significant influence of social networks on innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.

DISCUSSION

The Effect of Trust with Innovation on Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency

Based on the results of the multiple linear regression test model 1, it obtained a confidence coefficient (X1) of 0.291 with a positive value, indicating that the trust variable has a positive effect on Ornamental Plant Farming innovation in Tanjung Morawa District, Deli Serdang Regency. In model 1 t test results are obtainedthe tcount value of trust (X1) is 3.633 > ttable 1.664 and a significance value of 0.000 <0.05 which indicates that trust has a significant effect on Ornamental Plant Farming innovation in

Tanjung Morawa District, Deli Serdang Regency. And from the results of path analysis (path analysis) the effect of trust (X1) on innovation (Y) obtained a significance value of the variable trust (X1) of 0.000 <0.05, meaning that there is a direct significant influence of trust in innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. Based on the three test results it was found that the hypothesis (H1): There is a positive and significant influence of belief in innovation in ornamental plant farming in Tanjung Morawa District, Deli Serdang Regency "Accepted".

The Influence of Social Norms with Innovation on Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency

Based on the results of the multiple linear regression test model 1, the coefficient value is obtainedthe social norm coefficient value (X2) of 0.408 is positive, indicating that the social norm variable has a positive effect on the marketing of Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. In the results of the t-test model 1, the tcount of social norms (X2) was 4.497 > ttable 1.664 and a significance value of 0.000 <0.05 which indicates that social norms have a significant effect on ornamental plant farming innovation in Tanjung Morawa District, Deli Serdang Regency. And from the results of path analysis (path analysis) the influence of social norms (X2) on innovation (Y) obtained a significant value of social norms variable (X2) of 0.000 <0.05, meaning that there is a direct significant influence of social norms on innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency. Based on the three test results it was found that the hypothesis (H2): There is a positive and significant influence of social norms on innovation in ornamental plant farming in

4. CONCLUSIONS AND CONCLUSIONS

4.1. CONCLUSION

Based on research data that has been collected and statistical tests carried out using SPSS 21, this research can be concluded as follows:

1. Analysis of the effect of trust (X1) on innovation (Y): from the results of data analysis, the significance value of the trust variable (X1) is 0.000 <0.05. So it can be concluded that there is a direct significant influence of trust in innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.
2. Analysis of the influence of social norms (X2) on innovation (Y): from the results of data analysis, it was obtained that the significance value of the trust variable (X2) was 0.000 <0.05. So it can be concluded that there is a direct significant influence of social norms on innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.
3. Analysis of the influence of social networks (X3) on innovation (Y): from the results of data analysis, it was obtained that the significance value of the trust variable (X3) was 0.000 <0.05. So it can be concluded that there is a direct significant influence of social networks on innovation in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.
4. Analysis of the influence of trust (X1) on marketing (Z): from the results of data analysis, the significance value of the trust variable (X1) is 0.006 <0.05. So it can be concluded that there is a direct significant effect of trust on marketing in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.
5. Analysis of the influence of social norms (X2) on marketing (Z): from the results of data analysis, the significance value of the trust variable (X2) is 0.045 <0.05. So it can be concluded that there is a direct significant influence of social norms on marketing in Ornamental Plant Farming in Tanjung Morawa District, Deli Serdang Regency.

4.2.SUGGESTIONS

Based on the results of the research and discussion from the previous chapter, some suggestions will be given as follows:

1. There is a positive and significant influence between trust, social norms and social networks on marketing both directly and through innovation variables, the village head advises ornamental plant farmers inTanjung Morawa Sub-District, Deli Serdang Regency, in improving its marketing so that it always strives to maintain social trust, social norms and social networks to consumers and strives to innovate, both in terms of new knowledge, technology, new marketing systems that are able to attract consumers' attention to the ornamental plants offered. And the farmers also provide suggestions for the government to provide more support to farmers in developing ornamental plant farming in Tanjung Morawa District.
2. Future researchers are advised to add several research variables related to marketing such as market orientation, collaboration, commitment and reciprocal relationships in order to obtain better research results. The results of this study can be used as material for comparison of research, especially for researchers who discuss the same problems as this study.
3. It is hoped that Medan Area University will make the results of this research one of the display materials in the library to enrich campus scientific work, especially in the Faculty of Agribusiness Postgraduate Masters Program.

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