

The Effect Of Segmentation And Targeting In Increasing Sales Of Nu Salt Brand Consumption (Case Study In The Market Of Muslimat Religious Organizations Wil. Central Java)

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Abstract

This study specifically investigates how segmentation and targeting strategies, which are often considered conventional steps in marketing, actually show unusual dynamics in encouraging an increase in sales of NU Salt brand consumption salt products, especially in the market of NU Muslimat religious organizations in the Central Java region. NU Salt products are produced by the Sari Makmur Rembang Farmers Cooperative, which is one of the national salt production centers. The marketing approach through the NU Muslimat community was chosen because of the characteristics of a loyal market, homogeneous in values, and having an organizational structure that allows for more targeted market penetration. This study adopts a quantitative approach through a survey method, with the collection of primary data directly from a total of 96 respondents who are NU Muslimat members who are NU Salt consumers. The data analysis technique applied was multiple linear regression using the help of SPSS software, to test the relationship between segmentation (X1) and targeting (X2) variables to increase sales (Y). The results of the study showed that both segmentation and targeting had a positive and significant effect on the increase in sales, both partially and simultaneously. The results of the F test indicated that both variables simultaneously had a significant influence on the increase in sales with a significant value of 0.000. The t-test showed that the variables X1 and X2 also had a significant influence separately. The Adjusted R Square value of 0.611 indicates that 61.1% of the variation in sales increase can be explained by segmentation and targeting strategies, although this fairly high proportion

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appears in the context of low-differentiated commodity products, which in theory rarely show such a strong correlation. These findings make a practical contribution to developing community-based marketing strategies, especially for religious organizations, and at the same time affirm the importance of a deep understanding of market characteristics in improving the sales performance of local products.

Keywords: Segmentation, Targeting, Sales, NU Salt, NU Muslimat

INTRODUCTION

Salt is not just a kitchen spice that is commonly found in daily life, but an essential commodity whose role is often underestimated, even though it has strategic potential in modern marketing practices that are not commonly applied to similar products and also has a strategic role in various industrial sectors. In the food field, salt functions as a natural preservative and flavor enhancer; In the industrial sector, salt is needed in chemical processes, textiles, cosmetics, and even pharmaceuticals. In Indonesia, especially in Rembang Regency, salt has significant economic value, considering that this area is known as one of the national salt production centers. Rembang Regency has salt ponds covering an area of more than 1,400 hectares and produces an average of 100 tons of salt per hectare each season. The coastal communities of Rembang have developed a tradition of salt production for decades, utilizing a rotational planting pattern between fish ponds and salt fields according to the seasons. However, the potential for abundant salt production is not fully accompanied by success in the marketing aspect, especially in reaching a wider and loyal consumer market.

Figure 1 NU Salt Brand



Source: <https://www.nusalt.com/>



Rembang Regency is widely known as a salt city because it has a long history of dynamic pond management. For decades, local communities have been using pond land on a rolling basis—in the rainy season for milkfish and shrimp cultivation, while in the dry season it is converted into salt production land, which then becomes the main raw material for making iodized salt. There are five main salt-producing sub-districts in this region, namely Kaliori, Rembang, Lasem, Sluke, and Sarang. However, people's salt business activities in Rembang Regency are still dominated by traditional methods, so the facilities and infrastructure used are relatively limited.

Interestingly, in the midst of these limitations, salt remains an irreplaceable commodity, not even having a functional substitution like other staple human foods. Its role as a consumption necessity makes salt worthy of being categorized as a strategic commodity, not only from an economic perspective, but also from the aspect of national food security. This condition shows an irony: a vital commodity that sustains people's daily lives is actually produced in ways that have barely changed since decades ago. Therefore, the existence of salt in Rembang has an important position in supporting the self-sufficiency program of consumption and industrial salt as has been launched by the Ministry of Maritime Affairs and Fisheries.

Previous research has shown that proper market segmentation can improve the effectiveness of product marketing. Various previous studies have proven the effectiveness of the STP strategy in increasing the competitiveness of local products. (Hanif & Widyastuti, 2022) In his study on the marketing of people's salt, it shows that the application of segmentation based on age, education, and consumption habits is able to increase the sales volume of traditional salt products in coastal areas. Similarly (Adiningrum et al., 2025) Segment consumers on low-sodium salt products and found that a healthy lifestyle and education level affect consumer buying interest. Other studies by (Rusli Siri et al., 2025) It also states that targeting that leads to a group of loyal and community consumers strengthens emotional ties to the product, thereby increasing consumer retention. However, almost all of the studies have focused on a common market approach, and have not touched on community-based socio-cultural aspects such as membership in religious organizations.

This is where the research gap lies that need to be known. There has not been a comprehensive study that examines the influence of segmentation and targeting in the context of marketing communities based on religious values, such as Muslimat NU, which has a strong organizational structure, internal loyalty, and social solidarity. In fact, the market based on religious organizations has great potential as an effective and loyal



distribution channel, especially in the context of halal products and household consumption. NU Salt products produced by the Sari Makmur Farmers Cooperative are a concrete example of how salt for consumption can be marketed through the NU Muslimat social network, but the effectiveness of STP-based marketing strategies on increasing sales in this context is still not empirically proven.

In this study, it is important to understand the characteristics of the target market. Religious organizations such as Muslimat have uniqueness in consumption patterns and product preferences. In addition, the research (Sofyan, 2021) He explained that intrinsic religiosity and knowledge of halal products strengthen the *service value capability* of sharia insurance agents, which then directly mediates the improvement of sales performance of sharia-based products. This shows that a marketing approach that considers social and cultural factors is becoming very important in segmentation and targeting strategies.

One of the main challenges faced by coastal communities is limited access to capital and technology. This condition puts them in a very limited situation, where the space for movement and life choices becomes very narrow. The ability of the community to reach, achieve, and utilize capital and technology resources that can actually encourage performance improvement and infrastructure provision is still relatively low. Ironically, this structural obstacle actually occurred in Rembang Regency – an area known as one of the national salt production centers in the northern region of Java Island (Pantura). This district even has the second largest salt pond land area in Central Java Province, which reaches 1,434.07 hectares, with an average productivity level of 100 tons per hectare every season. This creates a paradox: high production potential, but it is not balanced by adequate access and production capacity. (INOVASI, 2022). Through this research, it is hoped that an effective strategy will emerge in encouraging an increase in sales of NU Salt brand consumption salt, with a more targeted market segmentation foundation. Not only as a contribution to the development of scientific discourse in the field of marketing, the results of this research are also expected to have a practical impact on salt business actors in Rembang Regency. Interestingly, in the context of simple commodities such as salt, the implementation of the right segmentation strategy is actually an unusual but crucial differentiating factor in facing increasingly competitive market dynamics.



Problem Formulation

Problem formulation is a research question that is answered through a scientific process. Based on the background, even though discussing simple commodities such as salt, the problems that arise actually show unusual complexity, the formulation of the problem in this study is arranged as follows:

1. Is there a suspicion that "market segmentation" has a significant effect on the Increase in Sales of Nu Salt Rembang Brand Consumption Salt in Central Java?
2. Is there a suspicion that "market targeting" has a significant influence on the Increase in Nu Salt Rembang Brand Consumption Salt Sales in Central Java?
3. Is there a suspicion that "market segmentation" and "market targeting" simultaneously have a significant effect on the "Increase in Sales" of Nu Salt Rembang Brand Consumption Salt in Central Java?

LITERATURE REVIEW

Market Segmentation

Market segmentation is the process of mapping the market into groups with similar characteristics and needs, although in practice, the application of this concept to basic commodities such as salt is still classified as unusual but has strategic potential. According to (Kotler & Keller, 2016), Market segmentation aims to form a more homogeneous consumer group so that companies can adjust their products and marketing strategies more effectively. There are several common criteria in segmentation, such as demographic, geographical, psychographic, and behavioral. Interestingly, although this criterion is commonly used for high-value products, its application to basic commodities such as salt actually reveals market potential that is often overlooked. Each of these criteria has an indicator according to (Swhasta & Handoko, 2012) which can be used to identify potential market segments, as follows:

1. Measurable The size of the purchase decision and the profit potential of a segment can be calculated. Even so, there are certain segmentation variables that are practically difficult to measure precisely.
2. Broad enough or Large (substantial) The segment must be large enough and economically promising to be suitable as a target market. Ideally, segments are the largest homogeneous group that can be specifically addressed by marketing strategies.
3. Accessible Segments must be reachable and served efficiently through available distribution and communication channels.



4. Segments should be conceptually distinguishable and respond differently to marketing elements such as price, product, or promotion.
5. Actionable segments should enable companies to design and implement appropriate marketing programs. This means that the company has enough relevant resources, capabilities, and strategies to effectively target and serve those segments.

Market Targeting

After market segmentation is carried out, the next stage is targeting, which is the process of choosing one or more market segments that the company will focus on. According to (Tjiptono, 2014) Targeting is generally applied to products with high selling value and clearly segmented markets, its application to salt commodities that are often considered not to require a differentiation strategy shows an unusual but strategically relevant approach.

According to (Tjiptono & Chandra, 2012), Market Targeting indicators are as follows:

1. Segment growth potential, Describes the extent to which the targeted market segment has promising growth prospects. This includes an increase in the number of consumers, the frequency of purchases, and the potential for increased revenue from the segment.
2. Segment characteristics, Relate to the extent to which the segment is easily recognized, distinguished, and reached by the marketing strategy carried out. The clearer the characteristics of the segment, the more effective the strategy applied.
3. Compatibility between products and markets, Measures the degree of compatibility between the products offered and the needs and preferences of consumers in the targeted segment. The more suitable a product is with the needs of the segment, the greater the chance of increasing sales.

Increased Sales

(Subramanyam, 2019) An increase in sales can be caused by one or more factors, such as price changes, increased sales volume, acquisitions or divestitures, and exchange rate fluctuations. An analysis of these factors is important to help companies identify which segments are most profitable and which require special attention. It is useful in crafting marketing strategies, operational efficiency, and overall financial planning. In a competitive global world, maintaining consistent sales growth is a major challenge, and at the same time a determinant of business sustainability.

There are several indicators of sales levels (Kotler & Keller, 2016), that is:

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1. Achieve sales volume
2. Earn profits
3. Supporting company growth

Research Framework

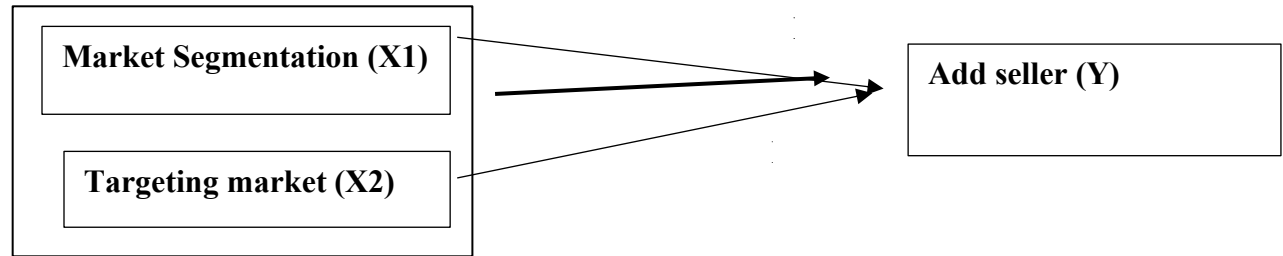


Figure 2 of the research framework

Information:

-  : the influence of the variables X1 and X2 on Y partially
 : the influence of variables X1 and X2 on Y simultaneously

Hipotesis

A hypothesis is an initial assumption that is compiled to describe and test the relationship between several variables in a study. The hypotheses on which this study is based are formulated as follows:

H1: There is a suspicion that "market segmentation" has a significant effect on the Increase in Sales of Salt Brand Consumption Salt in Central Java.

H2: There is a suspicion that "market targeting" has a significant influence on the Increase in Consumption Salt Salt Brand Sales of NU Salt Rembang Brand in Central Java.

H3: There is an allegation that "market segmentation" and "market targeting" simultaneously have a significant effect on the "Increase in Sales" of NU Salt Rembang Brand Consumption Salt in Central Java.

RESEARCH METHODS

Types and Approaches to Research

This study uses a quantitative approach. The main objective is to measure and analyze the relationship between segmentation and targeting variables to increase sales

of NU Salt brand consumption salt. This approach was chosen so that the data collected can be processed statistically to see the influence of each variable objectively.

Research Location

The research was carried out in Tasikagung Village, Rembang District, Rembang Regency, which is one of the active areas of NU Salt marketing through the NU Muslimat religious organization. This location was chosen because it has great market potential as well as direct involvement in product distribution and promotion programs.

Population and Sample

The population in this study is all members of the NU Muslimat organization in the Tasikagung Village area who have purchased NU Salt products. Because the exact amount is unknown, the determination of the sample is carried out by *the purposive sampling* technique by calculating the number of samples using the Lemeshow formula below (Handoko, 2024):

$$n = \frac{z^2 \cdot P(1 - P)}{d^2}$$

Information:

n is the number of samples needed

z is the z-value at a given confidence level (95% = 1.96)

p is the maximum estimate used

d is the rate of error that occurred

Based on the formula that has been written above, in determining the number of samples with the Lemeshow formula, it can be calculated as follows:

$$n = \frac{1,96^2 \cdot 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416^2 \cdot 0,5 \cdot 0,5}{0,1^2}$$

$$n = \frac{0,9604}{0,1^2}$$

$$n = 96,06$$

$$n = 96$$



Referring to the results of the calculation above, the total number of samples obtained to conduct the study amounted to 96 respondents. Then, the sample selection criteria are NU Muslimat members who have made at least one purchase of NU Salt products.

Data Types and Sources

The type of data in this study is quantitative data obtained from two main sources:

1. **Primary data**, collected directly from respondents through questionnaires. Interestingly, although this method is commonly used, its application in the context of low-value products actually generates a response that shows unexpected patterns of consumer perception.
2. **Secondary data**, obtained from documents, archives, marketing reports, and other relevant references. This suggests that although secondary data is often complementary, in this study it plays an important role in interpreting unusual market contexts.

Data Collection Techniques

Data collection in this study was carried out through the distribution of a five-level Likert scale-based questionnaire, which ranged from "strongly disagree" to "strongly agree". The preparation of question items refers directly to the operational indicators of each research variable, namely segmentation, targeting, and sales increase. Before use for validity and reliability tests.

Data Analysis Techniques

The data analysis process in this study utilizes the multiple linear regression approach as a tool to measure the extent to which the segmentation (X_1) and targeting (X_2) variables contribute to the dynamics of increasing sales (Y). To ensure the validity of the instrument, the Pearson correlation technique is used which tests the relationship between the items to the total score. Meanwhile, the reliability of the instrument is assessed through *Cronbach's Alpha* coefficient, as a benchmark of internal consistency.



RESULTS AND DISCUSSION**Validity Test****Table 1 Validity Test Results**

Variable	Question Items	r_{count}	r_{table}	Information
Market Segmentation (X_1)	X1.1	1,000	0,1689	Valid
	X1.2	0,372	0,1689	Valid
	X1.3	0,543	0,1689	Valid
	X1.4	0,318	0,1689	Valid
	X1.5	0,690	0,1689	Valid
Market Targeting (X_2)	X2.1	0,244	0,1689	Valid
	X2.2	0,362	0,1689	Valid
	X2.3	0,357	0,1689	Valid
Increased Sales (Y)	Y1.1	0,372	0,1689	Valid
	Y1.2	0,558	0,1689	Valid
	Y1.3	0,511	0,1689	Valid

Source: SPSS Data Processing Output Results (2025)

The findings of the validity test process indicate that all statements have a correlation value (r calculated) that exceeds the r_{table} threshold of 0.1689. Based on these conditions, it can be concluded that all items in the variables of market segmentation, market targeting, and increased sales meet the requirements for empirical validity and are worthy of being involved in the next stage of analysis.

Reliability Test**Table 2 Reliability Test Results**

Variable	Cronbach's Alpha	Standard	Information
Market Segmentation (X_1)	0,833	0,60	Reliabel
Market Targeting (X_2)	0,733	0,60	Reliabel
Increased Sales (Y)	0,729	0,60	Reliabel

Source: SPSS Data Processing Output Results (2025)



Based on the reliability test output, it was identified that the Cronbach's Alpha value in each construct exceeded the minimum tolerance limit of 0.6. This condition indicates that all statements representing market segmentation variables, market targeting, and sales increase have a decent level of internal stability. Thus, the measuring device used in this study can be categorized as a reliable instrument and worthy of methodological trust.

Classic Assumption Test Normality Test

Figure 3 Kolmogorov Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.6815233
	Std. Deviation	3.05971206
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.077
Test Statistic		.079
Asymp. Sig. (2-tailed)		.169 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

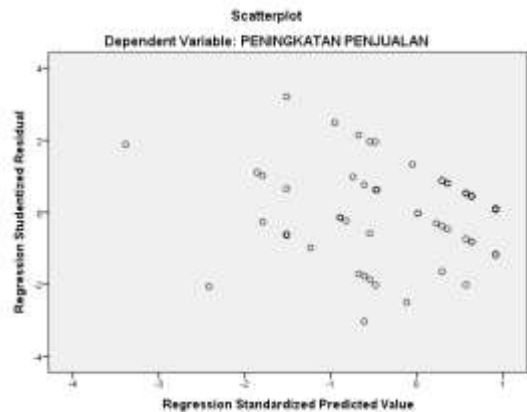
Source: SPSS Data Processing Output Results (2025)

Based on the presentation of the previous table, the Kolmogorov-Smirnov value implies that the residues in the regression formulation spread following a normal distribution pattern. This is indicated by significance values that exceed the threshold of 0.05 ($0.169 > 0.05$). Therefore, it can be interpreted that the overall observational data does not experience extreme deviations from normality, and the analysis step can proceed to the next stage of classical assumptions without significant statistical obstacles.



Heterokedasticity Test

Figure 4 Scatterplot Test Results



Source: SPSS Data Processing Output Results (2025)

Judging by the scatterplot visualization results that have been shown earlier, the configuration of scatter points appears random and does not form a specific structural pattern. This situation indicates the absence of symptoms of heteroscedasticity in the construction of the data used.

Multicollinearity Test

Figure 5 Multicollinearity Test

Coefficients^a

		Collinearity Statistics	
		Tolerance	VIF
Model			
1	SEGMENTASI PASAR	.523	1.913
	TARGETING PASAR	.523	1.913

a. Dependent Variable: PENINGKATAN PENJUALAN

Source: SPSS Data Processing Output Results (2025)

From the analysis output, all variables emit a tolerance value above the threshold of 0.1 and present a VIF value that has not yet penetrated 10. This reality indicates that

linear crossovers between independent variables do not resonate in the model, aka there is no intruding multicollinearity.

Multiple Linear Regression Test

Figure 6 Multiple Linear Regression test results

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.727	.922		2.958	.004
	SEGMENTASI PASAR	.281	.052	.474	5.353	.000
	TARGETING PASAR	.346	.080	.381	4.310	.000

a. Dependent Variable: PENINGKATAN PENJUALAN

Source: SPSS Data Processing Output Results (2025)

Based on the results of multiple linear regression analysis in the table above, the following regression model was obtained:

$$Y = 2,727 + 0,281X_1 + 0,346X_2$$

1. The constant value obtained is 2.727 which can be interpreted that if the free variable is 0 (constant) then the bound variable is 2.727.
2. The value of the regression coefficient of the Market Segmentation variable (X1) has a positive value of 0.281 which means that if the Market Segmentation variable (X1) increases by 1 unit, the Sales Increase variable (Y) will increase by 0.281 and vice versa.
3. The value of the Regression Coefficient of the Market Targeting Variable (X2) has a positive value of 0.364 which means that if the Market Targeting Variable (X2) increases by 1 unit, then the Sales Increase Variable (Y) will increase by 0.346 and vice versa.



Uji Hypothesis T-test (partial)

Figure 7 Results of the t-test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.727	.922		2.958	.004
	SEGMENTASI PASAR	.281	.052	.474	5.353	.000
	TARGETING PASAR	.346	.080	.381	4.310	.000

a. Dependent Variable: PENINGKATAN PENJUALAN

Source: SPSS Data Processing Output Results (2025)

Based on the results of the t-test presented in the table above, the following information was obtained:

1. Based on the t-test table above, the calculated t-value for Market Segmentation (X1) is 5.353 and for Market Targeting (X2) is 4.310. Meanwhile, the value of the t table has a df of 96 with a significance level of 0.05 in the t table obtained 1.661.
2. Thus, the t-value of the Market Segmentation variable (X1) is 5.353 > the table t-value is 1.661 and the Sig. level is 0.000 < 0.05, then H0 is rejected and Ha is accepted, which means that the Market Segmentation variable (X1) partially has a positive and significant effect on the increase in sales of NU Salt (Y) brand consumption salt.
3. Thus, the t-value of the Market Targeting variable (X2) is 4.310 > the table t-value is 1.661 and the Sig. level is 0.000 < 0.05, then H0 is rejected and Ha is accepted, which means that the Market Targeting variable (X2) partially has a positive and significant effect on the increase in sales of NU Salt (Y) brand consumption salt.



F test (simultaneous)**Figure 8 F Test Results**

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.005	2	48.002	75.684	.000 ^b
	Residual	58.985	93	.634		
	Total	154.990	95			

a. Dependent Variable: PENINGKATAN PENJUALAN

b. Predictors: (Constant), TARGETING PASAR, SEGMENTASI PASAR

Source: SPSS Data Processing Output Results (2025)

From the F test, it was observed that the F value of the air calculation was at 75.684, far exceeding the F limit of the table which was only adrift at 3.094 (with a degree of freedom of $96-2-1 = 93$). Furthermore, the significance number displayed at 0.000 — smaller than the 0.05 threshold — affirms that the alternative assumption (H_a) outperforms the estimation of zero (H_0) statistically. Thus, it can be concluded that the existence of the variables Market segmentation (X_1) and Market Targeting (X_2) together contribute a meaningful influence to controlling the increase in sales of related products.

Coefficient of Determination Test (R^2)**Figure 9 R^2 Test Results**

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 ^a	.619	.611	.796

a. Predictors: (Constant), TARGETING PASAR, SEGMENTASI PASAR

b. Dependent Variable: PENINGKATAN PENJUALAN

Source: SPSS Data Processing Output Results (2025)

Looking at the number bar displayed in the table, adjusted R square is obtained at a value of 0.611 — or if projected in the form of a percentage, it reaches 61.1%. This means that another 38.9% is outside the scope of the variable construction elaborated in this study. Meanwhile, the rounded R score at a similar number (0.611) represents a



relatively strong relationship between the constructs of the bound variable and its free release.

CONCLUSION

Based on the mapping of findings and the elaboration of the results, it can be identified that the implementation of segmentation and targeting strategies has a real effect on improving the sales performance of NU Salt-branded salt products, which are distributed through the distribution structure of the NU Muslimat community in the Central Java administrative area. Partially, the segmentation variable makes a positive contribution to the increase in sales by showing the compatibility between the demographic and psychographic characteristics of the market with the marketing strategy applied. Targeting strategies also show a significant influence partially, especially in terms of selecting religious community-based market segments that have high loyalty to products that have ideological affiliations. Simultaneously, these two variables were able to explain more than 61% of the variation that occurred in sales increases, suggesting that a structured marketing approach through segmentation and targeting can be effectively applied to community-based markets. Thus, local products such as NU Salt have a great opportunity to compete in the national market through a value-based distribution approach and social solidarity.

Suggestion

Based on the findings and results of the analysis in this study, there are several suggestions that can be given. First, for the Sari Makmur Farmers Cooperative and NU Salt business actors, it is recommended to continue to deepen their understanding of community-based market segmentation, especially in demographic aspects (age, education, and role in the household) and psychographic (lifestyle and religious values), so that marketing strategies can be more targeted. Second, the targeting strategy should be focused on the more intensive use of religious organization networks, including through socio-religious activities, halal food counseling, and distribution based on the taklim assembly group. Third, it is suggested that further research can develop an integrative model that combines brand positioning and loyalty variables to gain a more comprehensive understanding of consumer behavior in value-based communities. In addition, in the future, NU Salt can also consider developing product and packaging innovations to attract more interest to the wider market without losing the identity of its community.



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