Scrossref DOI:https://doi.org/10.53625/ijss.v1i4.1037

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THE EFFECT OF THE INFLUENCE OF PRODUCTS, PRICES, PROMOTIONS AND BRAND IMAGE ON SALES VOLUME IN CAHAYA MANDIRI TRADING BUSINESS

By

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Article Info

Articlehistory:

Received: 12-10-21 Revised: 19-11-21 Accepted: 26-11-2021

Keywords:

Product, Price, Promotion, Brand Image and Sales Volume

ABSTRACT

The research was conducted at Cahaya Mandiri Trading Business, with the aim of seeing the effect of Product, Price, Promotion and Brand Image Effect on Sales Volume at Cahaya Mandiri Trading Business. The sample in this study were 87 consumers. The type of data used in this study is primary data in the form of quantitative data which is carried out by distributing questionnaires to consumers who shop. The analytical tool that the author uses is Multiple Linear Regression Analysis with a quantitative approach with the help of SPSS Software Version 21. The results of the study can be concluded that: (1) The product partially has a significant effect on Sales Volume at Cahaya Mandiri Trading Business. (2) Price partially has a significant effect on Sales Volume at Cahaya Mandiri Trading Business. (3) Promotion partially has a significant effect on Sales Volume at Cahaya Mandiri Trading Business. (4) Brand Image partially has a significant effect on Sales Volume at Cahaya Mandiri Trading Business. (5) Product, Price, Promotion and Brand Image simultaneously have a significant effect on Sales Volume at Cahaya Mandiri Trading Business.

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INTRODUCTION 1.

The development of small and medium enterprises is increasing every year, especially in the Rengat district. An increase in the number of small and medium enterprises will certainly increase competition in the business that is run, especially the business that is run the same type as the old one. This is certainly a concern for business actors to run their business, as a business actor, of course, sales volume is the main thing.

Sales volume has a very important role in increasing the profit of a business. High sales volume will make it easier for business actors to make it easier to return the capital they have spent and pay obligations to the people they employ in their business. A business actor in every sale must be smart in making business plans and strategies in order to achieve the goals that have been set.

Based on the results of a pre-survey conducted at one of the independent Cahaya Trading Enterprises that sells products such as banana chips and onion cakes. The volume of sales that occurred in this business has decreased. The sales volume from the last three years has decreased. This is of course a special concern for the independent light trading business actors. Revenue from sales that occurred in 2017 amounted to Rp. 149,740,000. while in 2019 alone, trading business revenue was only Rp. 127,410,000. This is certainly a special concern for business actors in increasing their turnover. During the pre-survey, the researchers saw that the products they sell have competitors with other business actors. This is certainly one of the factors causing the decline in sales. In addition, the price offered is still inferior to similar competitors, competitors dare to provide prices below those sold by this independent light trading business. Promotions that are carried out are still traditional, not using social media which is currently popular. In addition, the brand image of the products sold by Cahaya Mandiri is not well known to consumers.

Journal homepage: https://bajangjournal.com/index.php/IJSS

From the background of the problem above, the researcher is interested in raising the title of this research, namely "The Influence of Products, Prices, Promotions and Brand Image on Sales Volume at Cahaya Mandiri Trading Business".

2. RESEARCH METHOD

This research was conducted at the Mandiri Cahaya Trading Business. The population in this study are consumers who shop at the Mandiri Cahaya Trading Business Object in the research of 665 people. Researchers only took samples using the accidental sampling method randomly using the Slovin formula. Then obtained a sample of 87 consumers. Data collection techniques used are interviews, observation and questionnaires.

Analysis of the data used using test instruments with validity and reliability tests, then using multiple linear regression, to find out how much influence between variables and using the F test and t test to determine the effect simultaneously and partially and the last test using multiple correlation tests the coefficient of determination.

3. RESULTS AND ANALYSIS

The results of the validity and reliability tests of the independent and bound variants are shown below.

Tabel 1. Uji Validitas dan Reliabilitas

Statement	Uji Validitas	Uji Reliabilitas
	(Pearson Correlation 0,2108)	(Croanbach's Alpha 0,6)
Product 1	0,714	0,792
Product 2	0,713	
Product 3	0,708	
Product 4	0,725	
Product 5	0,731	
Price 1	0,781	0,865
Price 2	0,773	
Price 3	0,819	
Price 4	0,922	
Price 5	0,815	
Promotion 1	0,833	0,881
Promotion 2	0,914	
Promotion 3	0,798	
Promotion 4	0,852	
Brand Image 1	0,782	0,895
Brand Image 2	0,871	
Brand Image 3	0,826	
Brand Image 4	0,829	
Sales Volume 1	0,913	0,953
Sales Volume 2	0,952	
Sales Volume 3	0,867	
Sales Volume 4	0,859	
Sales Volume 5	0,903	

Sumber: Data Olahan

From all statement items, it can be seen that all statements of product, price, promotion, brand image and sales volume variables are valid and each product, price, promotion, brand image and sales volume variable is said to be reliable. To determine the effect of independent variables (product, price, promotion and brand image) on Sales Volume at Cahaya Mandiri Trading Business, hypothesis testing was carried out using several statistical analyzes. From the results of data processing, the regression coefficient is obtained and can be seen in the following table:

Table 2: Koefisien Regresi

Variabel	Undstandardized. Coefficients		standardized coefficients	Т	Sig.
	В	Std. Error	Beta		
(Constant)	1,915	,922		2,076	,041
Product	,665	,099	,733	6,692	,000
Price	,379	,074	,385	5,151	,000
Promotion	,386	,078	,390	5,367	,000
Brand Image	,333	,061	,319	5,008	,000

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Crossref DOI:https://doi.org/10.53625/ijss.v1i4.1037

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Sumber: Data Olahan IBM SPSS Versi 21.0

From the results of the research above, it is obtained the multiple linear regression formula Y=1,915+0,665X1+0,379X2+0,386X3+0,379X4. Which is where this research shows a positive relationship between each - each independent variable to the dependent variable. The partial test results show that the product has an effect on sales volume with sig <0.05, price has an effect on sales volume with sig <0.05, promotion has an effect on sales volume with sig <0.05 and brand image has an effect on sales volume with sig <0.05. To see the effect of product, price, promotion and brand image variables, see the table below:

Table 3: Tabel ANOVA

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Mod	del	Sun Of Squares	Df	Mean Square	F	Sig.
1	Regression Residual Total	165.662 56.775 222.437	2 82 86	41.416 .692	59.817	.000 ^b

Sumber: Data Olahan IBM SPSS Versi 21.0

From the table above, it can be seen that sig < 0.05, thus product, price, promotion and brand image simultaneously have a significant effect on sales volume. In addition, the level of relationship between all independent variables on the dependent variable in this study is in the criteria of a very strong relationship or very high influence and the contribution of the influence of the independent variable is 74.5%, while the remaining 25.5% is influenced by other variables that are not investigated in this research. The results of the validity and reliability tests of the independent and bound variants are shown below.

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CONCLUSION

Based on research conducted by researchers, the product partially has a significant effect on sales volume, price partially has a significant effect on sales volume and brand image partially has a significant effect on sales volume. Taken together these two variables product, price, promotion and brand image have an effect on sales volume. Product has a more dominant influence on sales volume when compared to price, promotion and brand image in the research conducted.

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