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Procedures For Increasing Motorcycle Sales Through Promotion and Service Quality in Karawang Regency

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Abstract

The company studied is one of the companies engaged in the field of buying and selling cars is quite large in the Karawang area, sales results that tend to increase every month make the showroom able to survive amidst increasingly tight competition, the right marketing strategy and satisfactory service so that the company's image in the eyes of its customers continues to improve and ultimately will also be able to increase its sales turnover to increase the sales volume of a product then the company carries out promotional activities in marketing its products. Many types and varieties of promotions are carried out but in promotional activities carried out by the company is by means of a marketing mix. In addition to using marketing mix techniques (marketing mix), the company also emphasizes excellent service so that customers who buy products at the company will make repeat orders or repurchases. By implementing this strategy the company can increase sales results significantly every month.

Keywords: Promotion, service quality, sales.

INTRODUCTION

Along with the current economic development in Indonesia and the influence of technological advancements, companies are being required to be more creative and innovative. This has resulted in increasingly fierce competition in the business world. This increasingly fierce level of competition necessitates a strong marketing function to achieve company goals, as marketing is a key pillar crucial to a company's survival.

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Essentially, the goal of establishing a company is to maximize profits. A company's success in achieving this goal is greatly influenced by its ability to market its products. A company that can sell its products at a competitive price and at the desired quality level will be able to overcome challenges from competitors, especially in the marketing sector.

Therefore, to attract consumers to make purchases, a company must be able to implement an appropriate marketing strategy tailored to the market conditions it faces. The success of a marketing strategy is influenced by several factors, including market research and analysis, product decisions, pricing, promotion, and distribution.

Generally, companies seeking to accelerate sales volume growth will engage in promotional activities through advertising, personal selling, direct marketing, and other means. If sales volume is deemed sufficiently high and stable, the company will typically reduce promotional activities or simply maintain them. However, sales often decline when companies stop or reduce promotional activities.

Promotion is closely related to sales; the better the promotion, the greater the likelihood of increasing sales volume. One of the goals of promotions is to increase sales volume, so the two are naturally related. Promotions impact sales. Sales promotions need to be conducted periodically to maintain product awareness among the public and consumers, thus maintaining sales volume. Promotions are unnecessary if they are deemed to have no positive impact on the business. However, promotions can impact sales. Therefore, try to promote your business, even in small ways.

Beyond promotions, service quality also affects sales results. Consumers, both potential and actual, will quickly turn away if service is unsatisfactory or unsatisfactory. Satisfactory service quality is key to success for a company that prioritizes speed. If the service received by consumers exceeds expectations, the service can be considered good or satisfactory. However, the opposite is true if the goods or services received fall short of customer expectations, the service can be considered poor or unsatisfactory. The key to customer satisfaction is first understanding the needs and desires of customers who will consume the products or services offered by the company.

Pricing is not easy, as it is determined by the costs incurred by the company in producing a product. All efforts to increase sales, as mentioned above, must be prioritized. Increasing sales is the most important aspect, achieved through the provision of optimal service. In fact, good service will increase sales turnover and retain existing customers, encouraging them to continue using the services offered..

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LITERATURE REVIEW

Promotion

According to Kotler (2006), promotion is a variety of activities undertaken by companies to communicate the benefits of their products and persuade target consumers to purchase them. Meanwhile, according to Belch & Belch (2009), promotion is the coordination of all efforts from sellers to open channels of information and persuasion to sell goods and services.

Meanwhile, according to Grewal & Levy (2008), promotion is communication carried out by marketers to inform, persuade, and remind potential buyers about a product or service to influence their opinions and elicit a response from them. Promotion is a crucial factor influencing consumer perception. The goal of promotion is to inform, influence, persuade, and remind consumers about the company and its products. The purpose of promotion can be linked to the specific role of each component in marketing. Sales promotions, such as exhibitions, can be used to achieve various objectives within the promotional mix (Cravens, 1995).

Service Quality

Service is the key to success in various business or service-related activities. Its role in social activities is to provide service to customers. According to Supranto (1997), the definition of service quality is that service is a performance, intangible and fleeting, more tangible than tangible, and allows customers to actively participate in the service consumption process. In marketing strategies, the definition of service must be carefully observed, as its meaning is very different from that of goods. Meanwhile, according to Stanton (1997: 529), service is something that can be identified separately and is intangible, offered to meet needs. Services can be produced using tangible or intangible objects. Generally, services are performed by company employees, therefore, the expertise and skills of these employees are crucial factors in determining the outcome of the work. Here, speed of service is a factor that every customer desires, accompanied by good quality results. For service to satisfy customers, employees must meet basic requirements: employee attitude toward customers, employee politeness, employee friendliness, and communication skills.

RESEARCH METHODS

This research design examines the influence of promotion and service quality on sales results at a motorcycle sales company in Karawang Regency, using a descriptive

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correlational method, namely a case study and causal approach, which will analyze the extent of the relationship between the independent variable and the dependent variable. Furthermore, to obtain accurate research results, primary and secondary data are required. Primary data is data obtained directly that has been checked for validity and completeness, then the data is classified and recorded systematically. Secondary data is data published or used by organizations that are not the processors. The process of converting verbal data into numerical data is carried out using a Likert scale. The Likert scale is needed to assign a numerical value to each respondent's answer. The lowest value is given a score of 1 (one) and the highest value is given a score of 5 (five). Next, the data results will be tested and analyzed using SPSS, such as descriptive tests, validity tests, reliability tests, correlation analysis and multiple linear regression, determination analysis and hypothesis testing.

RESULT AND DISCUSSION

The research data was obtained by filling out a questionnaire distributed to 53 consumers or respondents using an instrument developed and made by the author.

Table 1: Descriptive Statistics Results

Statistics				
N	Variable	Y	X1	X2
	Valid	53	53	53
	Missing	0	0	0
Mean		74.36	71.66	74.36
Std. Error of Mean		.986	1.230	.986
Median		74.00	72.00	74.00
Mode		81[a]	60	81[a]
Std. Deviation		7.177	8.955	7.177
Variance		51.504	80.190	51.504
Skewness		-.364	-.063	-.364
Std. Error of Skewness		.327	.327	.327
Kurtosis		-.329	-1.000	-.329
Std. Error of Kurtosis		.644	.644	.644
Range		30	33	30
Minimum		58	55	58
Maximum		88	88	88
Sum		3941	3798	3941

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Percentiles	10	67.4	60.00	66.00
	25	72	65.50	69.00
	50	78	72.00	74.00
	75	85.5	78.50	81.00
	90	88	83.60	82.00

a. Multiple modes exist. The smallest value is shown

Source: Results of Data Processing with SPSS

Validity Test

The validity test of the sales result with the score of each question item being tested for validity is correlated with the total score of all items using product moment and α = 0.05. All question instruments show that the instrument items are valid and significant because the sig value is > 0.05. The results of the validity test can be seen in the following table:

Table 2: Validity Test Results

Item Statistics							
	Var_Y		Var_X1		Var_X2		
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	N
Que_1	3.98	.843	3.79	.863	3.43	991	53
Que_2	3.57	1.101	3.26	1.227	4.17	.643	53
Que_3	3.42	.887	3.17	1.014	3.70	1.265	53
Que_4	4.04	.854	3.75	1.017	3.49	.993	53
Que_5	3.94	.818	3.72	.863	3.89	.870	53
Que_6	4.09	.815	3.85	1.008	3.64	.922	53
Que_7	3.36	.982	2.70	1.011	3.89	.891	53
Que_8	3.96	.784	3.57	.866	3.64	.834	53
Que_9	4.00	.707	3.43	.971	3.92	.851	53
Que_10	3.94	.864	3.06	.989	3.49	.933	53
Que_11	4.47	.668	3.43	.772	3.49	1.012	53
Que_12	3.92	1.016	3.89	.670	3.25	.998	53
Que_13	3.72	.885	3.45	1.084	4.04	.733	53
Que_14	4.36	.653	3.96	.876	3.17	.975	53
Que_15	4.45	.539	3.51	.639	4.08	.703	53
Que_16	4.40	.743	3.75	.918	3.68	.894	53

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Item Statistics							
	Var_Y		Var_X1		Var_X2		
	Mean	Std. Deviation	Mean	Std. Deviation	Mean	Std. Deviation	N
Que_17	3.09	.791	3.85	.690	4.21	.717	53
Que_18	4.11	.698	3.72	.988	3.62	.904	53
Que_19	4.00	.734	4.02	.796	4.04	.940	53
Que_20	3.47	.696	3.77	.724	3.53	.749	53

Source: Results of Data Processing with SPSS

Reliability Test

Reliability testing was conducted using the Cronbach's alpha method. The results of the reliability test shown in the table below:

Table 3: Reliability Test Results

Variable	Cronbach's Alpha	N of Items
Y	.837	20
X1	.834	20
X2	.721	20

Source: Results of Data Processing with SPSS

From the data in the table, the Cronbach's alpha value is obtained. The overall value of the variables studied is greater than α = 0.6. This means that the instrument for the variables studied is declared reliable and can be used for research.

Multiple Linear Regression Analysis

Model Summary

Model		R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	f1	f2	Sig. F Change
	759[a]	.577	.560	5.342	.577	34.064		0	.000

a. Predictors: (Constant), Service Quality (X2), Promotion (X1)

Source: Results of Data Processing with SPSS

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Based on the data in the table, a correlation coefficient of 0.759, or R2, was obtained, indicating a strong and positive relationship (0.60 - 0.799 = strong). This indicates a strong and positive relationship between the variables of promotion (X1) and service quality (X2) on sales results (Y). This condition indicates a strong relationship between the two independent variables and the dependent variable, thus requiring special attention from the owner to increase sales results.

The resulting coefficient of determination (R2) was 0.577. This value indicates that the independent variables, promotion (X1) and service quality (X2), simultaneously explain 57.7% of the variance in the dependent variable of sales results (Y), with the remaining 42.3% influenced by other factors not included in this study. These other factors could include loan interest rates, price increases, income levels, and others.

Anova Model

To state whether the independent variables studied have an effect or not on the dependent variable, the researcher follows the criteria using F significance, namely comparing the significance of the calculated F with the alpha set at 5% (α = 0.05) in explaining the F coefficient of the regression line in this study. The results of the ANOVA analysis are as shown in the following table.

Table 5: Anova Result

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1944.251	2	972.125	34.064	.000b
	Residual	1426.919	50	28.538		
	Total	3371.170	52			

a. Dependent Variable: Sales Result (Y)
b. Predictors: (Constant), Service Quality (X2), Promotion (X1)
Source: Results of Data Processing with SPSS

Based on the data in the table, the F significance value is 0.000 (P-Value <0.05), meaning that the promotional influence variables (X1) and service quality (X2) have a very significant effect on the sales results variable or can be seen from the calculated F which is greater than the Ftable. This condition shows that the promotional influence variables and service quality simultaneously have a very significant effect so that the

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hypothesis that says that promotion and service quality have a significant effect simultaneously on sales results at motorcycle companies in Karawang district.

Table 6: Model Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	21.527	7.902		2.724	.009
Promosi (X1)	.563	.103	.626	5.493	.000
Kualitas Pelayanan (X2)	.221	.128	.197	1.725	.091

a. Dependent Variable: Sales Result (Y)

Source: Results of Data Processing with SPSS

Based on the data in the table used to create the regression line equation in this study is the beta value, so the equation can be stated as follows Y = 21.527 + (563)X1 + (221)X2 + e. From the regression equation, it can be described with a value of 21.527 meaning the value of sales results when the value of the promotion influence (X1) when the value of service quality (X2) is equal to 0 is 21.527. The value of 563 in the X1 coefficient is if the promotion influence increases by 1 unit score then the service quality decreases by 563 with the assumption that the service quality (X2) is constant. The value of 221 in the X2 coefficient is if the service quality increases by 1 unit score then the service quality decreases by 221 with the assumption that the value of the promotion influence is constant.

DISCUSSION AND CONCLUSION

Based on statistical analysis, including the calculation of correlation coefficients, coefficients of determination, F-tests, and regressions, a deeper analysis of each variable using the results of the analysis, processed using SPSS, revealed that the F-value for the influence of promotion and service quality was 34.064, with a significance level of 0.000 (P-value <0.05). This resulted in the rejection of H0, indicating a significant effect between the variables of promotion and service quality on sales. By implementing these two variables to increase sales, overall sales are expected to improve significantly.

The t-value for the influence of promotion (X1) was 0.5493, with a significance level of 0.000 (P-value <0.05). This resulted in the rejection of H0, indicating a significant effect

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between the variable of promotion (X1) and sales (Y). This promotion significantly impacts sales, and therefore, further promotion efforts are needed to increase sales. Promotions can typically be implemented by introducing products directly to consumers, providing them with an overview of the products they intend to purchase.

The t-value for service quality is 1.725 with a significance level of 0.091 (P-value > 0.05). Thus, H0 is accepted, meaning that there is no significant influence between the service quality variable (X2) and the sales results variable (Y). This service quality does not have a significant influence on sales results because the quality of service provided to consumers is less than satisfactory. Improvements in service quality can be made by responding to all complaints from consumers comprehensively and in accordance with the agreement.

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