



THE INFLUENCE OF POINT OF PURCHASE, BRAND IMAGE AND INCREASING TURNOVER OF MUTOUCH PRODUCT SALES IN YOGYA RIAU JUNCTION

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ABSTRACT

Keywords:

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Brand Imagine,
Sales

This research aims to determine the effect of point of purchase and brand image on increasing sales turnover of Mutouch products in Yogya riau junction, the population in this study is consumers who shop for products in yogya riau junction, respondents in this study were 80 people, this research method uses the descriptive and associative research, which examines the effect between the independent variables and the dependent variable. The results of the research through descriptive analysis show that point of purchase and brand image on increasing sales turnover of Mutouch products in Yogya Riau Junction are in a fairly good category, the data analysis technique used is path analysis, associative testing shows the effect of point of purchase on turnover by 27, 33%, the influence of brand image on turnover by 29.6%, the effect of point of purchase and brand image on increasing sales turnover of Mutouch products in Yogya Riau Junction by 57,0%

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1. Introduction

The phenomenon of competition in the business world in order to seize the interest of consumers to buy and own goods or services offered by brand owners or companies is a very common thing that often occurs in today's market industry, where currently companies that own brands of goods or services are competing to attract consumer interest in using the goods or services offered (Arumsari & Khasanah, 2012). With the number of consumers who buy and own a product or service, it can indirectly increase the brand image and turnover and profits of a company that owns the brand of the goods or services, this cannot be separated from the marketing and promotion strategies carried out by each of them. company to realize the company's vision and mission to make a leading brand or service of consumer choice. Communication using promotional media is the key to the success of a promotion carried out by a company that owns a brand of goods or services, therefore the communication needs to be packaged as attractively as possible to attract consumers to buy and own the brand of goods or services offered by the company (Listyawati, 2016) (Irianto, 2015). Both in writing, images and color selection are the key in order to attract the attention of consumers, advertising is part of the promotion, because advertising is one way to carry out promotions (Alma, 2021).

With more and more consumers who buy and own the products offered by the company that owns the brand of goods or services, it can indirectly improve the brand image of the product or service, gradually creating loyal consumers and forming a trusted brand image as a consumer choice, image or service. The image will be formed within a certain period of time, because this is an accumulation of perceptions on an object, what is thought, known to be experienced which enters a person's memory based on inputs from various sources over time (Alma, 2021).

2. Methods

2.1 Type of Research

This type of research is quantitative research, which is a research method whose data are obtained in the form of statements or numbers that are assessed by statistical analysis. This study explains the effect of several variables on another variable.

2.2 Population and Sample

As for this study, the population is Yogya Riau Junction consumers who use Mutouch products, a number of 80 people became an example of taking statements to collect data from 12 statements in each of the variables studied.

TABLE 1
CUMULATIVE RESPONDEN

No	Total Responden	Total Statement	Variabel	Remark
1	80	12	Point of Purchase	Done
2	80	12	Brand Image	Done
3	80	12	Sales	Done

2.3 Research Hypothesis

Based on the formulation of the problem above, the research hypothesis can be formulated as follows:

- H1 : The influence of Point of Purchase on increasing sales turnover of Mutouch products in Yogya Riau Junction
- H2 : The influence of Brand Image on increasing sales turnover of Mutouch products in Yogya Riau Junction
- H3 : The influence of Point of Purchase and Brand Image on increasing sales turnover of Mutouch products in Yogya Riau Junction

2.4 Research and Operational Variables

In this study there are two kinds of variables, namely the independent variable (independent) and the dependent variable (dependent). The independent variable is a variable that affects or causes a change or emergence of the dependent variable (dependent). The independent variable (X) in this study includes the growth of Point of Purchase (X1), Brand Image (X2), the dependent variable is Sales (Y)

- a. Point of Purchase (X1)
Point of purchase can be measured from several factors in the store, from the accuracy of providing information to customers, reminding customers of the goods to be purchased, providing information on product advantages, and placing point of purchase promotional media.
- b. Brand Image (X2)
Brand image can be measured from several factors in the store, product quality that determines product value, affordable buying prices for consumers, value of product advantages, content and knowledge of product benefits, can be used by all classes of people, public figure factors that affect value sell product
- c. Sales (X3)
Sales can be measured from several factors in the store, examples of products, direct discounts, promotional packaging gifts directly to consumers, how to use products, guarantees and consumer protection.

Based on the above formulas, the operational analysis of the influence between the independent variables on the dependent variable is carried out through the SPSS V25.0 program. Then, the results are compared with the research hypothesis.

3. Result and Discussion

3.1 Validity Test

TABLE 2
VALIDITY VARIABLE POINT OF PURCHASE TEST

Indicator	r count	r table	value
1	0.690	0.286	Valid
2	0.700	0.286	Valid
3	0.682	0.286	Valid
4	0.851	0.286	Valid
5	0.766	0.286	Valid
6	0.830	0.286	Valid
7	0.802	0.286	Valid
8	0.749	0.286	Valid
9	0.582	0.286	Valid
10	0.711	0.286	Valid
11	0.595	0.286	Valid
12	0.638	0.286	Valid

Based on the results of the validation test above, all indicators on the Point of Purchase variable (X1) variable are declared valid, where the coefficient and correlation values are greater than the r table value or the critical value, namely 0.286

TABLE 3
VALIDITY VARIABLE BRAND IMAGE TEST

Indicator	r count	r table	value
1	0.689	0.286	Valid
2	0.749	0.286	Valid
3	0.717	0.286	Valid
4	0.768	0.286	Valid
5	0.672	0.286	Valid
6	0.710	0.286	Valid
7	0.795	0.286	Valid
8	0.656	0.286	Valid
9	0.713	0.286	Valid
10	0.703	0.286	Valid
11	0.735	0.286	Valid
12	0.699	0.286	Valid

Based on the results of the validity test, all indicators on the Brand Image variable (X2) are declared valid where the coefficient and correlation are more than r tables or a critical value of 0.286.

TABLE 4
VALIDITY VARIABLE SALES TEST\

Indicator	r count	r table	Value
1	0.726	0.286	Valid
2	0.745	0.286	Valid
3	0.685	0.286	Valid
4	0.787	0.286	Valid
5	0.699	0.286	Valid
6	0.782	0.286	Valid
7	0.773	0.286	Valid
8	0.673	0.286	Valid
9	0.602	0.286	Valid
10	0.795	0.286	Valid

Indicator	r count	r table	Value
11	0.825	0.286	Valid
12	0.744	0.286	Valid

Based on the results of the validity test, it is stated that all indicators in the sales variable (Y) are declared valid where the coefficient and correlation are more than r table or a critical value of 0.286.

3.2 Reliability Test

TABLE 5

RELIABILITY TEST

Variable	Score alpha cronbachs	Valid
<i>Point of Purchase</i> (X1)	0.912	Done
Brand Image (X2)	0.914	Done
Sales (Y)	0.23	Done

All variables tested through reliability testing get the result value above the cronbachs alpha coefficient value, which is above the coefficient value of 0-0.60.

3.3 Autocorrection Test

TABLE 6

CORRELATION TEST

		Point of Purchase	Brand Image	Sales
Point of Purchase	Person correlation	1	.464 ^{**}	.639 ^{**}
	Sig (2-tailed)		.000	.000
	N	80	80	80
Brand Image	Person correlation	.464 ^{**}	1	.653 ^{**}
	Sig (2-tailed)	.000		.000
	N	80	80	80
Sales	Person correlation	.639 ^{**}	.653 ^{**}	1
	Sig (2-tailed)	.000	.000	
	N	80	80	80

Obtained from the output of SPSS version 25 shows that the coefficient value and correlation between the Point of Purchase and Turnover is 0.464, if it refers to Sugiyono's criteria (2015: 184) including the medium relationship criteria.

3.4 Coefficients Test

TABLE 6

COEFFICIENTS TEST

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	4.658	3.203		1.454	.150
Point of Purchase	.419	.083	.428	5.074	.000
Brand Image	.424	.079	.454	5.385	.000

From the results of the correlation table on the research, conclusions can be drawn

- The effect of the point of purchase variable (X1) on sales (Y) is = 27.33%
- The influence of the Brand Image (X1) variable on sales (Y) is = 26.62%

3.5 Multicollinearity Test

TABLE 7
COLLINEARITY TEST

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.570	.559	4.822

From the results of the correlation table on the research, conclusions can be drawn, the total effect of point of purchase (X1), brand image (X2), on sales (Y) is 57%

3.6 The Results Of The t-Test Test In Tables

- The results of testing the hypothesis of the effect of Point of Purchase on increasing product sales turnover obtained a significance value of $0.000 > 0.05$ (real level of research significance), besides that, it can also be seen that the results of the comparison $t_{count} > t_{table}$ which show the t_{count} value of 5,074 while t_{table} 1,292, from these results it can be seen that $5.074 > 1.292$, it can be concluded that H_a is accepted, meaning that partially the Point of Purchase on the increase in product sales turnover has a significant effect
- The results of testing the hypothesis of the influence of Brand Image on increasing product sales turnover obtained a value of $0.000 > 0.05$ (real level of research significance), besides that it can also be seen that the comparison results $t_{count} > t_{table}$ which shows the t_{count} value of 5.385 while t_{table} 1.292, from these results it can be seen that $5.385 > 1.292$, it can be concluded that H_a is accepted, meaning that partially Brand Image has a significant effect on increasing product sales turnover

3.7 F Test Results

TABLE 8
F TEST

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2371.806	2	1185.903	51.011	.000 ^b
Residual	1790.081	77	23.248		
Total	4161.888	79			

Based on the results of SPSS version 25.0, it can be seen that the calculated f value of 1185,903 is greater than the F table value of 3.11 with a significance level of 0.000 so that the probability (0.000) is less than 0.05 (in this case using a 5% level), then the path model can be used for turnover, it can be concluded that H_a is accepted, which means that there is an influence of Point of Purchase and Brand Image on increasing sales turnover of Mutouch Products in Yogya Riau Junction.

3.8 Effect Point of Purchase on Sales Growth

It can be said that H_a is accepted, meaning that partially the Point of Purchase on increasing product sales turnover has a significant effect, the results of the study in the table show that the t_{count} is greater than the t_{table} correlation and the coefficient

3.9 Effect Brand Image on Sales Growth

It can be concluded that H_a is accepted, meaning that partially brand image on increasing product sales turnover has a significant effect, the results of the study in the table show that the t_{count} is greater than the t_{table} correlation and the coefficient

3.10 Effect Point of Purchase, Brand Image on Sales Growth

Concluded that H_a is accepted, which means that there is an influence of Point of Purchase and Brand Image on increasing sales turnover of Mutouch Products in Yogya Riau Junction, based on the results of SPSS version 25.0, it can be seen that the calculated f value of 1185,903 is greater than the F table value of 3.11 with a significance level of 0.000 so that the probability (0.000) is less than 0.05 (in this case using a 5% level), then the path model can be used for Sales growth

4. Conclusions

Results Based on research and discussion regarding the Effect of Point of Purchase and Brand Image on increasing Sales Turnover of Mutouch products in Yogya Riau Junction, it can be said as follows, there is an effect of each variable in the study, there is a point of purchase that has a positive effect on increasing sales, there is a positive influence on sales growth, and there is an influence between the two variables, namely point of purchase (x_1), brand image (x_2) and sales (y), the total influence on this research is 57% and the remaining 43% is explained by variables outside research.

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