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The Influence Of Prices, Promotions And Product Quality On Sales Volume In Trimoda Textile In Pringsewu

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Abstract

Trimoda Textile is one of the businesses engaged in the textile trade which continues to grow well by providing quality products and trends to win the competition in similar companies. This research will examine the influence of price, promotion and product quality on sales volume at Trimoda Textile in Pringsewu. The research objective was to analyze the effect of price, promotion and product quality on sales volume at Trimoda Textile in Pringsewu. The populations in this study were consumers at Trimoda Textile in Pringsewu who were observed for 1 month with an average number of 353 people or 4,236 people per year and a sample of 353 people. Data collection tool using a questionnaire, data analysis using multiple linear regression analysis. Based on the research results, it can be seen that the value of Count Which is 91,013. When compared to F_{table} at a significant level of 95% and α = 0.05, which is 2.6049, then F_{count} = 91,013 > F_{table} = 2.6049 So it can be concluded that there is a positive and significant influence between price, promotion and product quality together on sales volume of Trimoda Textile in Pringsewu.

Keywords: Price, Promotion, Product Quality and Sales Volume.

INTRODUCTION

Competition in world business Which the more strict, so that demand management company For more carefully in determine strategy competition, in order to win the competition with competitors in order to maintain existence Which owned And naturally

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maintain even increase profit or profits generated. Company management is required to be able to design and implement marketing strategies that are capable of creating, maintain And increase satisfaction customer, Which on Finallycan created loyalty Which tall from consumer to product Which offered.

Business is something activity sell goods And service to final consumer. This is the final link in the distribution of goods and servicesservice. The main income of this retailer is selling retail to consumers end. Trading retail This very important for producer, Because through retailer producer can obtain information valuable about the product. Manufacturers can obtain data from retailers on how consumers view them regarding the shape, taste, durability, price and everything about the product, Also can known about competitive strength (Buchari Alma, 2013).

Development business modern on moment This in Pringsewu Regency develop fast And create condition competition Which the more strict. Seeing conditions like this, every business needs to increase its strength Which There is in his company with method bring up difference or uniqueness Which owned by company compared to with competitor For increase sales volume.

According to Schiffan (2015), sales volumeis the level of sales obtained by the company for a certain period in unit (unit or total or rupiah). For increase volume sale company must capable promote the product with Good. Activity marketing the company will greatly influence sales volume. Increase sales volume can be achieved if the marketing mix strategy is implemented in company appropriately. Companies that apply marketing concepts need to pay attention to behavior consumer And factors Which influence volume the sales inmarketing efforts for a product are carried out. Sales volume can influenced by several factors such as product quality, product price, and factor promotion.

Product quality is one of the factors that influences increasing volume sale. Quality product is factor important in realizing a company's sales goals. With product quality A good one can make consumers interested in trying it and then they will take decision For buy something product the. Kotler (2016) Productquality is a potential strategic weapon to defeat competitor. So only company with quality product most Good will grow rapidly, and in the long term the company will be more successful from company Which other. Apart from product quality, factors that influence sales volume areprice. Price is also a factor the most influential for consumer in do purchase, Because consumer moment This tendchoose price Which economical And affordable as well as profitable they. Especially

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in the midst of the worsening economic situation resulting in Consumers are increasingly selective in getting the products they want.The price itself is the amount of money (plus some products if possible) Which needed For get a number combination from product And his service.

According to Chandra in Tjiptono (2019), price is a statement the value of a product. Price can also indicate the quality of a brand product, in where consumer have presumption that price Which expensive usually have quality Which Good. If company not enough appropriate set a price, then this will have fatal consequences. Price will always be linked with product quality, if the price is set not in accordance with the quality so will affect the volume inside sales the company.

Trimoda Textile is Wrong One business Which move in the textile trade sector which continues to develop well by providing quality products Which quality And *trendy* For win competition in company kind. There are more and more businesses operating in the textile sectorrival Trimoda Textile in interesting consumer, so party company must get maintain quality the product so that objective Which desired Can achieved. Business competitors in the textile sector who are well known to the people consumer in Pringsewu Regency.

Facing intense competition in the field of textile marketing, then demands price Which affordable And quality product Which quality become requirements introduced to consumers. The importance of pricing andProduct quality is an advantage for a company in improving the sales. The more often a product is introduced to consumers withimprove and guarantee product quality, then consumers feel motivated For own product the. On base This, party Trimoda Textile in Pringsewurealize that For increase volume sale, so price And quality product become matter important in in influence taking product purchasing decisions by consumers. Promotional mix is becoming a thing which takes priority in introducing a product to take it product purchasing decisions. In general, consumers who want to do purchase A product always look for introduction product Which the goal to make comparisons and carry out direct reviews in accordance with a form of promotion that provides information for consumers in taking a product decision.

The method used to promote goods is only with pamphlets and brochures which are felt to be less effective in conveying detailed information about goods. Until now, the sales system that is currently running at Trimoda Textile in selling its goods is still the same method *direct sales* , that is, buyers must come directly to visit the sales location, in addition to making consignments and taking part in events at exhibitions so that the

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scope of sales is limited. This is also an obstacle for visitors who are located quite far and find it difficult to purchase the goods on offer. The lack of marketing personnel and information media means that the goods offered by Trimoda Textile are less known to people. Seeing the tight competition in the business world, Trimoda Textile wants to develop its business by implementing a faster, wider and more efficient sales system by utilizing internet technology. Through the internet, information will spread more quickly and can carry out business transactions worldwide, where Trimoda Textile should have used promotional media such as Instagram, WA Group, *Facebook Marketplace* and TikTok. Product sales data at Trimoda Textile for 12 months in 2022 as following:

Table 1. Data Trimoda Textile Sales

No	Month	Sale	Percentage (%)
1	January	334	7.72
2	February	256	5.92
3	March	301	6.96
4	April	326	7.54
5	May	390	9.02
6	June	382	8.83
7	July	423	9.78
8	August	658	15.21
9	September	230	5.32
10	October	248	5.73
11	November	521	12.05
12	December	256	5.92
Total		4.236	100
Average sales		353	8.33

Source : Trimoda Textile Pringsewu (2022)

Based on Table can seen that product in Trimoda Textile onthe 2022 period will experience changes in sales. This is shown by exists changes in sales Which fluctuates every month. Sales fluctuations experienced by Trimoda Textile from each month on the 2022 period provides an illustration that customer satisfaction has trend Which No still in buy product the. Matter This due to the many competitors that have emerged in the world

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of textiles displays brand with quality And price Which affordable so that make textile-loving consumers to try these new products. This situation has an impact on the sales volume of a product. Trimoda Textile even sued For give quality product And price Which in accordanceFor attracts interest para consumer to buy product Which offered.

The products at Trimoda Textile are branded products Already own community And fan each . Products in Trimoda Textile displays symbols of freedom and is always *up to date* and *fresh* so truly Can seize heart para consumer. Amount Which limited with a characterful design which is the distinctive characteristic of the product distributed. Another thing that differentiates these brands is for region Pangkalpinang only found at Trimoda Textile. Trimoda Textile sets prices that are relatively cheaper than its competitors Which undergo business kind. Price clothes in Trimoda Textile range between Rp. 85,000 until with Rp. 350,000. Trimoda Textile set price Which varied And Also give quality product Which best with objectiveFor attract consumers. The following is the price list in Trimoda Textile And list price in Surya Jaya Textile:

Table 2. List Price in Trimoda Textile and in Surya Jaya Textile

Trimoda Textile	Price	Surya Jaya Textile	Price
Dress	Rp 125,000 - IDR 135,000	Dress	Rp 105,000 - Rp 120,000
Trousers	Rp 350,000 - IDR 375,000	Trousers	Rp 335,000 - Rp 350,000
Jacket	Rp 295,000 - IDR 335,000	Jacket	Rp 275,000 - Rp 325,000
Shirt	Rp 195,000 - IDR 225,000	Shirt	Rp 175,000 - Rp 205,000
Bag	Rp 205,000 - Rp 235,000	Bag	Rp 185,000 - Rp 235,000
Hat	Rp 95,000 - Rp 115,000	Hat	Rp 85,000 - Rp 105,000

Source : Data processed research (2023)

Based on Table 2 above, it can be seen that the price of products at Trimoda Textile is relatively more expensive compared to clothing at Surya Jaya Textile. Where the price of clothes at Surya Jaya Textile starts from Rp. 105,000 up to Rp. 120,000, pants Rp. 335,000 up to you Rp. 350,000, jacket Rp. 275,000 up to you Rp. 325,000, shirt Rp. 175,000 to Rp. 205,000, bag Rp. 185,000 to Rp. 235,000, and a hat of Rp. 85,000 up to Rp. 105,000. Meanwhile, Trimoda Textile is more expensive than its competitors.

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The initial survey conducted by researchers on several consumers was aimed at to find out the phenomena or problems that exist in the research object. Followingtable results survey beginning Which done to 20 person consumer Which shop at Trimoda Textile:

Table 3. Results Survey Beginning to 20 person consumer Which shop in Trimoda Textile Pringsewu

No.	Question	Answer		Percentage(%)	
1.	Do you know all of them? existing products or brands in Trimoda Textile?	Yes Doubtful No	: 6 : 7 : 7	Yes Doubtful No	: 30 % : 35 % : 35 %
2.	What is the product or brand in the store own superiority Which more Good from product in store other?	Yes Doubtful No	: 5 : 9 : 6	Yes Doubtful No	: 25 % : 45.66 % : 30 %
3.	What is the product or brand at Trimoda Textile own quality Which best And fresh?	Yes Doubtful No	: 7 : 3 : 10	Yes Doubtful No	: 35 % : 15 % : 50 %
4.	What is the product or brand in trimoda Textile always up up to date?	Yes Doubtful No	: 3 : 6 : 11	Yes Doubtful No	: 15 % : 30 % : 55 %
5.	What is the product or brand at Trimoda Textile always become choice main You in making purchases clothes?	Yes Doubtful No	: 4 : 8 : 8	Yes Doubtful No	: 20 % : 40 % : 40 %
6.	is You always using a product or brandin Trimoda Textile?	Yes Doubtful No	: 3 :4 :13	Yes Doubtful No	: 15 % : 20 % : 65 %

Source: Data processed researcher (2023)

Based on Table 3, the results of the initial survey of 20 respondents where in The first question was 6 respondents who answered yes were undecided as many as 7, not

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as many as 7. The second question respondents answered yes as many as 5, undecided as many as 9, not as many as 6. Respondent's third question Which answer yes as much 7, doubtful as much 3, No as much 10. Question fourth respondents Which answer yes as much 3, doubtful as many as 6, not as many as 11. The fifth question respondents answered yes as much 4, doubtful as much 8, No as much 8 respondents. Question The six respondents who answered yes were 3, 4 were undecided, no as much 13 respondents. From the results of the initial survey conducted it can be concluded that there are problem with quality product And price to volume sale Which done by para consumers at Trimoda Textile.

LITERATURE REVIEW

Price

Price is one element of the marketing mix that can be an advantage in a company. In determining the right pricing policy for a company, of course there will be problems that must be solved by the company. Companies must be able to set appropriate pricing policies, so that the company can achieve company goals, whether in the form of sales volume or profit.

Promotion

Promotion is a marketing activity to influence potential buyers to be interested and satisfied with the products offered. This will make consumers or potential buyers become loyal customers of the company's products. Through promotions, information is conveyed that the company is launching a new product and will attract consumers to buy (Lahensel and Punuindoong, 2022).

Product quality

According to Kotler (2015) the meaning of product quality is " *the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes* " which means the ability of a product to perform function, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. The indicators of product quality, namely shape, features, adjustments, performance quality, etc.

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Sales Volume

According to Schiffan (2015), sales volumeis the level of sales obtained by the company for a certain period in unit (unit or total or rupiah). For increase volume sale company must capable promote the product with Good. Activity marketing the company will greatly influence sales volume.

METHODOLOGY

This research is a quantitative type of research. Population n e l i t i a n This is consumers at Trimoda Textile in Pringsewu were observed for 1 month with an average number of 353 people or 4,236 people per year and a sample of 353 people. The data collection tool uses a questionnaire .

RESULTS AND DISCUSSION

Multiple Linear Regression Test Data Analysis

Based on the results of research and data processing, the following multiple linear regression analysis data was obtained:

Table 4. Multiple Linear Regression Test Results

Model	B	Std. Error
(Constant)	6,983	3,000
Price	1,751	0.197
Promotion	0.702	0.231
Product quality	0.584	0.157
R (Correlation)	0.855	
R Square (Determination)	0.731	

Source: Data processed in 2023

Based on Table 4, the results of the multiple linear regression coefficient test above show a correlation coefficient (R) value of 0.855, meaning this shows the level of influence of price , promotion and product quality on sales volume has a high level of influence because the correlation coefficient (R) value is equal to 0.855 is in the 0.800-1.000 range. The coefficient of determination (R *Square*) is 0.731, meaning that price and promotion

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can explain sales volume by 73.1%, while the remaining 36.9% is influenced by other variables.

Based on Table 4 above, the results of multiple linear regression calculations using the SPSS program. The results of the regression equation are as follows:

$Y = 6.983 + 1.751 X_1 + 0.702$

1) The constant value is 6.983, which means that without prices and promotions, the sales volume is 6.983 units.
2) Price coefficient , meaning that there is a positive influence between price and sales volume. This means that the higher the price, the higher the sales volume, with other notes it is considered constant or if the price culture is one unit then the sales volume will increase by 1.751 one unit.
3) Promotion coefficient , meaning that there is a negative relationship between promotion and sales volume. This means that the better the promotion, the sales volume will increase , with other notes it is considered constant or if the promotion increases by one unit then the sales volume will increase by 0.702 one unit.
4) Product quality coefficient , meaning that there is a positive influence between promotion and sales volume. This means it is getting higher product quality , it will increase sales volume, with other notes considered constant or if the product quality increases by one unit, the sales volume will increase by 0.584 one unit.
5) In the results of multiple linear regression analysis, it was found that a price value of 1.751 was the largest result that could increase sales volume when compared with promotions of 0.702 and product quality of 0.584.

Hypothesis Test Results

1) t test

The t test is used to show whether an independent variable individually influences the dependent variable (Ghozali, 2011). Test criteria with a significance level (α) = 0.05 are determined as follows:

If $t_{count} > t_{table}$, then H0 is rejected and Ha is accepted.

If $t_{count} < t_{table}$, then H0 is accepted and Ha is rejected.

Based on the results of research and data processing, it is obtained:

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Table 5. t test

Variable	t count	t table	Sig.
Price	8,905	1,645	0,000
Promotion	3,040	1,645	0.003
Product quality	2,145	1,645	0.03 1

Source: Data processed in 2023

Based on Table 5. it is known that:

a) calculated t test result for the price variable was 8.905 ($t_{calculated} = 8.905 > t_{table} = 1.645$) which means that there is a positive influence of price on the sales volume of Trimoda Textile in Pringsewu.

b) calculated t test result for the promotion variable was 3.040 ($t_{calculated} = 3.040 > t_{table} = 1.645$) and a significant value of 0.003, which means that there is a positive influence of promotion on the sales volume of Trimoda Textile in Pringsewu.

c) The calculated t test result for the product quality variable is 2.145 ($t_{calculated} = 2 , 145 > t_{table} = 1.645$) and a significant value of 0.03 1 which means that there is an influence positive product quality on sales volume of Trimoda Textile in Pringsewu.

2) F test

Based on hypothesis testing of the influence of variable X simultaneously on variable Y, the following results were obtained:

Table 6. F test

ANOVA [a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1578.116	3	789,058	91.013	,000 [b]
	Residual	580,870	349	8,670		
	Total	2158,986	352			
a. Dependent Variable: Sales volume						
b. Predictors: (Constant), Price , Promotion, Product_quality						

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On *the output* of ANOVA *(analysis of variance)* Table 6. It can be seen that the $_{calculated}$ F value is 91.013. When compared with the F $_{table}$ at a real level of 95% and α= 0.05, namely 2.6049, the $_{calculated\ F}$ = 91.013 > F $_{table}$ = 2.6049 . So it can be concluded that there is a positive and significant influence between price, promotion and product quality overall . together with the sales volume of Trimoda Textile in Pringsewu received. The *entered* variable removed indicates that no variables have been removed *from* the regression model. This means that the three independent variables can be included in the multiple regression calculation.

Coefficient of Determination (R ^{2})

The coefficient of determination aims to measure how far the model's ability to explain variations in the dependent variable. The coefficient of determination value is 0 < R ^{2} < 1. A coefficient of determination that is close to one means that the independent variables provide almost all the information needed to predict the dependent variable. The use of *R square* is biased towards the number of independent variables included in the model. Every time an independent variable is added to the model, the *R square* will definitely increase regardless of whether the independent variable has a significant effect or not. Unlike *R square* , the *adjusted R square value* can increase or decrease if there are additional independent variables into the model (Ghozali, 2011).

Table 7. Coefficient of determination of price, promotion and product quality on sales volume

Variable	R	R Square
Price, promotion , product quality	0.855 [a]	0.731

Source: Data processed in 2023

Based on Table 7, it is known that the value of R ^{2} = 0.731 x 100% = 73.1%, which means that the influence of price, promotion and product quality on the sales volume of Trimoda Textile in Pringsewu is 73.1% while the remaining 26.9% is influenced by other factors not examined in this study.

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DISCUSSION

The Effect of Price on Sales Volume

$_{calculated}$ t test result for the price variable was 8.905 ($t_{calculated} = 8.905 > t_{table} = 1.645$) which means that there is a positive influence of price on the sales volume of Trimoda Textile in Pringsewu. Price is one element of the marketing mix that can be an advantage in a company. In determining the right pricing policy for a company, of course there will be problems that must be solved by the company. Companies must be able to set appropriate pricing policies, so that the company can achieve company goals, whether in the form of sales volume or profit.

The results of Nila Fitri's research (2020) on the Effect of Price on Sales Volume at the Sam Bicycle Shop in Simpang Baru Village, Tampan District According to a Sharia Economic Perspective. It was obtained from the multiple linear regression equation that there was also a negative correlation between the Polygon and Pacific price variables and the sales volume variable. The hypothesis results obtained from the F test of family prices, Polygon (X2) and Pacific (X3) prices together (simultaneously) have a significant effect on the sales volume variable. The Coefficient of Determination (KD) test resulting from data processing shows that the value () is 65, 3. This value illustrates that the contribution of the independent variable to the rise and fall of the dependent variable is 65.3% and the remaining 34.7% is influenced by other variables which are not included in the model proposed in this research, meaning that the correlation between the independent variable and the dependent variable has sufficient relationship.

Effect of Promotion on Sales Volume

$_{calculated}$ t test result for the promotion variable was 3.040 ($t_{calculated} = 3.040 > t_{table} = 1.645$) and a significant value of 0.003, which means that there is a positive influence of promotion on the sales volume of Trimoda Textile in Pringsewu. Promotion is a marketing activity to influence potential buyers to be interested and satisfied with the products offered. This will make consumers or potential buyers become loyal customers of the company's products. Through promotions, information is conveyed that the company is launching a new product and will attract consumers to buy (Lahensel and Punuindoong, 2022).

The results of Hikmayanti Huwaida's (2022) research on the Effect of Promotion on Sales Volume in the Mia Lestari Banjarmasin Small Industry show that the *advertising* , *personal selling* , *sales promotion* and sales volume variables are in the score range

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which is included in the high category. Meanwhile, the *direct marketing variable* is included in the quite high category. *Advertising* , *personal selling* , *sales promotion* and *direct marketing* together have a significant effect on sales volume of 72.5 % . The variable that partially has a positive and significant effect on sales volume is *advertising* and *direct marketing* . Meanwhile, those that do not have a significant effect are *personal selling* and *sales promotion* . The promotional mix component that has the dominant influence on sales volume is *direct marketing* .

The Influence of Product Quality on Sales Volume

The $_{calculated}$ t test result for the product quality variable is 2.145 ($t_{calculated} = 2 , 145 > t_{table} = 1.645$) and a significant value of 0.03 1 which means that there is an influence positive product quality on Trimoda Textile sales volume in Pringsewu. According to Kotler (2015) the meaning of product quality is " *the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes* " which means the ability of a product to perform function, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes. The indicators of product quality, namely shape, features, adjustments, performance quality, etc.

The results of Elsi Dwi Antika's research (2022) on the Influence of Product Quality and Price on the Sales Volume of Premium Rice at the Bulog Public Company, Lampung Regional Office, stated that there was an influence between Product Quality and Sales Volume of 14.97%. The results of this research are that the product quality variable has a significant effect on sales volume.

The Influence of Price, Promotion and Product Quality on Sales Volume

$_{calculated}$ F value is 91.013. When compared with the F_{table} at a real level of 95% and α= 0.05, namely 2.6049, the $_{calculated}$ $F = 91.013 > F_{table} = 2.6049$. So it can be concluded that there is a positive and significant influence between price, promotion and product quality overall . together to the sales volume of Trimoda Textile in Pringsewu received.

Price is the exchange rate for obtaining an item. Price according to Payne, (2018) is a statement of the value of a product (*a statement of value*). Price is also the most flexible element of the marketing mix, unlike product features and dealer commitments, it can change quickly. One of the objectives of price setting is to achieve financial maximization, capture market share, set market prices and so on.

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Promotion is a marketing activity to influence potential buyers to be interested and satisfied with the products offered. This will make consumers or potential buyers become loyal customers of the company's products. Through promotions, information is conveyed that the company is launching a new product and will attract consumers to buy (Lahensel and Punuindoong, 2022). According to Kotler, (2015) the meaning of product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes. The indicators of product quality, namely shape, features, adjustments, performance quality, etc.

The results of Elsi Dwi Antika's research (2022) regarding the influence of product quality and price on the sales volume of premium rice at the Bulog Public Company, Lampung Regional Office, stated that there was an influence between product quality and sales volume of 14.97%, then the influence of price on sales volume was 21%. .99%, and the influence of the Product Quality and Price variables on sales volume is 28%. The results of this research are that variable X1 (Product Quality) and variable

CONCLUSION

Based on the results of research and discussion, it can be concluded that

a. Price has a positive effect on Trimoda Textile sales volume in Pringsewu.
b. Promotions have a positive effect on the sales volume of Trimoda Textile in Pringsewu
c. Product quality has a positive effect on Trimoda Textile's sales volume in Pringsewu.
d. Price, promotion and product quality influence the sales volume of Trimoda Textile in Pringsewu .

Based on the conclusions above, suggestions that researchers can give are:

a. For Trimoda Textile in Pringsewu

It is hoped that it can be used as additional information to provide input in evaluating company development and contribute to management in determining policies and strategies to increase sales volume, especially promotional costs which must be taken into account by the company.

b. For Company Management

It is hoped that this will increase knowledge for company management regarding information on the influence of quality costs, promotion costs and selling prices on sales volume. And you can take into account promotional cost variables, because from the research results, promotional costs have a big influence on sales volume .

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c. For Further Researchers

In future research, it is hoped that research can be carried out using the same method but with different variables, units of analysis and samples in order to obtain conclusions that support generally accepted theories and concepts.

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