

# THE INFLUENCE OF MARKETING MIX ON SALES VOLUME AT RIZQI STORE, TAWANGSARI VILLAGE, GARUM DISTRICT, BLITAR REGENCY

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## ABSTRACT

*More and more needs make people's demand and purchasing power also increase. Therefore, the title of this research is The Effect of Marketing Mix Strategy on Increasing Sales Volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency. The research method used is the quantitative research method. The population used is all consumers who buy at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency with a sample size of 80 respondents and sampling techniques using simple random sampling. The data collection technique used a questionnaire and data analysis was assisted by the SPSS Statistics 26 application. Based on the results of this study, product, and promotion have a positive and significant effect on increasing sales volume, while price and place have no effect and are insignificant to increasing sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency. Simultaneously or together, product, price, place, and promotion affect increasing sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency.*

**Keywords:** Marketing Mix, Sales Volume

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## 1. INTRODUCTION

The role of marketing strategy is inseparable from the marketing mix used because the marketing mix or commonly referred to as the marketing mix is a set of marketing tools used to achieve the goals of a business. In marketing a product, a good marketing method is needed. Without a well-planned and well-organized marketing strategy, the business objectives that have been set from the start will not be achieved. By carrying out this marketing or marketing process, the products we sell can be recognized in the market and can be an option for consumers so that many people buy products.

According to Kotler and Armstrong (2008 as cited in Azhar et al., 2018), to measure the marketing mix, it can be seen from product, price, place, and promotion. The marketing mix

strategy pays attention to four things, the first of which concerns products that can meet consumer needs, provide benefits, and can create consumer satisfaction. The second concerns the price by the quality of the goods provided. The third concerns the strategic distribution location which is easily accessible by public transportation or private vehicles. The fourth is related to promotions carried out through social media and print media. Product, price, place, and promotion variables are a combination that has the same role and is a unity to support the success of a business. Therefore, these variables can be used by the company concerned to develop an effective marketing strategy. Business actors can apply the marketing mix to be able to maintain and advance their business. The components contained in the marketing mix strategy are expected to make consumers feel satisfied with the products that have been purchased (H. P. Sari et al., 2022). This consumer satisfaction has an impact on increasing sales which will make the business continue to grow well.

A business can be said to be growing if it has a sales graph that jumps upwards continuously every month. The success of a business can be seen from the achievement of the goals that were planned at the beginning of the business. Business goals must be driven by the vision that has been set. Sales are the backbone of trading business in developing a business to obtain more profit.

The strategy that has been carried out by Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency so far has included four components in the marketing mix. In terms of product quality, the necessities are quality and complete. With good product quality and completeness, pricing at Rizqi Store is quite affordable because this store serves purchases in large or small quantities. If you buy goods in larger quantities, you will be given wholesale prices. In terms of location, this store is strategic and easy to find because it is on the main highway which is the center of the crowd. In addition, this location is easily accessible by public transportation or private vehicles. In terms of promotions carried out, Rizqi Store uses Facebook and WhatsApp social media to advertise the products sold and relies on a strategic location. Every day this store is always crowded with many people so that its products are well known to people in various regions.

Rizqi Store has implemented a marketing mix strategy in terms of product, price, place, and promotion. However, even though the marketing mix strategy has been implemented, the sales volume of the Rizqi Store fluctuates.

Based on the phenomenon of the problem above, the researcher is interested in knowing whether the marketing mix strategy implemented will be able to increase the sales volume of the wholesale trade business. Therefore, the title of this research is The Effect of Marketing Mix Strategy on Increasing Sales Volume at Rizqi Store.

## **2. LITERATURE REVIEW**

### **2.1 Strategy**

A strategy is a way to help and make it easier to solve problems (Hanevie, 2023), besides that strategies are concrete steps that can solve problems (Arrafi, 2021).

### **2.2 Marketing Mix**

A marketing mix is a marketing mix that can be used by companies to create sales for the intended target market (Poluan et al., 2019b). The marketing mix is product, price, place, and promotion (Triwulandari & Zuhri, 2022). Companies must harmonize the four marketing mixes to achieve the desired level of sales. The following are the elements of the marketing mix, among others:

#### **2.2.1 Product**

According to Assauri (2015 as cited in (D. A. T. Sari & Giantari, 2020), a product is anything that can be offered to the market for attention, ownership, use, or consumption, which includes physical goods, services, personalities, places, organizations, and ideas or thoughts. The factors contained in the product are quality or quality, appearance, existing choices, brand style, packaging, size, type, variety, guarantee, and service (Listyawati, 2016).

#### **2.2.2 Price**

Price according to Basu Swastha is the amount of money (plus some goods if possible) needed to get several combinations of goods and services (Wilujeng et al., 2020). Price is a very critical element in the marketing mix because consumers are very concerned about the value they get in exchange (Ansari, 2015).

#### **2.2.3 Place**

The location or place of distribution is a channel used by producers to distribute these goods from producers to consumers or industrial users (Kurniastuti & Nurinda, 2023). So to ensure that consumers are loyal to using our products (Agrippina & Suratnoaji, 2022), producers must endeavor in such a way that in the distribution process, the product can reach consumers (Listyawati, 2016).

#### **2.2.4 Promotion**

Promotion is a component used to inform and influence the market for the company's products so that the market can find out about the products produced by the company (Purnama & Kartika, 2022). The activities included in promotional activities are advertising, personal selling, sales promotion, and publicity (Rochmana et al., 2022). Promotion here is related to the amount of promotional costs and promotional activities to

be carried out (Nerissa, 2021). The expected goal of promotion is that consumers can find out about the product and ultimately decide to buy the product (Putri et al., 2015).

### **2.3 Sales Volume**

Sales are the main purpose of carrying out company activities. Companies, in producing goods/services, have the ultimate goal of selling these goods/services to the public (Zainuddin et al., 2020). Therefore, sales play an important role for the company so that the products produced by the company can be sold and provide income for the company. Sales made by the company aim to sell the goods/services needed as a source of income to cover all costs to make a profit (Poluan et al., 2019a).

Sales activity is an activity that must be carried out by the company by marketing its products in the form of goods or services. Sales activities carried out by the company aim to achieve the expected and profitable sales volume to achieve maximum profit for the company (Putri et al., 2015).

Sales volume is an achievement expressed quantitatively in terms of physical or volume or units of a product. Sales volume is something that indicates the rise and fall of sales and can be expressed in units, kilos, tons, or liters.

Sales volume is the total amount generated from the sale of goods. The greater the amount of sales generated by the company, the greater the possibility of profit that the company will generate (Fatmawati et al., 2018). Therefore, sales volume is one of the important things that must be evaluated for the possibility of the company not losing money. So, profitable sales volume should be the main goal of the company rather than for the benefit of the sales volume itself (Zainuddin et al., 2020).

## **3. METHODS**

The research method used is quantitative research methods. The population used is all consumers who make purchases at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency with a sample size of 80 respondents and sampling techniques using simple random sampling. The data collection technique used a questionnaire and data analysis was assisted by the SPSS Statistics 26 application. The analysis techniques used are validity test, reliability test, classical assumption test (residual normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test), and hypothesis testing (T-test and F test).

## **4. RESULTS AND DISCUSSION**

Respondents in this study totaled 80 people consisting of 36 men and 44 women with ages  $\leq 20$  years 10 people, 20 - 30 years 18 people, 30 - 50 years 40 people, and  $\geq 50$  years 12 people.

Based on the results of statistical analysis using various tests such as validity test, reliability test, classical assumption test (residual normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test), and hypothesis testing (T-test and F test).

#### 4.1 The Research Instrument Test

##### 4.1.1 The Validity Test

In the validity test, all data has been declared eligible and it can be said that the data is valid. From the number of respondents, it can be seen that  $r_{table}$  is 0.2199, which is taken from the calculation ( $df = n-2 = 80-2 = 78$ ) with an alpha of 5%. If  $r_{count} > r_{table}$  then the questionnaire question is declared valid. The following validity test results can be seen in Table 1:

**Table 1** Validity Test Results

No.	Variables	Item Number	$R_{count}$	$R_{table}$	Description
1.	Product	X1.1	0,685	0,2199	Valid
		X1.2	0,654	0,2199	Valid
		X1.3	0,787	0,2199	Valid
		X1.4	0,738	0,2199	Valid
2.	Price	X2.1	0,759	0,2199	Valid
		X2.2	0,823	0,2199	Valid
		X2.3	0,806	0,2199	Valid
		X2.4	0,736	0,2199	Valid
3.	Place	X3.1	0,759	0,2199	Valid
		X3.2	0,823	0,2199	Valid
		X3.3	0,806	0,2199	Valid
		X3.4	0,736	0,2199	Valid
4.	Promotion	X4.1	0,901	0,2199	Valid
		X4.2	0,801	0,2199	Valid
		X4.3	0,535	0,2199	Valid
		X4.4	0,936	0,2199	Valid
5.	Sales	Y.1	0,954	0,2199	Valid
	Promotion	Y.2	0,936	0,2199	Valid

Based on the validity test in Table 1 above, it is known that the variables X1, X2, X3, and X4 are declared valid because of the value of  $r_{count} > r_{table}$ .

#### 4.1.2 The Reliability Test

In the reliability test, it can be concluded that the product variable (X1), price (X2), location (X3), promotion (X4), and sales volume (Y) obtained a Cronbach's Alpha value greater than 0.6 or  $> 0.6$ . From these results, it can be concluded that variables X1, X2, X3, X4, and variable Y are said to have met the requirements for reliability because Cronbach's Alpha value is greater than 0.60. Can be seen in Table 2 below:

**Table 2** Reliability Test Results

No.	Variables	Cronbach's Alpha	Description
1.	Product	0,672	Reliable
2.	Price	0,781	Reliable
3.	Place	0,644	Reliable
4.	Promotion	0,816	Reliable
5.	Sales Promotion	0,875	Reliable

#### 4.2 The Classical Assumption Test

##### 4.2.1 The Residual Normality Test

In the residual normality test based on the results of the One-Sample Kolmogorov-Smirnov Test, the results obtained are 0.222, which means  $> 0.05$ . So it can be concluded that the data is normally distributed. Can be seen in Table 3 below:

**Table 3** Residual Normality Test Results

##### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal	Mean	.0000000
Parameters <sup>a,b</sup>	Std. Deviation	.95305893
Most Extreme	Absolute	.115
Differences	Positive	.096
	Negative	-.115
Test Statistic		.115
Asymp. Sig. (2-tailed)		.011 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.	.222 <sup>d</sup>
	99% Lower Bound	.211
	Confidence Upper Bound	.233
	Interval	

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 2000000.

#### 4.2.2 The Multicollinearity Test

In the multicollinearity test, it is known that the tolerance value on all variables  $>0.1$  and the VIF value on all variables  $<10$ , so there is no multicollinearity between the independent variables in the regression model. Can be seen in Table 4 below:

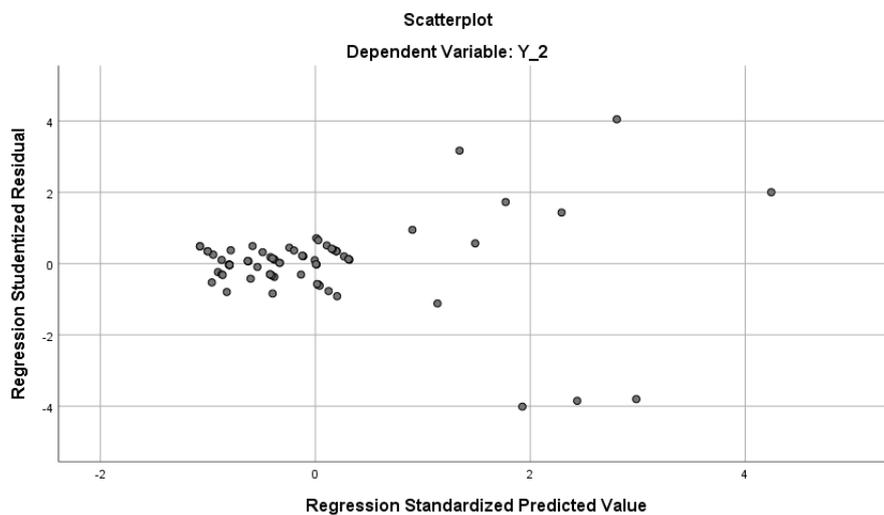
**Table 4** Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PRODUCT	.659	1.518
	PRICE	.726	1.378
	PLACE	.617	1.621
	PROMOTION	.676	1.478

a. Dependent Variable: SALES PROMOTION

#### 4.2.3 The Heteroscedasticity Test

- a. The Scatter Plot graph shows the points spread evenly above and below the number 0 on the Y-axis and does not form any pattern. Can be seen in Figure 1 below:



**Figure 1** Heteroscedasticity Test using Scatter Plot Graphs

- b. The Glejser test shows that the significance value (Sig)  $\geq 0.05$ , so there is no heteroscedasticity. Can be seen in Table 5 below:

**Table 5** Heteroscedasticity Test Results using the Glejser Test  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.001	.004		-.311	.756
	X1_2	-.029	.054	-.208	-.532	.596
	X2_2	.111	.057	.771	1.954	.054
	X3_2	.014	.056	.104	.258	.797
	X4_2	-7.060E-6	.000	-.124	-.779	.438

a. Dependent Variable: ABS2

- c. The autocorrelation test shows the resulting Durbin-Watson value is 2.219. Meanwhile, looking at the d (Durbin Watson) table with a significance value of 0.05 and the amount of data (n) = 80, and the number of independent variables (k) = 4 results in a dl value of 1.5337 and du of 1.7430 while the 4-du value is 2.257. It can be concluded that (1.7430 < 2.219 < 2.257), so there is no autocorrelation problem. Can be seen in Table 6 below:

**Table 6** Autocorrelation Test Results

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.739 <sup>a</sup>	.546	.522	.978	2.219

a. Predictors: (Constant), PRODUCT, PRICE, PLACE, PROMOTION

b. Dependent Variable: SALES PROMOTION

### 4.3 The Hypothesis Test

#### 4.3.1 The T-Test

In the T-test, if  $t_{count} < t_{table}$  or  $sig > 0.05$  (5%) then  $H_0$  is accepted and  $H_a$  is rejected, while if  $t_{count} > t_{table}$  or  $sig < 0.05$  (5%) then  $H_0$  is rejected and  $H_a$  is accepted. Where the value of  $t_{table}$  can be seen in the statistical table at a significant 0.05 divided by 2 = 0.025 with degrees of freedom  $df = n - k - 1 = 80 - 4 - 1 = 75$ , the results obtained for t table are 1.992. Based on the results of the T-test, the product and promotion variables have a significant effect on increasing the sales volume of Rizqi Store, and the price and place variables have no significant effect on increasing the sales volume of Rizqi Store. Can be seen in Table 7 below:

**Table 7 T-Test Results**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	-1.126	1.543		-.730	.468
	PRODUCT	.196	.086	.219	2.282	.025
	PRICE	.001	.073	.002	.018	.986
	PLACE	.141	.084	.166	1.672	.099
	PROMOTION	.248	.046	.514	5.433	.000

a. Dependent Variable: SALES PROMOTION

#### 4.3.2 The F-Test

In the F-test, the value of  $F_{count} > F_{tabel}$  is  $22.587 > 2.49$ , and the value of Sig.  $< 0.05$ , namely  $0.000 < 0.05$ . This means that together (simultaneously) there is a significant influence between product, price, place, and promotion on increasing the sales volume of Rizqi Store. Can be seen in Table 8 below:

**Table 8 F-Test Results**  
**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	86.443	4	21.611	22.587	.000 <sup>b</sup>
	Residual	71.757	75	.957		
	Total	158.200	79			

a. Dependent Variable: SALES PROMOTION

b. Predictors: (Constant), PRODUCT, PRICE, PLACE, PROMOTION

## 5. CONCLUSIONS

The role of marketing strategy is inseparable from the marketing mix used because the marketing mix or commonly referred to as the marketing mix is a set of marketing tools used to achieve the goals of a business. In marketing a product, a good marketing method is needed. Without a well-planned and well-organized marketing strategy, the business objectives that have been set from the start will not be achieved. Based on the results of research that has been conducted on the effect of marketing mix strategies on increasing sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency, the final part of this study, the researcher can draw the following conclusions: (1) Product has a positive and significant effect on increasing sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency. (2) Price has no effect and is not significant to increase sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency. (3) Place has no effect and is not significant to increase

sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency. (4) Promotion has a positive and significant effect on increasing sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency. (5) Simultaneously or together, product, price, place, and promotion affect increasing sales volume at Rizqi Store, Tawang Sari Village, Garum District, Blitar Regency.

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