

## BIBLIOGRAPHY

- Amir, S. (2020). Analysis of Marketing Strategy to Increase Property Sales Volume at Cahaya Bumi Pinrang Housing in Pinrang Regency, South Sulawesi. (Thesis). Accessed from [https://digilibadmin.unismuh.ac.id/upload/13210-Full\\_Text.pdf](https://digilibadmin.unismuh.ac.id/upload/13210-Full_Text.pdf)
- Anas IIS (2018). " Strategi Pemasaran ". Retrieved October 5, 2021, from [https://www.academia.edu/40001871/\\_STRATEGY\\_PEMASARAN](https://www.academia.edu/40001871/_STRATEGY_PEMASARAN)
- D., & NAIBAHO, LRI (2021, May 4). Analisis Startegi Pemasaran dalam Meningkatkan Penjualan Udang pada PT. Indomina Langgeng Sejahtera di Lampung Selatan. <https://doi.org/10.31219/osf.io/a7mju>
- Fahrizal, F. (2020). Strategi Pemasaran terhadap Persaingan Bisnis Udang di Kec.Suppa Kan. Pinrang (Perseptif Hukum Ekonomi Syariah). (Doctoral dissertation, IAINParepare). Accessed from <http://repository.iainpare.ac.id/id/eprint/1356>
- Fifield, P. (2007). Marketing Strategy (Third Edition). Butterworth-Heinemann. Pages 1-25. ISBN 9780750656757. <https://doi.org/10.1016/B978-0-7506-5675-7.50006-2>
- Firmansyah, MA (2019). Pemasaran Produk dan Merek: Planning dan Strategy. Qiara Media Publisher.
- Firmansyah, MA (2019). Pemasaran: Dasar dan Konsep. Qiara Media Publisher.
- Guslan, A. (2016). Analisis Strategi Saluran Pemasaran Usaha Budidaya Udang Windu di Desa Pegat Batumbuk Kecamatan Pulau Dermawan Kabupaten Berau. *eJournal of Business Administration*.
- Harsanto, LF, & Hidayat, W. Pengaruh Kualitas Produk, Harga dan Lokasi Terhadap Keputusan Pembelian (Pada UKM Martabak Mas Ipung di Perumahan Plamongan Indah Semarang). (Doctoral dissertation, Diponegoro University).
- Haslindah, A., Hamdat, A., & Hanafiah, H. (2021). Implementation Of Marketing Strategies In Increasing Sales Volume. *International Journal of Science, Technology & Management*, 2(5), 1449-1459. <https://doi.org/10.1016/j.eswa.2008.06.056>
- Irwanto, T., Novrianda, H., & Wasi, D. (2018). Strategi Pemasaran Udang Vannamei Pada Tambak Udang PT. Cendana Prioritas Lesatri KabupatenBengkulu Tengah. *Ekombis Reviewe: Scientific Journal of Economics andBusiness*,6(1). <https://doi.org/10.37676/ekombis.v6i1.443>

- Ismawati, C. (2020). Penerapan Strategi Promotion Mix Monas Laundry. (Doctoral dissertation, Batam International University <http://repository.uib.ac.id/id/eprint/3202>)
- Karim, D., Sepang, JL, & Lumanauw, B. (2014). Marketing Mix pengaruhnya terhadap volume penjualan pada PT. Manado Sejati Perkasa Group. *EMBA Journal: Journal of Economic Research, Management, Business and Accounting*, 2(1).
- Kartawinata, B. R., & Wardhana, A. (2018). Marketing strategies and their impact on marketing performance of Indonesian ship classification society. *International Journal of Science and Research*, 4(2), 69-74.
- Khan, MT (2014). The concept of 'marketing mix' and its elements (a conceptual review paper). *International journal of information, business and management*, 6(2), 95.
- Kotler & Armstrong. (2011). *Principles of Marketing* (14<sup>th</sup> Ed). Boston: Prentice Hall.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran* (Vol. 12, No. 01). edition.
- Kusumawati, R., Oswari T., Utomo R., Kumar V. (2014). The Influence of 7P's of Marketing Mix on Buying Intention of Music Product in Indonesia. *Procedia Engineering*. Volume 97. Pages 1765-1771. ISSN 1877-7058. <https://doi.org/10.1016/j.proeng.2014.12.328>
- Lin, C., & Hong, C. (2009). Development of a marketing information system for supporting sales in a Tea-beverage market. *Expert Systems with Applications*, 36(3), 5393–5401. ISSN 0957-4174. <https://doi.org/10.1016/j.eswa.2008.06.056>
- Manullang & Hutabarat. (Eds). (2002). *Manajemen Pemasaran Dalam Kompetesi Global*. Indomedia Pustaka, 2016.
- Nasrun. (2011). Analisis Pengaruh Bauran Pemasaran Terhadap Volume Penjualan pada PT. Semen Tonasa Kabupaten Pangkep. Hasanuddin University: Fak. Economics, 2011. Thesis
- Ngatno. (2018). *Manajemen Pemasaran* (Eds 1). Semarang. EP Press Digimedia
- Nur Lisa Kumaera, Asriany (2018). Strategi Bauran Pemasaran Larva Udang Vannamei (*Litopenaeus Vannamei*) di PT. Esaputlii Prakarsa Utama Kabupaten Barru Sulawesi Selatan. (Doctoral dissertation, Polipangkep). Accessed from <https://repository.polipangkep.ac.id/opac/detailopac?id=7585>
- Pattola, EV, & Piliانا, W.O. Analisis Rantai Pemasaran Udang Vaname (*Litopenaeus Vannamei*) Beku (Study Kasus PT. Yanagi Histalaraya PPS Kendari). *Journal of Fisheries Socioeconomics*, 4(2).

- Piliana, W.O. Strategi Pemasaran dalam Meningkatkan Volume Penjualan Udang Vaname di Desa Mulaeno Kecamatan Poleang Tengah Kabupaten Bombana. *Journal of Fisheries Socioeconomics*,5(1).
- Rusdi, M. (2019). Strategi Pemasaran untuk Meningkatkan Volume Penjualan pada Perusahaan Genting UD. Berkah Jaya. *Journal of Management and Business Studies*,6(2), 83-88.
- Rustami, P., Kirya, IK, & Cipta, W. (2014). Pengaruh Biaya Produksi, Biaya Promosi, Dan Volume Penjualan Terhadap Laba Pada Perusahaan Kopi Bubuk Banyuwatis. *Indonesian Journal of Management*,2(1).
- Saxena, R. (2005). *Marketing Management*. Tata McGraw-Hill Publishing Company Limited.
- Shinta, A. (2011). *Manajemen Pemasaran*. Malang: Universitas Brawijaya Press (UB Press).
- Siti Aisyah. (2019). *Implementation of the Marketing Mix Strategy at the RB Wholesalmart Store (Branch Penggaron Semarang)*. (Doctoral Dissertation, USM). Accessed from <https://repository.usm.ac.id/files/skripsi/B11A/2014/B.131.14.0688/B.131.14.0688-15-File-Komplit-20190304053552.pdf>.
- Suryati, L. (2015). *Manajemen Pemasaran: Suatu Strategi Dalam Meningkatkan Loyalitas Pelanggan*. Deepublish (Group Penerbitan CV Budi Utama).
- Sutrisno (2015). *Studi Kelayakan Bisnis*. Yogyakarta: Ekonesia Publisher.
- Umar, ZA (2012). Strategi Bauran Pemasaran dalam Meningkatkan Volume Penjualan Ikan Tuna Olahhan Pada PT. Betel Citra Seyan Gorontalo. *Innovation Journal*,9(01).
- Utari, W. (2011). Analisis Strategi Marketing Mix PT. Combiphar Serta Pengaruh Terhadap Peningkatan Volume Penjualan. *Journal of Economics and Business Management Partners*,2(2), 245-258.
- Wibowo, RA (2019). *Manajemen Pemasaran (Ed 1)*. Radna Andi Wibowo.

# APPENDIX

## Interview Sheet

**Research Day/Date:** Monday, March 28, 2022

**Interviewees:** Mrs. Sandra Suldilah Septiana (Manager junior P3 PT. Esaputlil Prakarsa Utama)

Types of Marketing Strategy	Question	Answer
Product	<ol style="list-style-type: none"> <li>1. What types of products are produced in the company?</li> <li>2. How many products are produced each year?</li> <li>3. What are the product strategies implemented in the company?</li> <li>4. How can the company increase its sales volume in this product strategy?</li> </ol>	<ol style="list-style-type: none"> <li>1. The products we produce are vannamei shrimp seeds (fry) &amp; milkfish seeds (<i>nener</i>). However, what is in great demand from our company is vannamei shrimp seeds.</li> <li>2. In 2017, the company produced 1,470.666 billion vannamei shrimp seeds. In 2018, there were 1,519.218 billion vannamei shrimp seeds. In 2019, there were 1,606,416 billion vannamei shrimp seeds. In 2020, as many as 2,036.976 billion vannamei shrimp seeds. In 2021, as many as 2,352,613 billion vannamei shrimp seeds.</li> <li>3. The product strategy applied by the company is the trademark, product quality, and also the packaging.</li> <li>4. To increase sales volume, the company increases its production of vannamei shrimp seeds every year.</li> </ol>
Price	<ol style="list-style-type: none"> <li>1. What is the price of the product the company supplies each year?</li> <li>2. How does the company set its selling price?</li> <li>3. What is the company's consideration in setting prices?</li> <li>4. What is the company's goal in pricing?</li> <li>5. From the data provided,</li> </ol>	<ol style="list-style-type: none"> <li>1. In 2017, Rp. 41.8/head In 2018, Rp. 43.27/head In 2019, Rp. 43.74/head In 2020, Rp. 48.17/head In 2021, Rp. 48.06/head</li> <li>2. The company sets the selling price by looking at the target market, so that the products produced by the company can be well received by buyers.</li> <li>3. Judging from the quality of the products produced, whether the products produced</li> </ol>

	<p>why does the selling price increase every year?</p>	<p>are appropriate or not, and based on the costs incurred by the company during the production of the product.</p> <p>4. The goal is to get maximum profit so that it can return investment funds taken from company funds, and also to reduce existing competition.</p> <p>5. The price increases every year according to the products produced each year.</p>
<p>Promotion</p>	<p>1. What types of promotions are used by the company?</p> <p>2. How much does the company spend on promotion?</p> <p>3. How important is promotion for this company?</p> <p>4. Who is the target of the promotion of PT. Esaputlii Prakrasa Utama?</p>	<p>1. 1. There are two types of promotion used by the company, namely by advertising through radio media (RRI Makassar and Mesrah Pare- Pare), television media (TVRI TV) and also social media, namely the company website (Benur Kita). And carry out promotions through personal selling, which introduces the products produced directly / face to face to buyers. In the process of personal selling, the company has a regional coordinator to introduce the purchase of vannamei shrimp seeds.</p> <p>2. In 2017, Rp. 625,033,000 In 2018, Rp. 721,629,000 In 2019, Rp. 763,048,000 In 2020, Rp. 1,561,682,000 In 2021, Rp. 2,431,033,000</p> <p>3. It is very important because with promotion, the company will be known so that the company will experience increased sales.</p> <p>4. The company's promotional targets are buyers who are the company's target market.</p>

Place/Distribution	<ol style="list-style-type: none"> <li>1. Where does the company sell and market its products?</li> <li>2. What distribution strategy does the company use?</li> <li>3. Where are the vannamei shrimp seed distribution areas?</li> <li>4. How many vannamei shrimp seeds are distributed by the company each year?</li> </ol>	<ol style="list-style-type: none"> <li>1. In the company PT. Esaputlii Prakarsa Utama which is located on Jl. Axis Makassar Pare-pare KM 138 and in each area determined by the company.</li> <li>2. 2 distribution strategies used are indirect distribution and direct distribution. For indirect distribution, the company sends the products produced by means of transportation by plane, car, and ship, while for direct distribution, buyers directly buy their products at the company.</li> <li>3. Its territory is in West Sulawesi (Donggala, Mamuju, North Mamuju, Central Mamuju, Polman, Pinrang, Majene), Central Sulawesi (Parigi, Mountong, Toli-toli, Gorontalo, Palu, Poso), Southeast Sulawesi (North Kolaka, Kolaka City, Bombana, Kendari, South Konawe, North Konawe, Raha, Buton), Region I (Pare-pare, Barru, Pangkep, Maros), Region II (Wajo, Bone, Sinjai, Bulukumba/Selayar), Luwu Raya (East Luwu, North Luwu, Luwu, Palopo, Morowali), Intensive Ponds (Takalar, Bulukumba, Jeneponto, Parigi, Lingadan, Sinay, Jalang'e (Plots 7,8,9), Jalang'e (Plot 3), Luwuk Banggai), Makassar), Inter-island (Yogyakarta, Ternate, Gresik, Sumbawa/Lombok, Tuban/Surabaya, Berau, Tarakan/Nunukan, Pontianak, Balikpapan/Samarinda,</li> </ol>
--------------------	--	---

		<p>BatuLicin, Semarang,  Papua/Jayapura, Pangkal  Pinang, Bengkulu, Manado)</p> <p>4. In 2017, 1,311,344 billion  vannamei shrimp seeds were  distributed.</p> <p>In 2018, 1,164.734 billion vannamei  shrimp seeds weredistributed.</p> <p>In 2019, 1,123,586 billion vannamei  shrimp seeds weredistributed.</p> <p>In 2020, 1,001,513 billion vannamei  shrimp seeds weredistributed.</p> <p>In 2021, 941,045 vannamei  shrimp seeds were distributed.</p>
--	--	---





## Multiple Linear Regression Analysis

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Distributor, Promotion Fee, Selling Price <sup>b</sup>	.	Enter

a. Dependent Variable: Sales Volume

b. Tolerance = .000 limit reached.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	1.000 <sup>a</sup>	1.000	1.000		4152301.12174	2.348

a. Predictors: (Constant), Distributor, Promotion, Price

b. Dependent Variable: Sales Volume

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4071160900253 94370.000	3	135705363341 798128.000	7870.808	.008 <sup>b</sup>
	Residual	1724160460558 5.870	1	172416046055 85.870		
	Total	4071333316299 99940.000	4			

a. Dependent Variable: Sales Volume

b. Predictors: (Constant), Distributor, Promotion, Price

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	-1599328973.948	183065569.439		-8.736	.073		
	Harga Jual	46876189.184	2690453.228	.439	17.423	.036	.067	14.981
	Biaya Promosi	.341	.007	.827	48.666	.013	.147	6.823
	Distributor	506.986	60.566	.247	8.371	.076	.049	20.557

a. Dependent Variable: Sales Volume

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-80692370.415	14466946.820		-5.578	.113
	Harga Jual	1114835.311	212615.862	3.034	5.243	.120
	Biaya Promosi	.001	.001	.459	1.176	.449
	Distributor	27.739	4.786	3.929	5.795	.109

a. Dependent Variable: abs\_error1

### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		5
Normal Parameters <sup>a,b</sup>	Mean	-.0000002
	Std. Deviation	2076150.560869
Most Extreme Differences	Absolute	.190
	Positive	.190

	Negative	-.167
Test Statistic		.190
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

### Simple Linear Regression Analysis Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Total Production <sup>b</sup>	.	Enter

- a. Dependent Variable: Sales Volume
- b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	1.000 <sup>a</sup>	1.000	1.000		251.73723	2.435

- a. Predictors: (Constant), Total Production
- b. Dependent Variable: Sales Volume

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4071333316298 09790.000	1	407133331629 809790.000	642453584503 3.371	.000 <sup>b</sup>
	Residual	190114.901	3	63371.634		

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	1252.205	601.495		2.082	.129
	Total Produksi	.833	.000	1.000	2534666.811	.000

a. Dependent Variable: Sales Volume

Total	4071333316299	4			
	99940.000				

a. Dependent Variable: Sales Volume

b. Predictors: (Constant), Total Production

**Coefficients<sup>a</sup>**

ModelS		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	-355.759	251.266		-1.416	.252
	Total Produksi	2.808E-7	.000	.763	2.044	.133

a. Dependent Variable: abs\_error

**One-Sample Kolmogorov-Smirnov Test**

N		Unstandardized Residual	5
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		218.01688159
Most Extreme Differences	Absolute		.271
	Positive		.271
	Negative		-.149
Test Statistic			.271
Asymp. Sig. (2-tailed)			.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.