

Analysis of Sales Level Through the Cost of Promotion in Gas 15 Coffee and Friends Ciputat Restaurant in Tangerang Selatan City

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ABSTRACT

Responding to intense competition, companies must have a competitive strategy. No matter how good a product is if consumers are not notified, then the product will not be purchased by consumers. The main purpose of this study was to determine the costs incurred, to determine sales, and to determine the effect of promotional costs on sales at Gas15 Coffee And Friend Restaurant in Ciputat, South Tangerang City. The research method used in this research is a quantitative descriptive and quantitative associative approach with the verification approach. The method of collection is by observing, studying documentation and studying literature. The analytical method used is the Simple Linear Regression Test, Product Moment Correlation Test, Determination Test, and Hypothesis Test (t-test). The data is then processed using the Statistical Social Science (SPSS) version 23.00. The results of this study indicate that the promotion costs incurred during the past five years have increased. Sales over the past five years have fluctuated. There is a very strong positive influence and promotion costs on sales at Gas15 Coffee And Friend Restaurant in Ciputat, South Tangerang City

Keywords: Costs; promotions; sales

INTRODUCTION

Indonesia is a developing country with an average growth of 5%. Indonesian coffee is currently ranked the fourth largest in the world in terms of output after Brazil, Vietnam, and Colombia (Dirjen Perkebunan, 2017). Currently, around 92% of coffee production is under small farmers or cooperatives. This percentage is what makes many business people and MSMEs in Indonesia today very interested in making coffee as their business product (Rengifurwarin, Akib, & Salam, 2018; Sumarti, Rokhani, & Falatehan, 2017; Supriatna & Aminah, 2016; Syakir & Surmaini, 2017; Winantara, Bakar, & Puspitaningsih, 2014).

Micro, Small and Medium Enterprises (MSMEs) that have a strategic role in national economic development, because besides having a role in economic growth and employment, it also plays a role in the distribution of development results (Asmawati, Absari, Herlambang, &

Haryono, 2017; Chrismardani, 2014; Sudaryanto, Ragimun, & Wijayanti, 2014; Tri U, 2013). In the economic crisis that occurred in our country since some time ago, where many large-scale businesses have stagnated and even stopped their activities, the Small and Medium Enterprises (MSME) sector proved to be more resilient in dealing with the crisis. Many factors make UMKM have the resilience to the crisis, including the products produced are products that are close to consumers and utilize local resources so that they are not dependent on imported products (Djuwita & Yusuf, 2018; Islami, Kunaifi, & Gunawan, 2017; Putra, 2016; Singgih, 2007; Syamsulbahri, 2018). The policies and strategies developed must be in accordance with the specifications or requirements required by the area needed (Sunarsi, Kustini, Lutfi, Fauzi, & Noryani, 2019).

One of the developing cities in Indonesia is South Tangerang City, which has a business appeal that is in great demand by local and foreign business investors, especially in the cafe or restaurant business. The city of South Tangerang experienced a graph of very rapid and very encouraging economic growth. According to the daily newspaper JakartaRaya.com In 2016, the City of South Tangerang reached 8.6%, whereas, in 2017, it is predicted that from mid-year it has increased by 8.7% the figure is still rising until the end of 2017, from economic growth in the City South Tangerang experienced a very rapid growth so that more and more business people from companies or MSMEs.

Promotional costs are to communicate information about the product to be offered and influence consumers to buy it. (Kotler & Keller, 2009; Lupiyoadi, 2011; Swastha, Basu, 2014). Gas Restaurant 15 Coffee And Friend in Ciputat is doing promotional mix activities. with advertising on social media and nonverbal media and promotion of sales of coffee products, local food combined with western food. Recently the restaurant also makes live music on weekends. With live music and mass media advertising, restaurants incur costs.

METHOD

The object of this research is Gas15 Coffee And Friends Restaurant in East Ciputat, South Tangerang. This restaurant is engaged in agribusiness that markets various types of coffee and foods. Which is located at Jl. Ki Hajar Dewantara No.25, Ciputat, Kota Tangerang Selatan, Banten Province. The population of this research is all the promotional cost reports and sales reports of Gas15 Coffee And Friends Restaurant in East Ciputat, South Tangerang, from the restaurant stand up to the research. The sample in this study reports promotion and sales costs from 2013-2017 in the last five years. Data collection methods in this research were observation, interview, documentation study and literature study. The method of data analysis is a simple linear regression test, product-moment correlation test, determination test, and hypothesis test (t-test). Data processing using Statistical Social Science Program (SPSS) version 23.00.

RESULT AND DISCUSSION

Most of the world coffee production is produced by Brazil, with an average production of 3,212,400 tons or contributing 35.51% to the average world coffee production in the same period. The next largest coffee-producing countries are Vietnam with a contribution of 18.44% or an average of producing 1,758,000 tons, followed by Colombia with an average production of 676,284 tons (7.47%), Indonesia with an average production reaching 572,460 tons (6.33%), and Ethiopia with an average production of 383,580 tons (4.24%).

Analysis of the Cost of Promoting Gas15 Coffee And Friends Restaurants

Gas15 Coffee And Friends Restaurant carries out several promotional activities in order to increase sales value. In terms of the costs incurred by Gas15 Coffee And Friends Restaurant in order to carry out these promotional activities, it can be seen in the following table:

Table 1.

Promotion Fee Gas Restaurant 15 Coffee and Friends Ciputat South Tangerang City (In million rupiah)

No.	Description of Promotion Fee	Year				
		2013	2014	2015	2016	2017
1	Advertising costs	17.200	18.240	19.200	24.960	28.800
2	Sales Promotion Fee	3.650	3.830	4.368	7.056	7.996
	Total	20.850	22.070	23.568	32.016	36.796

From the table above, it can be seen that the promotional costs report for Gas Restaurant 15 Coffee And Friends from 2013 to 2017 continues to increase. Promotion fee data is divided into advertising costs and sales promotion costs.

In this case, Gas Restaurant 15 Coffee And Friends carries out advertising activities to influence Consumer Awareness. With advertising, the public knows the product of Gas Restaurant 15 Coffee And Friends issues the following media and advertising costs:

Table 2.

Advertising Costs Gas Restaurant 15 Coffee and Friends Ciputat South Tangerang City (In million rupiah)

No.	Advertising costs	Year				
		2013	2014	2015	2016	2017
1	Brochure	1.300.000	1.450.000	1.600.000	1.900.000	2.600.000
2	Poster	700.000	700.000	700.000	-	900.000
3	Facebook Ads	5.750.000	6.250.000	6.550.000	7.360.000	7.360.000
4	Endors Instagram	-	-	-	4.250.000	5.950.000
5	Sticker	1.600.000	1.450.000	1.450.000	1.450.000	1.700.000
6	Banner	6.000.000	6.300.000	6.650.000	7.460.000	7.450.000
7	T shirts	1.200.000	1.300.000	1.450.000	1.650.000	1.950.000
8	Hat	650.000	790.000	800.000	890.000	890.000
	TOTAL	17.200.000	18.240.000	19.200.000	24.960.000	28.800.000

Gas15 Coffee and Friends Restaurant sales promotion activities are an important part of promotions to be able to introduce new products, encourage consumers to buy, and find new customers. The following details the restaurant sales promotion activities:

Table 3.
 Sales Promotion Fee Gas Restaurant 15 Coffee And Friends Ciputat South Tangerang City (In million rupiah)

No.	Sales Promotion Fee	Year				
		2013 (Rp)	2014 (Rp)	2015 (Rp)	2016 (Rp)	2017 (Rp)
1	Promotional Package	3.650.000	3.830.000	4.368.000	1.056.000	496.000
2	Entertainment	-	-	-	6.000.000	7.500.000
TOTAL		3.650.000	3.830.000	4.368.000	7.056.000	7.996.000

There are two sales promotion costs for the first Gas15 Coffee And Friends Restaurant in the form of a promotional package: in the form of a takjil package during the month of Ramadan, where every purchase during breaking fast is offered at a promo price. The second is entertainment: sales promotion by inviting music players/bands to entertain consumers every night.

Based on the data in tables 2 and 3 above, the author can conclude that the promotion costs in which there are components of advertising costs and sales promotion costs over the past five years have increased. However, if seen from the sales data fluctuations occur.

Analysis of Sales of Restaurants Gas15 Coffee And Friends

The following is the percentage of Gas15 Coffee And Friends Restaurant sales from 2013 to 2017 can be seen in the table below:

Table 4.
 Sales Percentage Gas Restaurant 15 Coffee And Friends Ciputat South Tangerang City (In million rupiah)

No.	Year	Seles(Rp)	Sales Volume	
			Development	Percentage
1	2013	114.240.000	-	-
2	2014	134.400.000	20.160.000	17,64%
3	2015	127.680.000	-6.720.000	-5%
4	2016	201.600.000	73.920.000	57,89%
5	2017	235.200.000	33.600.000	16,66%

Based on the above analysis, the writer can conclude that sales at Gas15 Coffee And Friends Restaurant over the past five years have fluctuated.

The Effect of Promotion Costs on Sales at Gas15 Coffee And Friends Restaurants

The results of a simple linear regression analysis using the SPSS 23 program related to the effect of promotional costs on sales can be seen from the table below:

Table 5.
Simple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-40,853	14,875		-2,746	,071
	BiayaPromosi	7,508	,535	,992	14,037	,001

a. Dependent Variable: Seles

Based on table 5. above, the simple linear regression analysis results obtained are a = -40,853, while the value of variable costs b = 7,508x. The linear regression equation is as follows:

$$Y = -40,853 + 7,508 X$$

The results of simple linear regression analysis calculations can be interpreted by the authors as follows:

$$Y = a + bx$$

The constant value (a) is -40,853, meaning that if there are no promotional costs or 0 then the sale is -40,853. Regression coefficient value (b) of 7,508, meaning that if the promotion costs have a positive effect on sales of 7,508 if the promotion costs go up by one unit it will increase sales of 7,508

To determine the relationship between promotional costs with sales, the authors use the SPSS 23 program as follows:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{\{n(\sum x^2) - (\sum x)^2\}\{n(\sum y^2) - (\sum y)^2\}}}$$

Table 6.
Correlation Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,992 ^a	,985	,980	7,46503

a. Predictors: (Constant), Promotion

Based on the calculation of table 6. above, the correlation coefficient (r) of 0.992 is obtained. as stated in the interpretation of the correlation r-value, what if the correlation coefficient interval is at the value of 0.80 - 1.00 then it gives an indication that there is a very strong relationship.

Furthermore, if the correlation coefficient is known for 0.992, it can be calculated the percentage of the effect of promotion costs on sales by using the coefficient of determination analysis.

Then to find out how much the contribution of promotional costs to sales can be calculated using the formula coefficient of determination as follows:

Where: $r^2 = 0,992$
 $= (0,992^2) \times 100\%$

From the calculation of the coefficient of determination (r) above, a value of 98% is obtained. This shows that the contribution of promotional costs to sales of 98%, while the rest of 2% is influenced by other factors.

Furthermore, to test the significant effect of promotional costs on sales can be accepted or rejected, it is necessary to test the hypothesis. To find out the value of t_count can be seen from the data obtained and processed using the SPSS 23 program is as follows:

Table 7.
 Hypothesis testing

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-40,853	14,875		-2,746	,071
Promotion Cost	7,508	,535	,992	14,037	,001

Based on the table above, it can be seen that the t-count for testing this hypothesis is 14.037. whereas to calculate t_table using the formula:

Where: α = data level of 5% or 0,05

$t_{table} = t(\alpha).(n-2)$
 $t_{table} = t(0,05).(5-2)$
 $t_{table} = t(0,05).(3)$
 $t_{table} = 2.353$

Based on the above calculation, it can be seen that the t_count :14.037 and the size of the t_table : 2.353, because the value of t_count > t_table where 14.037 > 2.353, then Ha is accepted and H0 is rejected, meaning there is a significant influence between the promotion costs to sales in Gas15 Restaurants Coffee and Friends Ciputat City South Tangerang.

CONCLUSION

Based on the results of research on promotional costs incurred by the Gas Restaurant 15 Coffee and Friends Ciputat South Tangerang City for the last 5 (five) years has increased. Gas Restaurant Sales 15 Coffee And Friends Ciputat South Tangerang City during the last 5 (five) years has fluctuated. There is a very strong and significant positive influence between the cost of promotion on the sale of Ciputat 15 Gas Restaurant and Friends of South Tangerang City

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