

# **THESIS**

## **ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME AT PT. ESAPUTLII PRAKARSA UTAMA**

**SITI AFYFAH PUTRI BARAMULI**



**MANAGEMENT DEPARTMENT  
FACULTY OF ECONOMICS AND BUSINESS  
HASANUDDIN UNIVERSITY  
MAKASSAR  
2022**

# **THESIS**

## **ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME AT PT. ESAPUTLII PRAKARSA UTAMA**

as one of the requirements to obtain  
Bachelor of Economic degree

Complied and submitted by

**SITI AFYFAH PUTRI BARAMULI  
A021181806**



**MANAGEMENT DEPARTMENT  
FACULTY OF ECONOMICS AND BUSINESS  
HASANUDDIN UNIVERSITY  
MAKASSAR  
2022**

# THESIS

## ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME AT PT. ESAPUTLII PRAKARSA UTAMA

compiled and submitted by

**SITI AFYFAH PUTRI BARAMULI**  
**A021181806**

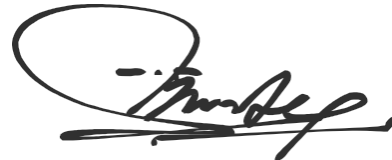
has been examined and approved for thesis on July 22, 2022

Supervisor I



Prof. Dr. Abd. Rakhman Laba, SE.MBA.  
NIP. 19630125 198910 1 001

Supervisor II



Dr. H. Muhammad Toaha, SE.MBA  
NIP. 19601231 198601 1 008

Head of Management Department  
Faculty of Economics and Business  
Hasanuddin University



Prof. Dra. Hj. Dian Anggrece Sigit Parawansa, M.Si., Ph.D., CWM.  
NIP. 19620405 198702 2 001

# THESIS




## ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME AT PT. ESAPUTLII PRAKARSA UTAMA

compiled and submitted by

**SITI AFYFAH PUTRI BARAMULI**  
**A021181806**

Has been defended in the thesis examination  
on **July 22** and  
Has been declared to have met the graduation requirements

Approved by  
Supervisory Committee

No	Name	Position	Signature
1.	Prof. Dr. H. Abdul Rakhman Laba, SE., MBA	Chairman	
2.	Dr. H. Muhammad Toaha, SE., MBA	Secretary	
3.	Prof. Dr. Musran Munizu, SE., M.Si., CIPM.	Member	
4.	Muhammad Sabranjamil Alhaqqi. B.Sc. (Hons)., Mintbus	Member	

Head of Management Department  
Faculty of Economics and Business  
Hasanuddin University



Prof. Dra. Hj. Dian A.S. Parawansa, M.Si., Ph.D., CWM  
NIP. 196204051987022001

## STATEMENT OF AUTHENTICITY

I, the undersigned below:

Name : Siti Afyfah Putri Baramuli

NIM : A021181806

Department : Management

Hereby truthfully declare that the thesis entitled:

### **ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME AT PT. ESAPUTLII PRAKARSA UTAMA**

is my own research and to the best of my knowledge there is no other scientific works that has been submitted by others to obtain an academic degree in other universities or academic institution, and there are no works or opinion that have been written or published by others except those cited in the text and mentioned in the bibliography.

If in the future it turns out that it can be proven that there are elements of plagiarism in this text, then I will receive sanctions for the act and proceed according to the applicable laws and regulations (Law No. 20 of 2003, article 25 paragraph 2 and article 70).

Makassar, 10 August 2022



Siti Afyfah Putri Baramuli

## PREFACE

Assalamualaikum Waramatullahi Wabarakatuh

Praise and gratitude the author pray to Allah SWT, for his blessings and mercy, and love, the author can complete this thesis with the title "Analysis of Marketing Strategy to Increase Sales Volume at PT. Esaputlii Prakarsa Utama" and the author would like to express his gratitude to Allah SWT during the writing of this thesis.

Writing this thesis is one of the requirements to complete studies and obtain a bachelor's degree at the Faculty of Economics and Business, Hasanuddin University.

While writing the thesis, the author retribalized this thesis would never be fully realized without the help, support, guidance, and motivation of various parties. So, on this occasion the author would like to express his deepest gratitude to:

1. To my parents, father and mother for their prayers and support in writing this thesis so that I can complete it well and make my parents proud, thank you for listening to my complaints so far, thank you for what you have given to me. Without your prayers and support, I would not have reached this point.
2. Thank you to my grandparents, for the prayers that are always offered so that I can complete my thesis well, which motivates, educates, and takes care of me from childhood until now. Thank you very much for all my needs that can be met by you and thank you from the bottom of my heart for your support so far from financial and mentally.
3. To Prof. Dr. Abd. Rahman Kadir, SE., M.si., CIPM. as the dean of the Faculty of Economics and Business, Hasanuddin University.
4. Prof. Dra. Hj. Dian Anggreace Sigit Parawansa, M.Si., Ph.D., CWM. as head of the management department of the Faculty of Economics and Business, Hasanuddin University.
5. Andi Aswan, SE., MBA., M. Phill., DBA as the secretary of Management Departement in Faculty Economic and Business, Hasanuddin University.
6. Prof. Dr. H. Abdul Rakhman Laba, SE., MBA as supervisor 1 and Dr. H. Muhammad Toaha, SE., MBA as my 2nd supervisor, who always helps me in terms of writing and improving the thesis, thank you for helping me in

completing this thesis properly and correctly. Without your guidance I could not finish it properly, thank you very much for helping me in writing this.

7. Prof. Dr. Musran Munizu, SE., M.Sc., CIPM as examiner 1 and Muh. Sabranjamil Alhaqqi, B.Sc. (Hons)., Mintbus as examiner 2, thank you for providing suggestions and improvements to my research and thesis.
8. Prof. Dr. Hj. Mahlia Muis, SE., M. Si., CWM as my academic supervisor, who helped a lot in the selection of courses and consultation.
9. All lecturers at the Faculty of Economics and Business, Hasanuddin University who have taught me during college and thank you also to the international class office staff (Kak Bram, Kak Mita, Kak Ela, and Kak Nurul) who have helped me during the international class.
10. All staff of the Faculty of Economics and Business, Hasanuddin University, especially Mr. Tamsir and the late Mr. Asmari who have helped me from study plan cards, and classes, to the registration of exam files. I thank you very much.
11. To my brothers and sisters, I thank you for supporting me in any case and helping me in times of trouble even though sometimes you guys are annoying hehe.
12. To my family (Uncle, Aunt, and Cousin), who have given suggestions and listened to my stories so far.
13. Irvan Wijaya Putra who is always there, always listens to my complaints all this time, gives me motivation, supports me in joy and sorrow, and always helps me in difficulties. Thank you for being here until now, thank you for making me happy and sad, and thank you for your biggest love. And thanks to Irvan's family for supporting us both.
14. Riri, Fina, Rihal, who I always bother with the outpouring of my heart and who are always there when I need them, thank you for your support.
15. Sisterhood that always makes me laugh when I meet you, with thousands of stories. Thanks for that, I love you guys.
16. To Diva who always accompanies my emptiness, who is always ready, who is also a place to confide in me, and a place to share sad and happy stories. Thank you for wanting to be a very good friend even though sometimes you are annoying.

17. The 2018 International Class, which helps with college assignments until the final exam, without your help I can't do anything. Thank you very much.
18. To Ekowowits Futsal Club, who became one of my family and became one of the homes that I will miss the feel of
19. My college friends (Sobat Bahagia and Alya) who accompanied me during offline lectures, and one of the sometimes incites me not to go to class hahaa. Thank you very much for wanting to be friends with me.
20. All participation that I cannot mention one by one, thank you for helping, and supporting me in any case.
21. Last but not least, I wanna thank me, I wanna thank me for believing in me, I wanna thank me for doing all this hard work, I wanna thank me for having no days off, I wanna thank me for never quitting, for just being me at all times.

**Makassar, 12 Agustus 2022**

**Siti Afyfah Putri Baramuli**



## **ABSTRACT**

### **ANALYSIS OF MARKETING STRATEGY TO INCREASE SALES VOLUME AT PT. ESAPUTLII PRAKARSA UTAMA**

Siti Afyfh Putri Baramuli

Abd.Rakhman Laba

Muhammad Toaha

This study is analyze about the marketing strategy of PT. Esaputlii Prakarsa Utama in increasing sales volume. The main objective in this study was to examine the effect of Product on increasing the sales volume of PT.Esaputlii Prakarsa Utama; the effect of Price on increasing the sales volume of PT. Esaputlii Prakarsa Utama; the effect of Promotion on increasing the sales volume of PT.Esaputlii Prakarsa Utama; and the effect of Place/Distribution on increasing the sales volume of PT. Esaputlii Prakarsa Utama. The population in this study the company PT. Esaputlii Prakarsa Utama with a sample is company data for 2017-2021 which are in accordance with the variables of this study. The method of data collection in this research is observation, interview and documentation. Data were analysed by multiple linear regression and simple linear regression tested with research instruments (classical assumption test, partial test and simultaneous test) using SPSS 23 software. The result of this study shows that product does not have a significant effect on sales volume increase, but researcher do retest the effect of Product on Sales Volume (Y) by using a simple linear regression. So, Product has a positive and significant influence on the increase of Sales volume; Price has a significant effect on sales volume increase; Promotion of the company have a significant effect on sales volume increase; and Place of the company have a significant effect on sales volume increase.

Keyword: sales volume, product, price, promotion, distribution

## TABLE OF CONTENTS

<b>COVER PAGE</b> .....	<b>i</b>
<b>TITLE PAGE</b> .....	<b>ii</b>
<b>APPROVAL PAGE</b> .....	<b>iii</b>
<b>VALIDATION PAGE</b> .....	<b>iv</b>
<b>STATEMENT OF AUTHENTICITY</b> .....	<b>v</b>
<b>PREFACE</b> .....	<b>vi</b>
<b>ABSTRACT</b> .....	<b>ix</b>
<b>TABLE OF CONTENTS</b> .....	<b>x</b>
<b>LIST OF FIGURES</b> .....	<b>xv</b>
<b>LIST OF TABLES</b> .....	<b>xvi</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background .....	1
1.1 Research Question .....	5
1.2 Research Purpose .....	6
1.3 Study Significance .....	6
1.4.2 Practical Significance .....	6
1.4 Research Structure .....	6
<b>CHAPTER II LITERATURE REVIEW</b> .....	<b>8</b>
2.1 Marketing .....	8
2.2. Marketing Strategy .....	9

2.2.1. Market Segmentation .....	10
2.2.2. Determination of Target Market.....	10
2.2.3. Market Position .....	10
2.3 Marketing Mix.....	10
2.3.1 Product.....	13
2.3.1.1 Product Quality .....	13
2.3.1.2 Product Packaging .....	14
2.3.2 Price .....	14
2.3.2.1 Get maximum profit .....	15
2.3.2.2 Gaining Market Share.....	15
2.3.3 Place/Channel of Distribution .....	15
2.3.3.1. Direct Distribution Channel:.....	15
2.3.3.2. Indirect Distribution Channels:.....	15
2.3.4 Promotion .....	15
2.4 Sales Volume.....	16
2.5 Previous research .....	17
2.7 Research Hypotheses.....	18
<b>CHAPTER III RESEARCH METHODS.....</b>	<b>19</b>
3.1 Research Design .....	19
3.2 Place and Time of Research.....	19
3.3 Population and Sample .....	19
3.3.1 Population .....	19
3.3.2 Sample .....	19
3.4 Data Types and Sources.....	19

3.4.1 Data Type.....	19
3.4.2 Data Source .....	20
3.5 Data Collection Technique .....	20
3.5.1 Observation.....	20
3.5.2 Interview.....	20
3.5.3 Documentation .....	20
3.6 Data Analysis Method .....	20
3.6.1. Classic Assumption Test .....	20
3.6.1.2 Multicollinearity Test.....	20
3.6.1.3 Heteroscedasticity Test .....	21
3.7 Descriptive Analysis .....	21
3.7.1 Regression Analysis .....	21
3.7.2 Inferential Analysis .....	22
3.7.3 Hypothesis Testing.....	22
3.7.2.1 Simultaneous Test (Test F) to Test the Hypotheses.....	22
3.7.2.2 Partial Test (t test) to Test the Hypotheses.....	22
3.7.2.3 Coefficient of Determination Test ( $R^2$ ) .....	22
3.8. Research Variables and Operational Definitions.....	23
3.8.1 Research Variable .....	23
3.8.1.1. Independent Variable .....	23
3.8.1.2. Dependent Variable .....	23
3.8.2 Operational Definition .....	23
3.8.2.1. Product (X1) .....	23
3.8.2.2. Price (X2) .....	23

3.8.2.3.Promotion (X3).....	23
3.8.2.4.Place/Distribution (X4) .....	24
3.8.2.5.Sales Volume (Y) .....	24
3.9 Analysis Model.....	24
<b>CHAPTER VI RESULTS AND DISCUSSION.....</b>	<b>25</b>
4.1 Company Overview.....	25
4.1.1 History of the Company's Establishment and Company Goals ....	25
4.1.2 Company Vision and Mission .....	26
4.1.2.1 Vision.....	26
4.1.2.2 Mission .....	26
4.1.3 Company Facilities .....	26
4.1.4 Company Organizational Structure.....	27
4.2 Research Result .....	31
4.3 Discussion Data Research.....	34
4.3.1 Product.....	34
4.3.2 Price .....	35
4.3.3 Promotion .....	36
4.3.4 Place/Distribution .....	37
4.4 Descriptive Analysis .....	40
4.5 Inferential Analysis .....	41
4.5.1 Multiple Linear Regression Analysis .....	41
4.5.1.1 Classic assumption test.....	41
4.5.1.1.1 Normality test.....	41
4.5.1.1.2 Multicollinearity Test.....	42

4.5.1.1.3 Heteroscedasticity Test .....	42
4.5.1.1.4 Autocorrelation Test.....	43
4.5.1.1.5 Hypotheses Testing.....	43
4.6 Simple Linear Regression Analysis.....	44
4.6.1 Classic Assumption .....	44
4.6.2 Hypotheses Testing.....	45
4.7 Discussion.....	46
<b>CHAPTER V CLOSING .....</b>	<b>47</b>
5.1 Conclusion .....	48
5.2. Suggestion .....	48
<b>BIBLIOGRAPHY .....</b>	<b>49</b>

## LIST OF FIGURES

Figures

2.4. Marketing Mix.....15

## LIST OF TABLES

Table	
1.1 Report on The Realization of Sales Progress Vannamei Seeds PT. Esaputlii Prakarsa Utama 2017 to 2021 .....	5
2.4 Previous Research.....	21
4.3.1 Production of Vannamei Shrimp Seed PT. Esaputlii Prakarsa Utama 2017-2021 .....	45
4.3.2 Price of Vannamei Shrimp Seed PT. Esaputlii Prakarsa Utama .....	46
4.3.3 Promotion of Vannamei Shrimp Seed PT. Esaputlii Prakarsa Utama .....	47
4.3.4 Place/Distribution of Vannamei Shrimp Seed PT. Esaputlii Prakarsa Utama .....	49
4.4 Descriptive Analysis of Data PT. Esaputlii Prakarsa Utama 2017-2021 .....	47
4.4.1.1 Kolmogrov-Smirnov Test Result.....	54
4.4.1.2 Multicollinearity Test.....	55
4.4.1.3 Glesjer Test.....	55
4.5 Multiple Linear Regression Test Result.....	57
4.6.2 Hypotheses Test .....	59
4.7 Appendix.....	68



# CHAPTER I

## INTRODUCTION

### 1.1 Background

Marketing is an important activity in a company that is carried out by entrepreneurs to be able to maintain their business and to make a profit. Today marketing is one of the activities that can help companies increase sales so that company goals can be achieved. The success of a company in achieving its business goals depends on expertise in marketing, production, and other fields. In the current situation, competition in the business world is increasing, so it becomes an obstacle for companies. The company has various opportunities and threats from outside and within the country.

Based on the problems above, understanding the concept of marketing strategy is very important for companies to get customers and is also important for the company's declining revenue situation due to decreased consumer buying interest in the company's products. However, understanding marketing strategy is not an easy thing for companies. Therefore, understanding this requires the company's hard work in using the right strategy to increase the number of customers. Haslindah et al, (2021) in their research on the application of marketing strategies to increase sales volume revealed that marketing strategy is a means that serves to inform the company's purpose in carrying out production activities to the direction intended for stakeholders and parties who have responsibility in carrying out its activities. The company. The goal is that marketing strategies have important values so that companies both service and non-service companies apply to maintain healthy and competitive competition. To survive and win the competition in business, organizations need to develop strategies that are used as a basis in the dynamic cycle of administration by considering a survey of many elements, both inside and outside. Procedure is a method of surviving and expecting any problems that arise and taking advantage of opportunities for the future. The system is a paste which means building and offering solid benefit recommendations and creating an alternative picture for the objective market. Meanwhile, the procedure is an arrangement that is focused on achieving (organizational) goals. The procedure is characterized as a

prime example of current and regulated objectives, asset bearing, and association communication with the business sector, competitors, and other natural variables. The importance of this technique is that the director plays a functioning, conscious, and sane job in shaping the hierarchical strategy. From these different definitions, it is clear that the system is the activity that must be carried out in every organization to achieve the objectives of the marketing strategy. Because if an organization does not have procedures, it will cause each hierarchical unit not to have the same goal or strategy in achieving its goals and not having coordinated training between one unit and another. This is the reason for doing marketing and therefore the special unit is expected to achieve its marketing objectives. A marketing strategy presents a statement (either verifiable or unequivocal) about how the brand or product offering achieves its objectives.

Another statement is carried out by the research of Kartawinata & Wardhana (2018) who said that the organization can't connect with every one of its clients in the market are huge, open, or different. They partition into gatherings of purchasers or market fragments with various necessities and wants. Then, at that point, the organization ought to recognize which market portion can be served actually. A successful marketing strategy expects advertisers to: recognize and decide the profile of different gatherings of the purchasers who have needs and inclinations unique (division/market division), pick at least one portions market ought to go in the assurance of market (focusing on or market focusing on), and for each section of the objective market decide and convey many advantages market offering organization (situating/market situating).

The course of market division (sectioning managing various exercises and choices as follows: the assurance of the market that will characterize divided the market to be), recognize market fragments, the arrangement of market portions (framing market sections), division (find methodology approach of different techniques segmentation), choosing political race procedure and the division (segmentation system). The assurance of target market (market focusing on) is a movement that is

done after we can perform division of all unique market potential, then the organization should conclude what sort of and the number of portions that can't avoid being that designated. Target market (target market) comprises of various purchasers who share the necessities and attributes that will be served by the organization. The course of choice of the fragment we will offer our items and administrations are realized by the term focusing on. The organization can pick a covering market as follows: full market inclusion, various section specialization, single portion focus, and moral decision of market targets). The marketing strategy is the blend of promoting program procedures used to depict the situating wanted by the seller to the targeted purchasers.

In carrying out marketing activities, companies need to implement marketing strategies. According to Kotler (2008:65) marketing implementation is the process of converting marketing plans into marketing actions to achieve strategic goals. The implementation of the marketing strategy is divided into 4, namely market segmentation by dividing the market into different groups starting with different needs, characteristics, and behaviors, after that the company targets the attractiveness of the market so that the company can generate the greatest customer value and can maintain it. market positioning where the company plans its market position from competitors and can provide a large advantage in targeting the market,

One business that has many competitors is the fishery business. In Indonesia, fishery production has increased which is supported by the rapid growth of aquaculture. Aquaculture business is very important for Indonesian fisheries because it can provide domestic food assistance, income, and is very influential on the country's foreign exchange. So that in conducting a fishery business, marketing is very important because it is an economic activity that can affect the high and low income of fishing companies.

In South Sulawesi Vannamei shrimp cultivation business is developing in Barru Regency because it is a coastal and ocean area, and the geographical location of Barru Regency is very capable of developing fishery commodities. PT Esaputlii Prakarsa Utama or also known as Benur Kita is in the Barru Regency area which is one of the largest companies in the hatchery and cultivation of vaname shrimp and milkfish ponds. This company produces vaname shrimp and milkfish seeds annually and sells fresh vaname shrimp every 6 months. PT.

Esaputlil Prakarsa Utama produces shrimp and fish with a net income of 12 billion per year and can also produce 18 billion seeds a year apart from the profit from the sale of nener.

Vannamei shrimp sales PT. Esaputlil Prakarsa Utama has increased every year, although during the COVID-19 pandemic sales continued to increase. The following is the sales data of PT. Esaputlil Prakarsa Utama:

Table 1.1 Sales Data for 2017-2020

No.	Region	2017	2018	2019	2020	2021
1.	West Sulawesi	409.340	358.540	432.930	517.230	558.750
2.	Central Sulawesi/ Gorontalo	202.460	236.580	444.940	762.790	847.570
3.	Luwu Raya	422.690	605.140	269.960	279.600	297.520
4.	Southeast Sulawesi	823.330	784.440	793.870	821.640	891.100
5.	Region I (Pare-Pare, Barru, Pangkep, Maros)	286.450	275.980	282.970	352.900	340.830
6.	Region II (Wajo, Bone, Sinjai, Bulukumba/Selayar/Bantaeng)	39.380	89.020	157.240	363.500	645.730
7.	Intensive Ponds (Takalar, Bulukumba, Jeneponto, Parigi, Lingadan, Sinay Parigi, Jalang'E (Area 7, 8, 9), Jalang'E (Area 3), Luwu Banggai, Makassar)	59.550	42.790	49.380	150.210	139.860
8.	Inter-island	207.910	139.540	246.070	147.090	199.640
9.	<b>THE FINAL RESULT</b>	<b>2.451.110</b>	<b>2.532.030</b>	<b>2.677.360</b>	<b>3.394.960</b>	<b>3.921.000</b>

Source: Report on the Realization of Sales Progress Vannamei PT. Esaputlil Prakarsa Utama 2017 to 2020.

From the table above, it can be seen that in 2017 PT. Esaputlil Prakarsa Utama only distributes 2.451.110 shrimp seeds per month with the distribution area

from inside Sulawesi Island to outside Sulawesi Island. This demand increased in 2018, PT. Esaputlii Prakarsa Utama received requests for 2.532.030 shrimp seeds per month, an increase of 3% from the previous year. In 2019 sales of PT. Esaputlii Prakarsa Utama reaches 2.677.360 shrimp seeds per month, this continues to increase until 2021, PT Esaputlii Prakarsa Utama can sell up to 3.921.000 shrimp seeds per month to be distributed to pond farmers throughout the island of Sulawesi and outside the island of Sulawesi.

PT. Esaputlii only does marketing in certain areas as shown in table 1.1, and these areas will not change because if the vannamei shrimp fry are too long in the shipping process, the vannamei shrimp fry will run out of oxygen or die. PT. Esaputlii has a regional coordinator to coordinate deliveries in each region or who is responsible for shipping in each region.

Because vannamei shrimp hatchery is one of the aquaculture commodities that is in great demand by entrepreneurs because it has good prospects and can increase people's income, many companies are competing to gain market share. Companies that stand in the same field are PT. Jappa Kupa Utama or which has now changed its name, namely PT. Sinar Barru Prima, thus becoming one of the competitive threats for PT. Esaputlii Prakarsa Utama. Therefore, researchers want to examine PT. Esaputlii Prakarsa Utama to anticipate the increasingly fierce competition with other shrimp supplier companies. So, companies need to use a strong marketing strategy to increase sales.

Based on the above background, the author conducted a study entitled **“Analysis of Marketing Strategy to Increase Sales Volume at PT. Esaputlii Prakarsa Utama”**

### **1.1 Research Question**

The research question is “How is the marketing strategy of PT. Esaputlii Prakarsa Utama in increasing sales volume?” In answering this main problem, several more questions are described, including:

1. Does the product have a significant effect on increasing the sales volume of PT. Esaputlii Prakarsa Utama?
2. Does the price have a significant effect on increasing the sales volume of PT. Esaputlii Prakarsa Utama?
3. Does the promotion have a significant effect on increasing the sales volume of PT. Esaputlii Prakarsa Utama?
4. Does the place/distribution have a significant effect on increasing the sales volume of PT. Esaputlii Prakarsa Utama?

## 1.2 Research Purpose

1. To analyse the effect of Product on increasing the sales volume of PT. Esaputlii Prakarsa Utama.
2. To analyse the effect of Price on increasing the sales volume of PT. Esaputlii Prakarsa Utama.
3. To analyse the effect of Promotion on increasing the sales volume of PT. Esaputlii Prakarsa Utama.
4. To analyse the effect of Place/Distribution on increasing the sales volume of PT. Esaputlii Prakarsa Utama.

## 1.3 Study Significance

### 1.4.1 Theoretical Significance

This research is expected to be able to provide a significant contribution of thought as knowledge input to scientific literature that can be used by further marketing research related to the analysis of marketing strategies in increasing sales.

### 1.4.2 Practical Significance

It is hoped that this research can provide practical benefits for all parties as follows:

1. For businesses, this research will provide useful insights for creating better marketing strategies.
2. To the author, this research will provide insight into the application of the theory obtained from the lectures that have been received regarding the actual research.
3. For readers, it is used to understand marketing concepts in increasing sales and as a reference for further study and research.

## 1.4 Research Structure

The writing of this proposal is divided into five chapters. The introductory section includes the title of the thesis, approval sheet, validation page, statement of authenticity, introduction, abstract, table of contents, list of figures and graphs, list of tables, and list of attachments.

**Chapter I: Introduction** – generally explains the background of the research object, problem formulation, research objectives, and research systematics.

**Chapter II: Literature Review** – focuses on a literature review consisting of an explanation of the grand theory used in the study, as well as a list of previous

studies related to the topic chosen by the researcher and the conceptual framework of the research before the hypothesis is concluded.

**Chapter III: Research Method** – provides an explanation of the methodology used by the research to obtain and process data, and discusses the types of research carried out in the paper along with variables, types and sources of data, population and samples, data collection methods and data analysis techniques.

**Chapter IV: Research Findings and Discussion** – contains an overview of the research object, respondent's identity, reliability and validity tests, moderating regression analysis, research instrument testing, hypothesis testing and discussion.

**Chapter V: Conclusions and Suggestions** – contains the results of the conclusions from the discussion in the previous chapter as well as suggestions given by researchers related to the results of the study.

## CHAPTER II

### LITERATURE REVIEW

#### 2.1 Marketing

Swastha and Irawan (1990: 5) in Sutrisno (2015) suggest marketing as a system of company activities in planning, setting prices, promoting, and distributing goods and services that can satisfy the desires of existing buyers. From the above understanding, marketing is an activity that aims to know and understand consumers. And marketing is an activity that is directed to be able to fulfill and be able to satisfy desires through a process.

According to Kotler and Armstrong (2008:6) "Marketing is the process by which companies create value for customers and build strong customer relationships to reclaim value from customers".

According to The American Marketing Association (AMA) officially,

"Marketing is a collection of processes for creating, convey, provide value to customers, and managing customer relationships in ways that benefit the organization."

M. Manullang (2002) explains that marketing is an activity carried out by companies through the manufacture of products and services that are needed and in demand that can satisfy consumers, so that in global competition they can be won through quality, price, promotion, and proper distribution.

According to Boyd, Walker, Larreche (1998) in Wibowo (2019), "Marketing is a process of analyzing, planning, implementing, coordinating and controlling marketing programs that include products, prices, promotions, and distribution of products, services, and ideas offered to consumers create and enhance the exchange of benefits with target markets in pursuit of organizational goals". So that it can be concluded that marketing is a company's process to deliver its products to meet the wants and needs of its consumers by creating and exchanging products that can meet the goals of individuals and other organizations. The aim of marketing is to attract prospective new customers with the best value, as well as provide satisfaction to retain those customers. This process in marketing involves transactions between buyers and sellers.

According to Kotler and Armstrong (2011: 6) The marketing process has 5



simple steps, namely:

1. Knowing the wants and needs of customers and the market
2. Designing a marketing strategy
3. Creating a logical marketing program
4. Build fruitful relationships and create pleasure for customers
5. Knowing customer value thereby creating profit and customer equity

## **2.2. Marketing Strategy**

The company does not only produce a product, but the resulting product can be well received by consumers. To be well received by consumers, companies need to carry out well-planned marketing, such as those relating to market segmentation, the intended target market, and determining market location. A marketing strategy is a collection of goals, market objectives, strategies, and rules that can provide guidance for marketing efforts. According to Kurtz (2008) marketing strategy is a company's strategy to determine its target market and fulfill consumer desires by building a combination of marketing mix such as marketing mix: product, price, promotion, and distribution.

Marketing strategy is the company's mind to create value for customers and relationships that can benefit the company and customers (Kotler and Armstrong, 2008: 58). According to the Big Indonesian Dictionary, marketing strategy is a plan made by a company to increase the desired market influence, both in the short and long term based on market research, market assessment, product planning, promotion, and distribution.

Based on Sofyan Assuari (2006) in Guslan (2016) a marketing strategy plan has important characteristics, namely:

1. The starting point of preparation can be seen from the company.  
Efforts are being made to have a global impact on the planned activities.
2. In the preparation of the company, efforts are made to understand the forces that can influence its development.
3. Schedules and times that have been determined can be precise and can consider flexibility in dealing with changes.
4. Planning is done realistically and relevant to the environment at hand.

Stated by David (2010:186) in Irwanto, et al (2018), Marketing is a corporate planning process centered on the long-term goals of an organization. Tjiptono

(1997) too country, marketing is a fundamental tool that has been planned in achieving the company by developing competitive advantages that sustainable through markets that have been entered and become program marketing tools that can be used to serve the target market.

Kotler (1997) in Sutrisno (2015) suggests that the modern marketing "strategy" generally consists of three stages, namely market segmentation, target market determination, market positioning. Below will be explained:

### **1. Market Segmentation**

It is the process of dividing a diverse market into groups of similar or equivalent markets.

### **2. Determination of Target Market**

Where the company must target its target market so that the company can serve all its targeted consumers. The target market is a diverse collection of consumers who will be the target market.

### **3. Market Position**

Where the company carries out the activity of designing the company's offerings and image so that the company's position makes sense and is meaningful, it can also make sense for its customers. The company can determine its market position through the perception of its customers.

After understanding and knowing modern marketing strategies, companies can develop their marketing mix strategies. In implementing the marketing mix led by a marketing strategy, the company needs the right strategy for the company so that the company's goals can be achieved optimally according to the company's needs. Therefore, in determining the marketing strategy, it must be based on internal analysis and the company's environment by analyzing the company's strengths and weaknesses, as well as analyzing the opportunities and threats facing the company from its own environment.

According to Kotler, "Marketing strategy is the marketing logic by which the business unit expects to achieve its marketing objectives.'

## **2.3 Marketing Mix**

After designing a marketing strategy, the company can then plan its marketing mix to be able to compete in totality. To achieve this is the responsibility of all departments in the company, not just marketing management. All

departments in the company must collaborate in thinking, planning, creating products, and distributing them to reach consumers. Then the task and responsibility of marketing management is to think about how marketing can contribute to the achievement of company goals. In short, in planning a marketing activity, motivating and guiding marketing activities, is the goal of corporate managers. Which consists of monitoring marketing activities, planning, and implementing marketing.

The relationship of product, price, promotion, and distribution strategy is also known as the marketing mix. This marketing mix can also be known as the 4Ps (Product, Price, Promotion, and Place) which are tools that producers can use to influence their consumers.

According to Kotler and Armstrong (2011: 52) "Marketing mix is a set of tactical marketing tools that the company combines to produce the desired response in the target market". The marketing mix is everything a company does that can affect demand its products. These can possibly be categorized into 4 groups of variables known as the 4Ps (product, price, place, promotion).

The following are the main elements in the marketing mix according to Kotler and Armstrong 4Ps (product, price, place, promotion):

1. A product is a combination of goods and services offered by a company to its target market.
2. Price is the cost that must be incurred by the customer to get the desired product.
3. Place is the zone of the company's activities to make the product available to its target consumers.

Promotion is a company's movement to communicate the benefits of its products and persuade target customers to buy the product.



(Kotler and Armstrong, 2011)

**Figure 2.4**

#### **The Four P's of the Marketing Mix**

Meanwhile, according to Swastha (2005, p.42), the marketing mix is the relationship of four variables or activities that form the core of the marketing system, namely products, price structures, promotional activities, and distribution systems.

The variables in the marketing mix must be integrated and coordinated by the company as efficiently as possible to carry out its marketing activities. So with that, the company not only has the perfect combination of activities, but can also coordinate these marketing mix variables to run marketing programs efficiently. The marketing mix variables known as the 4Ps were designed by Kotler and Armstrong. For this reason, the marketing mix variables will be explained below:

### **2.3.1 Product**

Companies are required to be able to make a good product, because the resulting product is a product that is needed by consumers. Therefore, the product is very influential on customer satisfaction. However, the company must make good planning so that the resulting product can be accepted by the market and can also reduce the risk of product failure.

According to Kotler in Firmansyah (2019: 3) Product is everything that is offered, owned, used, and can also be consumed that is able to satisfy the wants and needs of customers which includes physical, place, people, services, ideas, and organizations. Product is the most important variable in the marketing mix because it meets the needs and desires of consumers. So that the product will be more easily accepted by the market if it is focused on existing needs. And also if the product has quality, uniqueness, design model, brand shape, perfect product packaging, and convenience that can provide the opportunity for consumers to be able to choose goods according to their wishes.

Based on Fandy Tjiptono, 1999 in Firmansyah (2019:9) To plan a product offering, marketers need to understand the product level first, namely:

1. The main product or core product, is the benefit that customers need and will consume in each of their products.
2. Generic products, which are basic product designs that are minimally functional.
3. Expected products are normal products that have been offered with formal and expected conditions and have been agreed to be purchased.
4. Complementary products are symbols of products that are equipped with various benefits and services, which can determine satisfaction and can be distinguished from other products.
5. Potential products, namely various kinds of improvements and changes that can be developed for a product in the future.

In the product concept there are several things that must be understood from the product, namely:

#### **2.3.1.1 Product Quality**

Quality in a product is the level of the product's ability to perform the expected function. From marketing prospects, quality is measured

by buyer's understanding of product quality and quality. Products have several levels of quality, namely low quality, average quality, high quality, and also very high quality. The quality of this product has a direct influence on the product, therefore companies need to pay attention to the quality of their products.

### **2.3.1.2 Product Packaging**

To be able to attract customers, companies need to make packaging product as attractive as possible for consumers. Packaging can affect consumers directly or indirectly in determining product choices to be purchased. Packaging requirements to note:

1. Can protect the product from damage, loss, and also dirt.
2. Packaging must be easy and effective for product distribution activities
3. The size must be in accordance with the wishes of the buyer such as size and shape that is suitable for the unity of the product.
4. Packaging must provide an image that can guarantee the brand, quality and composition of the product.
5. Have an artistic image and point of view.

### **2.3.2 Price**

Is the amount of money that consumers need to get a certain product. The high and low price of a product becomes the interest of consumers in looking for products, so that consumers have many considerations before buying a product. Therefore, pricing is very influential on the sales and marketing of products offered to consumers. The price that has been set can cover all costs that have been incurred by the company, ranging from production costs, company operational costs, and can cover the desired profit target. There are three methods used to set prices: demand-backward pricing, discriminatory pricing, and competition oriented pricing (McWilliams & Gerstner, 2006; Biswas et al., 2006).

Based on Swastha and Sukotjo (1995: 193) in Umar's research (2012) price is the amount of money needed to produce a combination of goods and services. This strategy is very relevant in providing value to consumers and is very relevant in influencing product image, as well as consumer decisions in buying.

Kotler also explained, in carrying out the company's pricing strategy, the company's objectives need to be determined first. So in determining the price there are several goals to be achieved, namely:

### **2.3.2.1 Get maximum profit**

This goal is done to get the maximum level of company profits and also to satisfy consumers. To achieve this, the company needs to set a price level that can observe the total sales revenue and total costs generated.

### **2.3.2.2 Gaining Market Share**

The company can optimize the price level to gain market share. The company's goal is to obtain an increase in the level of profit in the future if the company can achieve:

1. The market is price responsive, as low prices can promote rapid market growth.
2. Costs in production and distribution will be reduced significantly to increase sales and production.
3. Low prices will incite competitors who have existing capabilities so that they can block other competitors' entry opportunities.

### **2.3.3 Place/Channel of Distribution**

Place is a company in carrying out its production activities. So in this case the company can choose to distribute its products through distributors, distribute to sub distributors, and distribute to retailers, and sell these products to consumers. Location can also affect the interaction between sellers and consumers, so that consumers can come directly to the company or vice versa, companies and consumers do not meet in person.

According to Assauri 2004:234 (in Umar 2012) Distribution channel is a unit that sells products in the form of goods or services from sellers to consumers. This distribution channel is needed in every company. The type of distribution channel is divided into 2 parts, namely:

#### **1. Direct Distribution Channel:**

- Manufacturers distribute directly to consumers

#### **2. Indirect Distribution Channels:**

- Manufacturers distribute their products to retailers from retailers, products are redistributed to consumers.
- Producers who determine distribution channels to wholesalers or middlemen then to retailers and to consumers
- Manufacturers distribute to wholesalers, then wholesalers sell to intermediate traders after that to retailers from retailers to consumers

### **2.3.4 Promotion**

Marketers attempt to communicate with potential buyers in a way that

the process can provide ideas, information about their products. In addition to marketing a good product, determining the right price, making promotions will be more successful in marketing products, and the promotions carried out must not be out of the products that have been produced. The main purpose of promotion is to provide information, can attract attention, and can also have an influence that can increase sales. For this reason, in promoting the things that need to be considered are the selection in the promotion mix, the promotion mix which consists of:

1. Advertisement, a form of conveying and promoting existing ideas to market products or services that have certain non-personal sponsors. The media commonly used in delivering this advertisement are radio, newspapers, television, magazines, billboards, brochures, websites, and social media such as Instagram and Facebook.
2. Sales promotion, whose purpose is to attract customers to be able to buy quickly the goods or services that have been offered. So the purpose of doing this sales promotion is to increase sales or increase the number of customers. This activity can be done by providing examples of products to be sold, giving discounts or offers at half the original price, etc.
3. Personal selling, people who persuade prospective buyers directly or known face to face. The goal is to be able to inform the product to potential buyers or customers and also to provide an understanding of the product being offered so that customers buy and try it.

Publicity, namely an effort to increase product demand by not directly involving sellers and buyers whose promotional activities are carried out through independent media. This publicity can make the company's name rise in front of consumers.

## **2.4 Sales Volume**

In surveying marketers time, the company first looks at its market demand. Market demand will later be made into the sales plan. There are two volumes to measure market demand, namely, physical volume which is a measure of all goods judged by the size of the product, the scales, and the type of goods that are in the goods and the goods to be sold, and the volume of rupiah is a measurement made in currency. values. and see the sales style in the company. Therefore, these two volumes are known as sales volume. So that in analyzing the company can compare its sales with other companies' targets and with sales of other industries. According to Freddy Rangkuti (2009: 207) in Makmur and Saprijal (2014) that sales volume is an achievement



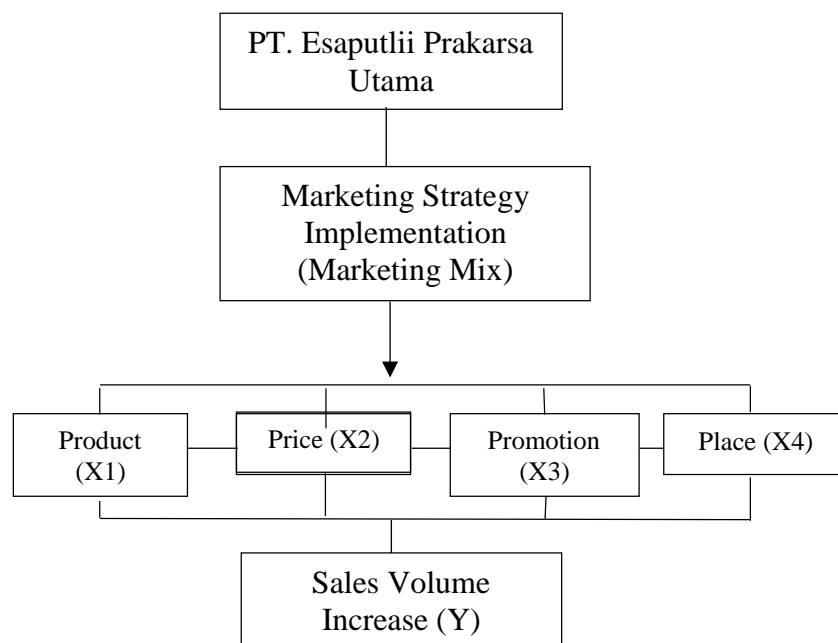
expressed quantitatively starting from the physical aspect, volume, or unit of a product. Sales volume is also something that indicates the ups and downs of a sale and can be expressed in units, kilograms, tons or liters.

## 2.5 Previous research

No	Study	Title	Results
1.	Tito Irwanto, Herry Novrianda, Dora Wasiati Ayu Juniarti (2018)	Strategi Pemasaran Udang Vannamei Pada Tambak Udang PT. Cendana Prioritas Lesatri Kabupaten Bengkulu Tengah.	The results of this study indicate that the company's strengths and opportunities have a positive Effect. However, the company's weaknesses and threats have a negative effect
2.	Ahmad Guslan (2016)	<i>Analisis Strategi Saluran Pemasaran Usaha Budidaya Udang Windu di Desa Pegat Batumbuk Kecamatan Pulau Derawan Kabupaten Berau.</i>	The results of the implementation of marketing strategies can provide benefits in increasing the added value that has been marketed.
3.	Novi Isniatul Asro, Siti Nur Qomariyah, Muhyiddin Zainul Arifin (2021)	<i>Analisis Strategi Pemasaran Guna Meningkatkan Penjualan.</i>	The results of this study have a positive effect.
4.	Djamaluddin Karim, Jantje L. Sepang, Bode Lumanauw (2014)	<i>Marketing Mix Pengaruhnya Terhadap Volume Penjualan pada PT. Manado Sejati Perkasa Group.</i>	Overall the research results have a positive effect.

5.	Jeff the Shield (2005)	Revenue Management: Strategies To Increase Sales Revenue In Small Business	The results showed that this study had a positive effect on sales.
6.	Yusi, M. Syahirman, and Idris, Umiyati (2018)	Marketing Environment and Marketing Mix: Basic Factors of Sales Performance Improvement (Survey of Small and Medium Agribusiness)	The results of this study have a positive influence between the environment and the marketing mix on sales performance

## 2.6 Conceptual Framework



## 2.7 Research Hypotheses

The hypotheses of this study are:

H1 = The product can have a significant effect on the dependent variable

H2 = The price can have a significant effect on the dependent variable.

H3 = Promotion of the company can have a significant effect on the dependent variable.

H4 = The place of the company can have a significant effect on the dependent variable.