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STRATEGY ANALYSIS OF THE MARKETING MIX IN THE DIGITAL ERA AND THE INFLUENCE ON PRODUCT SALES AT PT. WORLD INNOVATIVE TELECOMMUNICATION MEDAN BRANCH

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ABSTRACT

Product, price and promotion are elements that can affect sales. This study aims to determine and analyze the effect of product, price and promotion on the sales of PT. World Innovative Telecommunication Medan branch. This type of research is explanatory research. The research population that will be used in the study is all customers who make purchases at the company with a total population of 1,941 customers. Due to the total population which only amounts to 1,941 customers, the sampling technique that will be used is the Slovin formula and obtained as many as 95 people. In this research, the distribution of questionnaires will be measured using a Likert scale. Data analysis used multiple linear regression analysis and coefficient of determination as well as simultaneous and partial tests. The results showed that either partially or simultaneously, product, price and promotion had a positive and significant effect on sales of PT. World Innovative Telecommunication Medan branch. Based on the results of this study, the implications for management are to improve products, prices and promotions.

1. Introduction

PT. World Innovative Telecommunication is a company engaged in selling smartphones as a direct distributor of OPPO brand products. The company also has many branches and one of them is in the city of Medan. The tight competition that exists in today's business world makes the company's sales experience a decline. This of course has an unfavorable impact because in addition to the company not being able to achieve the given target, the company also experienced a decline in company profit.

The decrease in problems occurred from 2019 to 2022 where the decline in 2019 to 2020 was considered not too significant, but sales in 2022 were considered to have experienced a very significant decline where this was also assessed due to the influence of the Covid-19 pandemic.

The decline in sales was judged because the products offered by the company were still in doubt where there were many unfavorable perceptions about OPPO products, one of which was OPPO being a product made in China, so there is no doubt that products made in China are quickly damaged and do not last long if used continuously. In addition, OPPO is not one of the companies that provide mobile phone products with good specifications because there are many other companies that produce similar products and may have better quality, such as Vivo, Realme, Xiaomi, Samsung and so on. The products produced are almost the same as other brands, so they cannot make OPPO the first choice when they want to make a purchase because there are so many other comparisons. Consumers also consider that there is no guarantee that products from OPPO will be of good quality and satisfactory when making purchases of these products because some OPPO users usually often complain that their products are not durable and often experience "freeze" or "hang".

Another factor is considered to be related to the problem that the price set for the company's products is still considered to be higher than other brand smartphone products because consumers have done a first search on OPPO price comparisons with other brands where consumers find that there are other brands that

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have good specifications at lower prices. more affordable by the purchasing power of consumers so as to make consumers more interested and decide to make a purchase on the product. In addition, promotional activities carried out by the company are still less effective in attracting customers to make purchases so that it has an impact on company sales.

In this study, the product has 4 indicators, namely:

a. Product Width
   How many kinds of company Product line.
b. Product Length
   Number of Product units in its Product mix (sum of all brands).
c. Depth of Product Mix
   How many variants does each Product in the line offer.
d. Product Mix Consistency
   Refers to how closely related the various Product lines are in terms of end use, production requirements, distribution channels and more.

In this study, the price has 4 indicators, namely: Consumer purchasing power; Willingness of consumers to buy; Position the product in the consumer's lifestyle; Product benefits for consumers

In this study, the promotion has 4 indicators, namely:

a. Advertising
   Because of the many forms and uses of advertising, it is very difficult to make generalizations that summarize them all.
b. Sales promotion
   Although the promotional tools for selling coupons, contests, premium prices, and the like are very diverse, they all provide 3 different benefits, namely communication, incentives, and invitations.
c. Public relations
   The appeal of public relations and publicity is by virtue of its particularity of high credibility and dramatization.
d. Personal selling
   It is the most cost-effective tool at a later stage of the buying process, especially in building buyer preferences, beliefs, and actions.
e. Direct marketing
   While there are different forms of direct marketing, they all share 4 characteristics: nonpublic, customized, up-to-date and interactive.

In this study, the sales volume has 3 indicators, namely: Reach Sales Volume; Earning profit; Supporting company growth.

2. Methods

2.1 Location and Time

The research was conducted at PT. World Innovative Telecommunication Medan branch. Research time from November 2022 to February 2022.

2.2 Population and Sample

The research population that will be used in the study are all customers who make purchases at the company with a total population of 1,941 customers. The sampling technique is to use the Slovin formula with a confidence level of 90% and an error tolerance of 10% where the use of the Slovin formula is 95 samples.

2.3 Data Collection Method

Collecting data through a questionnaire is done by asking questions to parties related to the problem. To assess respondents' responses, the author uses the Likert scale which uses several question items to measure individual behavior by responding to 5 choice points on each question item.

2.4 Validity and Reliability Test

The data obtained needs to be tested for its accuracy and reliability so that the results of data processing can be more precise and accurate. Therefore, it is necessary to know how high the validity and reliability of the measuring instrument (instrument) used.

Based on the research, each variable of the questionnaire item that was tested for validity, all the questionnaires had met the valid criteria and were eligible to be used as a questionnaire in further research. While in reliability test, all variable questionnaire item is reliable and can be used as instrument.

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3. Results and Discussion

3.1 Normality Test

The residual normality test is used to test whether the residual value resulting from the regression is normally distributed or not. A good regression model is to have residuals that are normally distributed. There is some method to do the normality test such as histogram graphic, normal probability plot of regression graphic and one sample Kolmogorov Smirnov statistic.

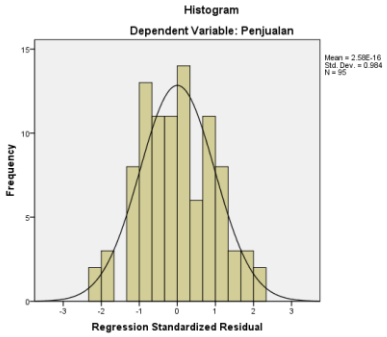

FIGURE 1
Histogram Graphic

Based on the picture above, it can be seen that the line forming a bell, not going left or right. This shows that the data is normally distributed and meets the assumptions of normality.

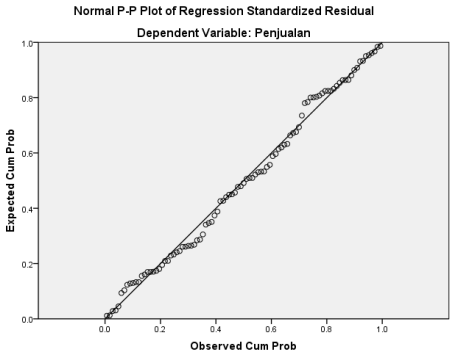

FIGURE 2
Normal Probability Plot of Regression Graphic

Based on the picture above, it shows that the data (dots) spreads around the diagonal line and follows the diagonal line. So from this figure it is concluded that the regression model residuals are normally distributed.

TABLE 1
One-Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		95
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.42187205
Most Extreme Differences	Absolute	.068
	Positive	.064
	Negative	-.068
Kolmogorov-Smirnov Z		.666
Asymp. Sig. (2-tailed)		.767

a. Test distribution is Normal.
b. Calculated from data.
Source: Research Result, 2022

Based on the table above, the results of the Kolmogorov-Smirnov normality test prove that the significant value is greater than 0.05, namely 0.767, it can be concluded that the data is classified as normally distributed.

3.2 Multicollinearity Test

Multicollinearity is a condition in the regression model where there is a perfect or near perfect correlation between independent variables where a good regression model should not have a perfect or nearly perfect correlation between the independent variables. The commonly used test method is to look at the Tolerance and Variance Inflation Factor (VIF) values in the regression model where the VIF value is less than 10 and has a Tolerance value of more than 0.1.

TABLE 2
Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product	.699	1.430
	Price	.913	1.095
	Promotion	.653	1.531

a. Dependent Variable: Sales
Source: Research Result, 2022

Based on the table above show that all the variables have a tolerance value more than 0.1 and VIF value less than 10 which can be concluded that there is no problem found in multicollinearity test.

3.3 Heteroscedasticity Test

Heteroscedasticity is a condition where in the regression model there is an inequality of variants from the residuals from one observation to another where a good regression model does not occur heteroscedasticity.

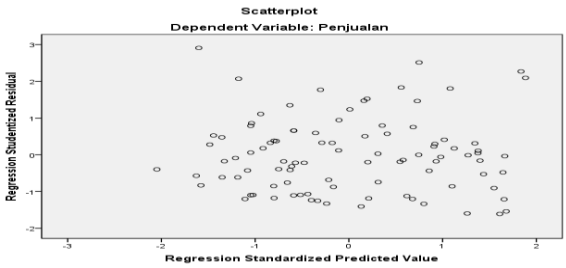

FIGURE 3
Scatterplot Graphic

Based on the scatterplot graph presented, it can be seen that the dots spread randomly and do not form a clear pattern and are spread either above or below zero on the Y axis. This means that there is no heteroscedasticity in the regression model, so the regression model can be used to predict achievement based on the input of the independent variable.

The following is a glejser test which can be seen in the table below:

TABLE 3
Glejser Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.459	1.635		.281	.779
	Product	.020	.039	.065	.525	.601
	Price	.040	.026	.165	1.529	.130
	Promotion	-.004	.041	-.013	-.102	.919

a. Dependent Variable: Sales
Source: Research Result, 2022

Based on the table above, it can be seen that the significance value of the two variables is greater than 0.05 so that it can be stated that there is no problem with heteroscedasticity testing.

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3.4 Multiple Linear Regression Analysis

Multiple regression analysis is an analysis to determine whether there is a significant influence between two or more independent variables on one independent variable.

TABLE 4
Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	13.531	2.862	
	Product	.274	.068	.343
	Price	-.235	.045	-.385
	Promotion	.215	.072	.265

a. Dependent Variable: Sales
Source: Research Result, 2022

$$Sales = 13{,}531 + 0{,}274\,Product - 0{,}235\,Price + 0.215\,Promotion + e \quad (1)$$

Based on the above equation, then: Constant (a) = 13.531. This means that if the independent variable, namely product, price and promotion is 0, then the sales is 13.531. Where if there is an improvement in product, there will be an increase in sales by 0.274. Likewise with price where if there is an improvement in the price, the sales will decrease by 0.235 and if promotion has an improvement, the sales will increase 0.215.

3.5 Coefficient Determination

Analysis of determination or also called R Square symbolized by R^2 is used to determine the magnitude of the influence of the independent variable (X) together on the dependent variable (Y) where the smaller the coefficient of determination, this means the effect of the independent variable (X) on the dependent variable (Y) is getting weaker. Conversely, if the coefficient of determination is closer to number 1, then the effect of the independent variable on the dependent variable is getting stronger. Thus, if coefficient determination is 0, this indicates that there is no percentage contribution of influence given by the independent variable to the dependent variable. However, if the coefficient of determination is 1, then there is a contribution that the independent variable gives to the dependent variable is perfect.

TABLE 5
Coefficient Determination Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732[a]	.536	.521	2.461

a. Predictors: (Constant), *Product, Price, Promotion*
b. Dependent Variable: Sales
Source: Research Result, 2022

Based on the table above, the coefficient of determination of Adjusted R Square is 0.573. This shows that the ability of the Product (X1), Price (X2), and Promotion (X3) variables to explain their effect on Sales (Y) is 52.1%. While the remaining 47.9% is the influence of other independent variables not examined in this study such as location variables, service quality and other factors.

3.6 Simultaneous Hypothesis Test (F Test)

F test or regression coefficient test is used to determine whether simultaneously the independent variable has a significant effect on the dependent variable. In this case, to find out whether simultaneously the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 5%. The criteria for evaluating the hypothesis in this F test are:
H_0 Accepted if: $F_{count} < F_{table,}$ H_α Accepted if: $F_{count} > F_{table}$

TABLE 6
ANOVA Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	637.594	3	212.531	35.078	.000[a]
	Residual	551.354	91	6.059		
	Total	1188.947	94			

a. Predictors: (Constant), *Product, Price, Promotion*
b. Dependent Variable: Sales
Source: Research Result, 2022

Based on the table above, it is found that the value of F_{table} (3.15) and significant α = 5% (0.05), namely F_{count} (20.601) and sig.a (0.000a). This indicates that the results of the study accept Ha and reject H0.

Comparison between F_{count} and F_{table} can prove that simultaneously motivation and discipline have a significant effect on sales at PT. Chayani Megajaya Mandiri.

3.7 Partially Hypothesis Test (t Test)

The t test or partial regression coefficient test is used to determine whether partially the independent variable has a significant effect on the dependent variable or not. In this case, to find out whether partially the independent variable has a significant effect on the dependent variable or not. The test uses a significance level of 0.05 and a two-sided test. The criteria for evaluating the hypothesis in this t test are:

H_0 Accepted if: $t_{count} < t_{table}$

H_α Accepted if: $t_{count} > t_{table}$

TABLE 7
Coefficient Test

Model		t	Sig.
1	(Constant)	4.728	.000
	Product	4.016	.000
	Price	-5.159	.000
	Promotion	3.003	.003

a. Dependent Variable: Sales
Source: Research Result, 2022

Based on the table above, it can be concluded that motivation and discipline partially have a positive and significant effect on sales which can be seen at the t_{count} is greater than t_{table} (1,985) and the significant is less than 0,05.

4. Conclusion

The conclusions that researchers can draw from the results of this study are as follows: The value of tcount (4.016) > ttable (1.985) with a significant level of 0.000 <0.05 so it can be concluded that there is a partially significant positive effect between Products on Sales; The value of tcount (5,159) > ttable (1,985) with a significant level of 0.000 <0.05 so it can be concluded that there is a partially significant negative effect between price on sales; The value of tcount (3.003) > ttable (1.985) with a significant level of 0.003 <0.05 so it can be concluded that there is a partially significant positive effect between Promotions on Sales.; Ftable value (3.10) and significant = 5% (0.05), namely Fcount (35.078) and sig.a (0.000a). This indicates that the results of the study accept H1 and reject H0. The comparison between Fcount and Ftable can prove that simultaneously Product, Price, and Promotion have a positive and significant effect on Sales.

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