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Marketing Mixture Analysis On Product Sales Increase

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ABSTRACT

This study aimed to analyze the effect of the marketing mix strategy consisting of product, price, place, and promotion on increasing sales volume of Reverse Osmosis Health Drinking Water. The research design used in this study used quantitative associative methods. Based on the results of data analysis that has been carried out on the first hypothesis (H_1), which states that the product has a positive and significant effect on increasing sales, the value of t count > t table is 14,563 > 1,661, testing the second hypothesis (H_2) which states that price has a positive effect and significantly to the increase in sales, the value of t count > t table is 12,293 > 1,661, testing the third hypothesis (H_3) which states that place has a positive and significant effect on increasing sales, the value of t count > t table is 10,378 > 1,661 and on hypothesis testing fourth (H_4) which states that promotion has a positive and significant effect on increasing sales, the value of t count > t table is 21,285 > 1,661 which means that product, price, place, and promotion have a positive and significant impact on increasing sales volume of Reverse Osmosis Health Drinking Water products, The R-square value obtained is 0.944, which states that the product, price, place, and promotion variables affect the sales volume of Reverse Osmosis Health Drinking Water products by 94.40%, and other variables influence the remaining 5.60%.

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1. Introduction

In the business world, the marketing process is necessary so that every product produced by producers can be known and recognized by consumers (Hutabarat, 2017) so that consumers are interested in buying the products made (Rukmana, 2019). Marketing activities have a significant role in the business world (Nurlisah, 2018) because a good marketing process will able to increase the sales volume of the products produced (Singh, 2012), so a marketer is required to be able to understand the main problems faced in carrying out the marketing process. Products (Nurcholifah, 2014) to be able to formulate strategies to achieve the sales targets that have been set (Sunyoto, 2014) and can increase the profits earned by the company (Eneizan et al., 2016). Failure to carry out marketing activities for a product will result in low sales volume and impact the continuity of a business unit (Amilia & Syardiansah, 2021).

In general, product marketing activities are related to several things, including producers, competitors, and consumers (Asnawi & Fanani, 2017), and is a comprehensive concept of product sales and distribution activities from producers to consumers (Marwoto & Herlambang, 2014). There are three main elements in the marketing concept, namely consumer-oriented, integral marketing concept

planning, and prioritizing consumer satisfaction (Utari, 2011) so that every producer who can compete in the marketing process of the products they produce will be able to develop their business units (Putra, 2015).

With the increasing number of competitors, it will result in increasingly fierce competition in the marketing process of the products produced and make customers have many choices for products that are in line with their expectations (Arisa, 2017) so that every producer must be able to implement a marketing strategy (Zainuddin et al., 2020) and pay attention to effectiveness and efficiency in the utilization of available resources so that economic goals can be achieved (Pratama & Mashariono, 2020).

Marketing strategy is a basic action that directs producer activities in influencing consumers to buy the products or services they produce (Rukmana, 2019). One of the marketing strategies that producers can use to increase the sales volume of the products they make is through the marketing mix (Assauri, 2015), where producers design concepts to market the products they produce (Mohan Raj et al., 2013). The marketing mix combines the marketing program's four elements: product, price, place, and promotion (Gituma, 2017). These four elements will influence each other in achieving the sales targets that have been set (Mugiantoro, 2016). Implementing a marketing strategy through the marketing mix will increase consumer confidence in the products' quality to impact the image of the products made (Mawahib, 2015).

To increase sales volume at one of the MSMEs that produce Reverse Osmosis Health Drinking Water, an analysis is carried out by applying a marketing mix strategy consisting of product, price, Place, and promotion to increase product sales volume.

2. Method

2.1. Research Design and Sample

This study used a quantitative associative research design, which seeks to identify the connection between product, price, location, and advertising in the pursuit of more product sales. Consumers of Reverse Osmosis Health Drinking Water were used as participants in this study. To test the efficacy of a marketing mix strategy (encompassing product, price, place, and promotion) on total product sales. This study used a convenience sample size of 100 and collected data through in-depth interviews, standardized questionnaires, and on-the-ground observations (Sugiyono, 2017).

2.1. Instrument Test

2.2.1 Validity Test

A validity test is one of the processes used to assess the validity of research variables. If the statement on the questionnaire can reveal something that is measured by the questionnaire, then the questionnaire may be valid. To determine whether or not each question item is valid by examining the adjusted item-total correlation value. If the question item's r count exceeds its r table, then the question item is valid (Suharsimi, 2006).

2.2.2 Reliability Test

Utilizing a reliability test to verify the accuracy of a measurement equipment. It demonstrates the extent to which the measuring device may be relied upon and trusted for study. The statistical results of Cronbach's Alpha provide a measurement of the level of dependability of a study variable. A variable is considered dependable if its Cronbach's Alpha value is greater than 0.60 (Tarigan & Sanjaya, 2013).

2.3 Classic Assumption Test

2.3.1 Normality Test

Using the Kolmogorov-Smirnov test on the observed value and the predictive value of the independent variable on the dependent variable, determine if the independent and dependent variables have a normal distribution or if they cannot be detected. Normality will be attained if the

likelihood of calculating the test findings exceeds the research test's level (Mulyanto & Wulandari, 2010).

2.3.2 Heteroscedasticity Test

The heteroscedasticity test is one of the tests used to examine whether a regression model's residuals from one observation differ significantly from those of another (Priyatno, 2011). In this study, the heteroscedasticity test employs the scatter plot approach by examining the pattern of regression scatter plot points. If the points on the scatter plot are distributed irregularly above and below 0 on the Y axis, then heteroscedasticity is not an issue (Kalesaran et al., 2014).

2.4 Hypothesis Test

2.4.1 Coefficient of Determination Test (R^2)

Coefficient of determination test is carried out to measure the extent to which the ability of the independent variable to explain the dependent variable. The coefficient of determination test is expressed as a percentage whose value ranges from $0 < R^2 < 1$, if the R^2 value obtained is close to 1, it shows a more robust influence (Mulyani & Saputri, 2019).

2.4.2 t-Test

The t-test is one of the individual partial regression coefficient tests used to assess if the independent variables have an effect on the dependent variable (Sujarweni, 2015). To determine the validity of the hypothesis, the criterion is applied if the t count > t table rejects Ho and accepts Ha, indicating an influence between the dependent and independent variables (Lussy, 2018).

3. Results and Discussion

3.1. Instrument Test Results

3.1.1. Validity Test Results

One method of determining the reliability of study variables is to put them through a validity test. If the statement on the questionnaire can reveal something that can be measured by the questionnaire, then the questionnaire may be valid. To determine the validity of each item in the set of questions by calculating the total correlation between the original and revised versions of that item. Validity of a question item is determined by checking whether or not its r count is greater than the r table (Suharsimi, 2006).

Table 1.
Validity Test Results

Variable	Inquiry Code	Corrected Item-Total Correlation	r Table	Information
Product	$X_{1.1}$	0.794	0.196	Valid
	$X_{1.2}$	0.767	0.196	Valid
	$X_{1.3}$	0.853	0.196	Valid
	$X_{1.4}$	0.713	0.196	Valid
	$X_{1.5}$	0.837	0.196	Valid
Price	$X_{2.1}$	0.782	0.196	Valid
	$X_{2.2}$	0.784	0.196	Valid
	$X_{2.3}$	0.858	0.196	Valid
	$X_{2.4}$	0.707	0.196	Valid
	$X_{2.5}$	0.824	0.196	Valid
Place	$X_{3.1}$	0.778	0.196	Valid
	$X_{3.2}$	0.757	0.196	Valid
	$X_{3.3}$	0.864	0.196	Valid
	$X_{3.4}$	0.719	0.196	Valid
	$X_{3.5}$	0.874	0.196	Valid
Promotion	$X_{4.1}$	0.839	0.196	Valid
	$X_{4.2}$	0.843	0.196	Valid

	$X_{4.3}$	0.766	0.196	Valid
	$X_{4.4}$	0.849	0.196	Valid
	$X_{4.5}$	0.825	0.196	Valid
Sales Increase	$Y_{1.1}$	0.881	0.196	Valid
	$Y_{1.2}$	0.864	0.196	Valid
	$Y_{1.3}$	0.884	0.196	Valid
	$Y_{1.4}$	0.834	0.196	Valid

Source: Primary data processed, 2022.

Based on the Table 1, it can be seen that the results of the validity test of 24 statements have an r-count value on each statement item from each research variable used which is greater than the r-table value (0.196), which is between 0.707 to 0.884. Based on these results, all statement items in this research variable can be valid because they have an r-count > r-table, so all statement items in this research variable can be used. The way to get the value of the r table is df = n-2, where the number of respondents is 100, so 100-2 = 98, then the r table is 0.196.

3.1.2 Reliability Test Results

A reliability test is utilized in order to ascertain whether or not the measuring instrument in question is consistent. It demonstrates the degree to which the measuring device can be relied upon and trusted when carrying out research. The statistical results of Cronbach's Alpha provide a measurement of the level of reliability of a study variable; a variable is considered to be trustworthy if it provides a value for Cronbach's Alpha that is more than or equal to 0.60 (Tarigan & Sanjaya, 2013).

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Cronbach's Alpha standard	Decision
Product	0.842	0.60	Reliable
Price	0.847	0.60	Reliable
Place	0.836	0.60	Reliable
Promotion	0.872	0.60	Reliable
Sales Increase	0.889	0.60	Reliable

Source: Primary data processed, 2022.

Based on the table above, it can be seen from the reliability test results that the Cronbach's Alpha value for each variable is 0.842, the price is 0.847, the Place is 0.836, the promotion is 0.872, and the sales increase is 0.889. The Cronbach's Alpha value obtained from each research variable is greater than the comparison Cronbach's Alpha value, so it can be concluded that all variables used in this study are reliable and have good measurement consistency.

3.2 Classic Assumption Test Results

3.2.1. Normality Test Results

Using the Kolmogorov-Smirnov test on the observed value and the predictive value of the independent variable on the dependent variable, the goal of this step is to establish whether or not the independent and dependent variables follow a typical distribution or whether or not this distribution can even be detected. The hypothesis will be considered normal if it can be shown that the chance of correctly calculating the test results is higher than the level of the research test (Mulyanto & Wulandari, 2010).

Table 3.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test						
		Product	Price	Place	Promotion	Sales Increase
N		100	100	100	100	100
Normal Parametersa,b	Mean	12.800	10.970	11.890	13.200	10.630
	Std. Deviation	2.655	1.978	2.908	3.066	2.568
Most Extreme Differences	Absolute	.111	.127	.134	.117	.132
	Positive	.085	.117	.134	109	.097
	Negative	-.111	-.127	-.103	-.117	-.132
Test Statistic		.111	.127	.134	.117	.132
Asymp. Sig. (2-tailed)		.200c	.166c	.114c	.200c	.129c

Source: Primary data processed, 2022.

Based on table 3 above, it can be seen that the results of the normality test obtained the Asymp Value value. Sig. on each variable, namely product of 0.200, price of 0.166, Place of 0.114, promotion of 0.200, and an increase in sales of 0.129. Asymp Value. Sig. Obtained from each research variable is more significant than 0.05, so it can be concluded that all variables used in this study are typically distributed.

3.2.2. Heteroscedasticity Test Results

One of the tests that may be done to detect whether or not a regression model has an inequality of variance from the residuals of one observation to those of another is called the heteroscedasticity test (Priyatno, 2011). This research makes use of the scatter plot approach to test for heteroscedasticity. Specifically, the researchers examine the pattern of the regression scatter plot points. There is no issue with heteroscedasticity if the points on the scatter plot are dispersed in an uneven fashion above and below zero on the Y axis. (Kalesaran et al., 2014).

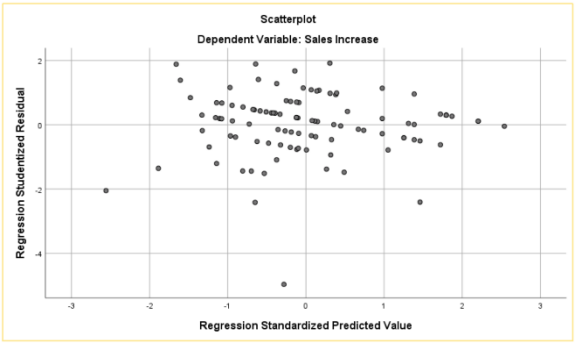

Figure 1. Heteroscedasticity Results

Figure 1 shows that the points in the scatter plot graph spread randomly or do not form a specific pattern. This shows that there is no heteroscedasticity in the regression model.

3.3 Hypothesis Test Results

3.3.1. Coefficient of Determination Test Results (R^2)

The coefficient of determination (R^2) value ranges from $0 < R^2 < 1$. A small value of R^2 means that the ability of the independent variable to explain the variation of the dependent variable is very limited. Conversely, if the value is close to 1, the independent variable provides all the information needed to predict the dependent variable.

Table 4.
Coefficient of Determination Test Results

Model	R	R-Square	Adjusted R-Square	Std. Error of the Estimate
1	0.972[a]	0.944	0.941	.642

Source: Primary data processed, 2022.

The results of the coefficient of determination test (R^2) obtained an R-square value of 0.944, which can be seen by looking at table 4 up above. This value indicates that the variability of the independent variable can explain the dependent variable of 94.40% or that the value states that the product, price, Place, and promotion variables affect the increase in sales by 94.40% and other variables influence the remaining 5.60%.

3.3.2 t-Test Results

Hypothesis testing with a t-test is used to determine which partial hypothesis is accepted. The first hypothesis (H_1) states that the product has a positive and significant effect on increasing sales.

Table 5.
The Results of the Hypothesis Test of Product on the Increased Sales

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.045	.732		1.428	.000
	Product (X_1)	.737	.051	.930	14.563	.000

Source: Primary data processed, 2022.

According to the findings of the first test of the hypothesis H_1, which are presented in the table that was just presented (Table 5), the value of t count more than t table is 14,563, which is greater than 1,661. As a result, the initial hypothesis that was put up can be accepted. To be more specific, the product contributes positively and significantly to an increase in sales. This is in line with the findings of the test for the coefficient of determination (R^2) that was carried out, which showed that product, price, place, and promotion factors were responsible for 94.40 percent of the increase in sales.

The second hypothesis (H_2) states that price has a positive and significant effect on increasing sales.

Table 6.
The Results of the Hypothesis Test of Price on the Increased Sales

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.730	.741		3.683	.000
	Price (X_2)	.624	.051	.906	12.293	.000

Source: Primary data processed, 2022.

The findings of the second hypothesis test (H_2) are presented in Table 6, and they show that the value of t count > t table is 12,293 > 1,661. This can be noticed by looking at the table. As a result, the second hypothesis that was put up is one that can be accepted. To be more specific, an increase in price has a beneficial and noticeable impact on the number of sales. This is in accordance with the findings of the test for the coefficient of determination (R^2) that has been carried out, which shown that product, price, place, and promotion factors are responsible for 94.40 percent of the rise in sales.

The third hypothesis (H_3) states that Place positively and significantly affects increasing sales.

Table 7.
The Results of the Hypothesis Test of Place on the Increased Sales

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.457	.817		4.231	.000
	Place (X_3)	.586	.056	.875	10.378	.000

Source: Primary data processed, 2022.

The findings of the third hypothesis test (H_3) are presented in Table 7, and they reveal that the value of t count > t table is 10.378 > 1.661. These findings can be viewed by consulting the table. As a result, the third hypothesis that was put up is one that can be accepted. To be more specific, the Place contributes positively and significantly to an increase in sales. This is in accordance with the findings of the test for the coefficient of determination (R^2) that has been carried out, which shown that product, price, place, and promotion factors are responsible for 94.40 percent of the rise in sales.

The fourth hypothesis (H_4) states that promotion positively and significantly affects increasing sales.

Table 8.
The Results of the Hypothesis Test of Promotion on the Increased Sales

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.468	.494		2.974	.000
	Promotion(X_4)	.705	.033	.965	21.285	.000

Source: Primary data processed, 2022.

Based on Table 8, it can be seen from the results of the fourth hypothesis test (H_4) that the value of t count > t table is 21,285 > 1,661. Thus the fourth hypothesis proposed can be accepted. Namely, the Place has a positive and significant effect on increasing sales. This follows the results of the coefficient of determination test (R^2) that has been carried out, where 94.40% of the increase in sales is influenced by product, price, Place, and promotion variables.

4. Conclusion

The research that has been conducted aims to analyze the effect of the marketing mix strategy of product, price, place and promotion on increasing the sales volume of Reverse Osmosis Health Drinking Water. Based on the results of the research that has been done, the following conclusions can be drawn: (1) Based on the results of data analysis that has been carried out on the first hypothesis (H_1), which states that the product has a positive and significant effect on increasing sales, the value of t count > t table is 14,563 > 1,661, testing the second hypothesis (H_2) which states that price has an effect positive and significant increase in sales, the value of t count > t table is 12,293 > 1,661, testing the third hypothesis (H_3) which states that Place has a positive and significant effect on increasing sales, the value of t count > t table is 10,378 > 1,661, and at testing the fourth hypothesis (H_4) which states that promotion has a positive and significant effect on increasing sales, the value of t count > t table is 21,285 > 1,661 which means that product, price, place, and promotion have a positive and significant effect on increasing sales volume of drinking water products. Reverse Osmosis Health. (2) The R-square value obtained is 0.944, which states that the product, price, Place, and promotion variables affect the sales volume of Reverse Osmosis Health Drinking Water products by 94.40%, and other variables influence the remaining 5.60%.

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