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THE EFFECT OF MARKETING MIX ON SALES VOLUME OF SUZUKI ERTIGA CARS AT PT. MEGAHPUTRA SEJAHTERA PETTARANI MAKASSAR BRANCH

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Abstract

This study aims to determine the effect of marketing mix on sales volume at PT. Megahputra Prosperous Pettarani Makassar Branch. The population in this study are consumers at PT. Megahputra Sejahtera Pettarani Makassar Branch who purchased Suzuki Ertiga car products in 2018-2022. Data collection was carried out using documentation and questionnaire methods. The data analysis technique used is multiple linear regression analysis. Multiple linear regression equations produce equations $Y = 0.308 + 0.248X_1 + 0.009X_2 + 0.027X_3 + 0.094X_4 + (-0.151)X_5 + 0.403X_6 + 0.137X_7$. This the results of this study found that simultaneously the Marketing Mix variable (X1, X2, X3, X4, X6, and X7) has a positive effect on Sales Volume while X5 has a negative effect on Sales Volume. The results of the determination correlation analysis (R Square) were 0.343 which indicated that 34.3% of the independent variables namely X1, X2, X3, X4, X5, X6, and X7 had an effect or were able to explain the characteristics of the dependent variable (Y). While the remaining 65.7% is influenced or explained by other variables not included in this research model. The results of the F test explain that the seven Marketing Mix variables have a significant effect on the Sales Volume variable with a calculated F value (6.157) > F table (2.16) with a significance level of 0.000 <0.05 and the t test results explain that the Product variable (X1) with value 0.017 <0.05 and Process (X6) with a value of 0.001 <0.05 has a significant effect on Sales Volume variable

Keywords: *Marketing Mix, and Sales Volume*

1. INTRODUCTION

Developments in the world of marketing are currently happening so fast that it has led to increasingly fierce competition, because every company is always trying to be able to increase market share and reach consumers. Companies must be able to determine the right marketing strategy so that their business can survive and win the competition so that the goals of the company can be achieved. Basically, the more competitors there are, the more choices for customers to be able to choose products that match their expectations, so that the consequences for the company from these changes are to be more careful and smarter in dealing with each competitor.

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In today's business world, the level of competition between business industries is getting sharper, including companies in Indonesia. With the advancement of technology in the era of globalization, every company tries to always improve the quality of production and marketing management with the aim of maximizing profits according to company targets. One of the companies engaged in the automotive industry, in the form of selling and servicing Suzuki brand cars in South Sulawesi is PT. Megahputra Sejahtera, the Pettarani Makassar branch, which sells various brands of Suzuki cars, one of which is Ertiga with various types and colors that can meet consumer needs, especially the type of family car or MPV in accordance with the culture of people who travel with their families.

Companies engaged in the automotive world, especially four-wheeled vehicles, cannot be separated from this competition. So that the company must be able to face various obstacles that arise in managing its marketing business business, as well as to guarantee the company concerned so that it can operate with effective and efficient management so as to produce the desired results.

In carrying out marketing activities a company must have goals, both short term and long term. In the short term, it is usually to win the hearts of consumers, especially for new products, while in the long term it is done to maintain existing products so that they exist. In general, the company needs an understanding of the concept of marketing strategy. Suzuki is a Japanese company that manufactures vehicles such as cars, engines, ATVs and motorcycles and has entered international markets including the Indonesian market. Suzuki Indonesia is a business engaged in the automotive industry that manufactures, markets, trades motorcycles, cars and outboard motors (outboard motors). Suzuki Ertiga, a car with a capacity of 7 passengers made in Japan, offers relatively cheap prices and comfort that is no less competitive than its competitors.

From the results of sales observations based on sales data for Suzuki Ertiga cars at PT. Megahputra Sejahtera Pettarani Makassar Branch in 2018-2022, it turns out that every year the sales volume of Suzuki Ertiga car products at PT. Megahputra Sejahtera Pettarani Makassar Branch experienced a decline. One of the reasons for the decline in sales that occurred was due to the low contribution of the marketing mix which included products, prices, places, places, people, physical facilities and processes that were less effective and efficient and tight competition between competitors or competitors for the MPV (Multi Purpose Vehicle) family car. Apart from the lack of marketing mix contribution, another reason is inaccurate information and promotion of products that will be conveyed to consumers.

2. IMPLEMENTATION METHOD

This research uses quantitative research with descriptive and explanatory research methods. In this study, the population is consumers at PT. Megahputra Sejahtera Pettarani Makassar Branch who purchased Suzuki Ertiga car products in 2018-2022. In this study there is a population (N) of 661 which is the total sales of Suzuki Ertiga car products at PT

Megahputra Sejahtera Pettarani Makassar Branch for the 2018-2022 period and the percentage of inaccuracy (e) is set at 10%. So the minimum number of samples in this study is based on the calculation of the minimum sample determination, the number of samples is 70 people as respondents. Data analysis technique using multiple regression analysis. The following is the equation model in this study:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_{b6} + \beta_7 X_7 + e$$

Information:

X_1	= Product	Z	= E-Trust
X_2	= Price	X5	= Person
X3	= Promotion	X6	= Proses
X4	= Place	X7	= Facilities
e1	= error	Y	= Sales Volume

3. RESULTS AND DISCUSSION

3.1 Validity test

Validity indicates the extent to which the accuracy and accuracy of a measuring instrument in performing the function of its measurement. Test the validity by using the SPSS for windows version 22.0, namely by looking at the value of the Corrected Item Total Correlation range. To find out whether a questionnaire is valid or not if the value of r count is greater than r table by using r table of 0.198. If r count > r table and is positive then the statement item is valid.

Table 1. Validity Test Results

Variable	Code	*Corrected Item Total Correlation.*	T_{table}	Inf.
Product	X1.1	0,746	0,198	Valid
	X1.2	0,805	0,198	Valid
	X1.3	0,646	0,198	Valid
	X1.4	0,697	0,198	Valid
	X1.5	0,724	0,198	Valid
	X1.6	0,676	0,198	Valid
Price	X2.1	0,661	0,198	Valid
	X2.2	0,521	0,198	Valid
	X2.3	0,668	0,198	Valid
	X2.4	0,668	0,198	Valid
	X2.5	0,824	0,198	Valid
Promotion	X3.1	0,614	0,198	Valid
	X3.2	0,590	0,198	Valid
	X3.3	0,585	0,198	Valid
	X3.4	0,739	0,198	Valid
	X3.5	0,662	0,198	Valid

	X3.6	0,560	0,198	Valid
Place	X4.1	0,787	0,198	Valid
	X4.2	0,758	0,198	Valid
	X4.3	0,862	0,198	Valid
	X4.4	0,679	0,198	Valid
Person	X5.1	0,776	0,198	Valid
	X5.2	0,801	0,198	Valid
	X5.3	0,811	0,198	Valid
	X5.4	0,766	0,198	Valid
	X5.5	0,791	0,198	Valid
	X5.6	0,778	0,198	Valid
Proses	X6.1	0,763	0,198	Valid
	X6.2	0,695	0,198	Valid
	X6.3	0,750	0,198	Valid
	X6.4	0,706	0,198	Valid
Facilities	X7.1	0,679	0,198	Valid
	X7.2	0,542	0,198	Valid
	X7.3	0,775	0,198	Valid
	X7.4	0,771	0,198	Valid
	X7.5	0,804	0,198	Valid
Sales Volume	Y.1	0,876	0,198	Valid
	Y.2	0,578	0,198	Valid
	Y.3	0,604	0,198	Valid
	Y.4	0,807	0,198	Valid

Source: Results of SPSS data processing

Based on table 1. shows that, all r count values for questionnaire statement items on the research variables produce r count values that are greater than r table values. The r table value for the number of samples (n = 70) is 0.198 so that all question items in each questionnaire can be declared valid.

3.2 Reliability Test

The reliability test is used to measure a questionnaire which is an indicator of the variable.

Table 2. Reliability Test Results

Research variable	Number of Question Items	*Cronbach's Alpha*	$T_{standart}$	Inf.
Product	6	0,804	0,60	Reliabel
Price	5	0,696	0,60	Reliabel
Promotion	6	0,675	0,60	Reliabel
Place	4	0,774	0,60	Reliabel
Person	6	0,874	0,60	Reliabel
Proses	4	0,687	0,60	Reliabel

| Facilities | 5 | 0,767 | 0,60 | Reliabel |
| Sales Volume | 4 | 0,699 | 0,60 | Reliabel |

Source: Results of SPSS data processing

Based on table 2. the results of the reliability test show that all variables in this study have a Cronbach's Alpha coefficient (α) > 0.60 so that all measurement concepts for each variable from the questionnaire are reliable. The reliability of all question items means that the respondents' answers to statements are consistent or stable from time to time.

3.3. Multiple Linear Regression Analysis

Multiple linear regression test to determine whether there is influence of the marketing mix variable on sales volume. The results of data processing using SPSS can be seen in the following table:

Table 3. Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,308	2,696		,114	,910
	Produk	,248	,101	,331	2,450	,017
	Harga	,009	,110	,010	,081	,936
	Promosi	,027	,105	,033	,261	,795
	Tempat	,094	,100	,107	,946	,348
	Orang	-,151	,116	-,201	-1,299	,199
	Proses	,403	,120	,430	3,368	,001
	Sarana Fisik	,137	,167	,110	,822	,414

a. Dependent Variable: Volume Penjualan

Source: Results of SPSS data processing

Based on the processed data in table 3, the multiple linear regression equation is as follows:

$$\hat{Y} = 0{,}308 + 0{,}248X_1 + 0{,}009X_2 + 0{,}027X_3 + 0{,}094X_4 + (-0{,}151)X_5 + 0{,}403X_6 + 0{,}137X_7$$

Where :

1) A constant value of 0.308 states that if there are no independent variables (product, price, promotion, place, people, process and physical facilities) then sales volume will still produce a value of 0.308.
2) The product variable coefficient value of 0.248 states that every 1% increase in the level of product value (X1) will result in increased sales volume and a positive effect

of 0.248 assuming other variables (price, promotion, place, people, processes and physical facilities) do not affect or = 0.

3) The price variable coefficient value of 0.009 states that every 1% increase in the price level (X2) will result in an increase in sales volume and a positive effect of 0.009 assuming other variables (products, promotions, places, people, processes and physical facilities) do not affect or = 0.

4) The promotion variable coefficient value of 0.027 states that every 1% increase in the promotion value level (X3) will result in increased sales volume and a positive effect of 0.027 assuming other variables (product, price, place, people, processes and physical facilities) do not affect or = 0.

5) The coefficient value of the place variable is 0.094 stating that every 1% increase in the level of place value (X4) will result in an increase in sales volume and a positive effect of 0.094 assuming that other variables (product, price, promotion, people, processes and physical facilities) do not affect or = 0.

6) The coefficient value of the person variable is -0.151 which states that every 1% increase in the level of people's value (X5) will result in decreased sales volume and a negative effect of -0.151 assuming other variables (product, price, promotion, place, process and physical facilities) do not affect or = 0.

7) The process variable coefficient value of 0.403 states that every 1% increase in the level of process value (X6) will result in increased sales volume and a positive effect of 0.403 assuming other variables (product, price, promotion, place, people, and physical facilities) are not affect or = 0.

8) The coefficient value of the physical means variable is 0.137 stating that every 1% increase in the value level of physical facilities (X7) will result in an increase in sales volume and a positive effect of 0.137 assuming other variables (product, price, promotion, place, people and process) does not affect or = 0.

3.4. Discussion

This study aims to determine the effect of the marketing mix with the dimensions of product, price, promotion, place, people, processes and physical facilities on the sales volume of Suzuki Ertiga cars at PT. Megahputra Prosperous Pettarani Makassar Branch. In general, this study shows that the results of the marketing mix are quite satisfactory. The results of the descriptive analysis show that the marketing mix applied by PT. Megahputra Sejahtera Pettarani Makassar branch is generally good. This can be shown from the high responses of respondents to the conditions of each research variable with answers agreeing. According to Assauri (2014: 198) and Wardana and Maulana (2019), that the marketing mix is a combination of variables or activities which are the essence of the marketing system, variables that can be controlled by companies to influence the reactions of buyers or consumers. Based on the expert opinion, PT. Megahputra Sejahtera Pettarani Makassar

branch hopes to be able to keep up with consumer expectations and implement a marketing mix and its influence in increasing sales volume. From the results of this study, it was found that the marketing mix variable in its seven dimensions had two dimensions that had a positive and significant effect on sales volume, while the other four dimensions had a positive and insignificant influence and one dimension had a negative and insignificant effect. Based on the F test conducted, the results show that the marketing mix with its seven dimensions (product, price, promotion, place, people, process and physical facilities) has a positive and significant effect on sales volume. This is because by implementing the right marketing mix, it will create an impact on sales volume. Based on the test results of the coefficient of determination, the result is 34.3%, which means that the marketing mix with the dimensions of product, price, promotion, place, people, processes and physical facilities has an effect of 34.3% on sales volume and the remaining 65.7%. influenced by other factors not examined in this study.

1) The results showed that product variables had a positive and significant effect on sales volume. The results of this study are in line with research conducted by Ramadhani (2017), namely product variables have a positive and significant influence on sales volume. However, it is different from the results of research conducted by Sidiq (2016), namely product variables have a negative and insignificant effect on sales volume. Based on the respondents' answers to the research questionnaire, it appears that the highest indicator affecting sales volume is product quality. This can be seen from the majority of respondents who expressed their agreement with the statement that the Suzuki Ertiga car has a good level of quality and comfort, has the highest score compared to other statements, meaning that the product at PT. Megahputra Sejahtera Pettarani Makassar Branch according to the wishes of the respondents. These results provide empirical evidence that the Suzuki Ertiga car product at PT. Megahputra Sejahtera Pettarani Makassar Branch has good quality with the advantages of the products offered so as to provide comfort to consumers when driving using a Suzuki Ertiga car. This has a high influence on sales volume at PT. Megahputra Prosperous Pettarani Makassar Branch.

2) The results showed that the price variable had a positive but not significant effect on sales volume. The results of this study are in line with research conducted by Ramadhani (2017), namely the price variable has a positive but not significant effect on sales volume. In contrast to the results of research conducted by Sidiq (2016), namely product variables have a positive and significant effect on sales volume. Based on the respondents' answers to the research questionnaire, it can be seen that the highest indicator that affects sales volume is the price according to product quality. This can be seen from the majority of respondents who agreed with the statement that the price of the Suzuki Ertiga car according to product quality had the highest score compared to the other statements. These results provide empirical

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evidence that PT. Megahputra Sejahtera Pettarani Makassar Branch applies prices to the Suzuki Ertiga car products offered in accordance with product quality. The impact caused by the price variable is not significant or not too large because the price applied is not in accordance with consumer wishes or does not follow market prices. Even though the price applied by PT. Megahputra Sejahtera Pettarani Makassar Branch in accordance with product quality, consumers will prefer to buy products at prices according to the level their economy or income.

3) The results showed that the promotion variable had a positive and insignificant effect on sales volume. The results of this study are in line with research conducted by Ramadhani (2017), namely the promotion variable has a positive but not significant effect on sales volume. In contrast to the results of research conducted by Sidiq (2016), namely the promotion variable has a positive and significant effect on sales volume. Based on the respondents' answers to the research questionnaire, it can be seen that the highest indicators that affect sales volume are the target location of the promotion and the method of promotion. This can be seen from the majority of respondents who expressed their agreement with the statement that they chose the Suzuki Ertiga car because it met their needs and had the highest score compared to the other statements. These results provide empirical evidence that PT. Megahputra Sejahtera Pettarani Makassar Branch has implemented product information for Suzuki Ertiga cars, namely in the form of specifications and product advantages according to consumer needs so that they influence buying and deciding to purchase Suzuki Ertiga car products. The impact caused by the promotion variable is not significant or not too large due to the lack of attractive promotional methods to apply such as distributing brochures or promotions through print media, placing banners or banners in public places, and promoting through electronic media such as radio or television. As a result of the spread of promotions that are not wide enough so that they do not reach the target market, consumers do not get enough information product offered clearly.

4) The results of this study indicate that the place variable has a positive and insignificant effect on sales volume. The results of this study are in line with research conducted by Ramadhani (2017), namely the place variable has a positive but not significant effect on sales volume. In contrast to the results of research conducted by Sidik (2018), namely product variables have a positive and significant effect on sales volume. Based on the respondents' answers to the research questionnaire, it appears that the highest indicator affecting sales volume is strategic location. This can be seen from the majority of respondents who expressed their agreement with the PT. Megahputra Sejahtera Pettarani Makassar branch is strategic, has the highest score compared to the other statements. These results provide empirical evidence that PT. Megahputra Sejahtera Pettarani Makassar Branch is in a strategic location in the

middle of the city and on Jl. Andi Prince Pettarani Makassar so that it can be reached by consumers. The impact caused by the location variable is not significant or not too large due to difficult and obstructed access because the construction of the toll road makes traffic go to PT. Megahputra Sejahtera Pettarani Makassar branch is jammed so that consumers experience problems or difficulties when getting to the location.

5) The results of this study indicate that the people variable has a negative and insignificant effect on sales volume. The results of this study are in line with research conducted by Sidiq (2016), namely the people variable has a negative and insignificant effect on sales volume. In contrast to the results of research conducted by Nurlisah (2018), namely the people variable has a positive and significant effect on increasing sales volume. Based on the respondents' answers to the research questionnaire, it appears that the highest indicators affecting sales volume are employee attitudes and performance. This can be seen from the majority of respondents who stated their agreement with the statement of friendliness and the willingness of employees to help consumers in making purchases, having the highest score compared to other statements. These results provide empirical evidence that the performance and attitude of employees who are friendly and responsive when serving consumers with the ability of employees to communicate to consumers politely and use a gentle tone, do not argue with consumers, and apologize if something goes wrong does not have a positive effect on sales volume at PT. Megahputra Prosperous Pettarani Makassar Branch. The impact caused by the variable people is not significant or not too big because consumers also pay attention to other aspects of people or employees at PT. Megahputra Sejahtera Pettarani Makassar Branch such as service or ability to meet consumer needs, and the results of employee performance that make consumers feel satisfied or dissatisfied so as to have an impact on sales volume.

6) The results of this study indicate that the process variable has a positive and significant influence on sales volume. The results of this study are in line with research conducted by Sidiq (2016) and Musa (2017), namely process variables have a positive and significant influence on sales volume. In contrast to the results of research conducted by Nurlisah (2018), namely the process variable has a positive and insignificant effect on sales volume. Based on the respondents' answers to the research questionnaire, it can be seen that the highest indicators that affect sales volume are fast service and ease of transaction. This can be seen from the majority of respondents who stated their agreement with the statement of clarity of product information in the customer service process in making purchases, having the highest score compared to other statements. These results provide empirical evidence that the system in the service process at PT. Megahputra Sejahtera Pettarani Makassar

Branch is very good so as to provide convenience to consumers when purchasing products or services without having to wait long with the willingness of employees to be responsive to complaints felt by consumers and solving problems experienced by consumers resolved quickly and precisely will have an impact on the formation customer satisfaction and cause a high influence on sales volume.

7) The results of this study indicate that the physical means variable has a positive and insignificant effect on sales volume. The results of this study are in line with research conducted by Sidiq (2016), namely the variable physical facilities has a positive and not significant effect on sales volume. In contrast to the results of research conducted by Nurlisah (2018), namely the variable physical facilities has a negative and insignificant effect on sales volume. Based on the respondents' answers to this research questionnaire, it can be seen that the highest indicators affecting sales volume are the environment and company conditions. This can be seen from the majority of respondents who expressed their agreement with the statement that environmental cleanliness makes consumers comfortable, has the highest score compared to other statements. These results provide empirical evidence that consumers feel comfortable when making purchases at PT. Megahputra Prosperous Pettarani Makassar Branch. With the physical facilities owned by PT. Megahputra Sejahtera, Pettarani Makassar Branch, clean and comfortable environment with waiting facilities for consumers equipped with sofas, relaxation chairs, TV, air conditioning, designated smoking areas, children's playgrounds and restrooms as well as providing consumption in the form of food and drinks for customers in the waiting room. The impact caused by the physical means variable is not significant or not too big because consumers who buy products/services do not spend long enough so that consumers do not really feel the physical means variable. When servicing a car, some consumers don't wait, but leave the car until the repair is complete and then come back to pick up the car that has been repaired.

4. CONCLUSION

The conclusions from the results of the analysis based on the formulation of the problem and the hypothesis in this study are as follows.

1) The regression equation $\hat{Y}= 0.308 + 0.248X1+ 0.009X2+ 0.027X3+ 0.094X4 + (-0.151)X5+0.403X6+0.137X7$ means that the independent variables namely product, price, promotion, place, process and physical facilities have a positive effect on sales volume, meaning that if the independent variable increases, the dependent variable also increases, and if the independent variable decreases, the dependent variable also decreases. Meanwhile, the people variable has a negative or no effect on the sales volume variable. The process variable has the most dominant influence on sales volume at PT. Megahputra Prosperous Pettarani Makassar Branch.

2) The coefficient of determination (R square) for the effect of the independent variables or marketing mix includes product, price, promotion, place, people, process, and physical facilities on the dependent variable or sales volume of 34.3%. While the remaining 65.7% by other variables not included in this study.

3) The conclusion explains what is expected in the Introduction section, as well as conclusions from the Results and Discussion *section*. Conclusions can also be added to the development plan for the implementation of future service.

Based on the conclusions that have been described, the authors suggest the following:

1) PT. Megahputra Sejahtera Pettarani Makassar Branch as an authorized dealer company that markets Suzuki car products, especially the Suzuki Ertiga and service services, is required to be able to capture automotive business opportunities by focusing on aspects of the marketing mix, namely product, price, promotion, place, process and physical facilities due to the six variables This is a variable that influences sales volume, while in relation to the people variable, PT. Megahputra Sejahtera Pettarani Makassar Branch must further increase these variables, so that it can then increase sales volume.

2) PT. PT Megahputra Sejahtera Pettarani Makassar Branch should try to maintain or increase the process variable because it has the greatest influence on sales volume by increasing the clarity of product information in the customer service process in making purchases.

3) For further research that takes the same theme, it is recommended to add other independent variables related to the marketing mix apart from the seven dimensions, namely product, price, promotion, place, people, process, and physical facilities to make it more complete, because there are still other independent variables outside of this study. which may affect sales volume.

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