

PROMOTION EFFECT ANALYSIS ON THE SALES VOLUME OF HONDA MOTORCYCLE AT PT TIMBUL MANDIRI JAYA BOYOLALI

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ABSTRACT

This study aims to determine the effect of promotion on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali. Methods of data collection using questionnaire method. The data analysis used is multiple regression analysis and significance testing using the t and f test. The result show that that there is a positive and significant effect of advertising, personal selling and direct marketing to sales volume with $t_{table} < t_{count}$ with significance of 5% or 0,05, while the remaining 2 variables are sales promotion and public elations which have no positive and insignificant effect on sales volume.

Keywords : *Advertising, Sales Promotion, Personal Selling, Public Relations and Direct Marketing and Sales Volume.*

INTRODUCTION

The development and progress of industry, one of which we can see with the increasingly rapid development of the business world. The rapid progress of the industrial sector has resulted in a level of intense business competition. Likewise for motorcycle products that sell similar goods. With the existence of similar products are sold by different dealers, consumers have different desires that make consumers free to choose products that can satisfy their needs. Therefore the company must take steps forward to outperform its competitors.

PT Timbul Mandiri Jaya Boyolali is the largest Honda Dealer in boyolali city which is the only Wing Dealer in Boyolali City. which sells various types of Honda motorcycles, where the level of competition between producers who sell similar products is very much. By seeing that Boyolali is a potential market share for motorcycle products and a high level of competition between manufacturers, with good promotion, the Timbul Jaya Motors Boyolali Dealer can satisfy and fulfill consumer desire, so that the company's goals can be achieved. The limitations of promotion in this study include promotions, namely advertising, sales promotion, personal selling, public relations, and direct marketing, where in this study the variables will be tested the level of relationship with sales volume at PT Timbul Mandiri Jaya Boyolali. Given the importance of knowing the promotion in increasing the purchase of honda motorcycle products, the author can take the title "Analysis of the effect of Promotion on Sales Volume of Honda Motorcycles At PT. Timbul Mandiri Jaya Boyolali".

The Formulation of the problem in this study is as follows: How is the effect of promotion and which variables have the dominant effect on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali. The purpose of this study is to analyze the effect of promotions

and variables that have a dominant effect on the increase in sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.

THEORETICAL FRAMEWORK

Marketing and Marketing Management

According to Kotler and Amstrong (2008:7), marketing is a social and managerial process that makes individuals and groups get what they need and want through the creation and reciprocal exchange of products and values with others. According to Kotler (2008:10) marketing management is the art and science of how to choose a target market and get, maintain relationships, increase the number of customers through the process of creating and communicating superior customer value.

Promotion and Promotion Mix

According to Basu Swastha and Irawan (2008:15), promotion is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services to satisfy the needs of both existing and potential buyers. Basu Swastha Dharmmesta (2014:9) suggests that the promotional mix is the main elements of communication controlled by marketers, including advertising, sales promotion, personal selling, public relations, and direct marketing.

Variables from the Promotion Mix

1. Advertising

According to Fandi Tjiptono (2008 : 225) states that advertising is one of the most popular forms of promotion used by the company in promoting its products.

2. Sales Promotion

According to Tjiptono (2008:229), *sales promotion* is a form of direct persuasion about the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of goods purchased by customers.

3. Personal Selling

According to Swastha (2009: 260), *personal selling* is the interaction between individuals, face-to-face with the aim creating, repairing, controlling, or maintaining mutually beneficial exchange relations with other parties.

4. Direct Marketing

Direct marketing according to Kotler and Amstrong (2008:221) is a direct relationship with an individual customer that is carefully targeted to achieve immediate response and build lasting customer relationships.

5. Public relations (Publicity)

Public relations (*Publicity*) according to Tjiptono (2008) namely Public relations is a comprehensive communication effort from a company to influence the perceptions, opinions, beliefs and attitudes of various groups towards the company.

Selling and Sales Volume

According to Thamrin Abdullah and Francis Tantri (2016:3), selling are part of promotion and promotion is one part of the whole marketing system. Sales volume according to Freddy

rangkuti (2009:207) is an achievement that is stated quantitatively in terms of physical or volume or unit of a product.

Previous Research

Based on the results of research from Nel Arianty (2014) with the title " The Effect of the Promotion Mix On Sales Volume of Yamaha Mio Motorcycles at PT. Alfa Scorpii Central Yamaha". The purpose of this study was to determine the effect of personal selling, and sales promotion toward the increase in the volume of yamaha mio soul sales at PT. Alfa Scorpii Sentral Yamaha Medan partially or simultaneously. The results found that there is no effect of personal selling and sales promotion on increasing sales volume either partially or simultaneously . however, from the regression equation the revealed relationship is a positive relationship.

METHODS

The method used is using descriptive analysis techniques and multiple regression analysis. The data sources used are primary and secondary data. Samples in this study as many as 100 people using *accidental sampling* method that is all consumers who by chance have been or are buying Honda motorcycles at PT Timbul Mandiri Jaya Boyolali. Data collection technique is a questionnaires. Variables used in this study are advertising (X1), sales promotion (X2), personal selling (X3), public relations (X4), direct marketing (X5) and sales volume (Y).

The data Instrument testing was done by using validity test and reliability test, while the data analysis used was the coefficient of determination, the classic assumption test (the normality test using Watson durbin analysis, autocorrelation test, multicollinearity test, and heteroskedasticity test).

DISCUSSION

Descriptive Analysis

Based on data from 100 respondents who purchased motorcycles at PT Timbul Mandiri Jaya Boyolali, through a list of questions in the respondent's condition about name, address, phone number, gender, type of job, last education, age, income, motorcycle ownership, motorcycle brand, priority in choosing a motorcycle, the number of motorcycles owned. The classification of respondents in this study aims to know clearly about the description of respondents as objects of research.

Analysis of Advertising Validity to Sales Volume

Measuring the influence of advertising on sales volume is done by giving 5 questions to respondents. The results of the study in the form of recapitulation of the number of respondents answer scores to advertising, obtained the results $r_{table} < r_{count}$ so that all statements regarding advertising results are valid.

Sales Promotion Validity Analysis to Sales Volume

Measuring the influence of sales promotion on sales volume is done by giving 5 questions to respondents. The results of the study in the form of recapitulation of the number of respondents' answer scores to advertising, obtained the results $r_{table} < r_{count}$ so that all statements regarding sales promotions are valid.

Personal Selling Validity Analysis of Sales Volume

Measuring the influence of personal sales on sales volume is done by giving 5 questions to respondents. The results of the study in the form of recapitulation of the number of respondents' answer scores to advertising, obtained the results $r_{table} < r_{count}$ so that all statements regarding personal sales results are valid.

Analysis of Public Relations Validity to Sales Volume

Measuring the influence of Community Relations on sales volume is done by giving 4 questions to respondents. The results of the study in the form of recapitulation of the number of respondents' answer scores to advertising, obtained the results $r_{table} < r_{count}$ so that all statements regarding Public Relations are valid.

Direct Marketing Validity Analysis of Sales Volume

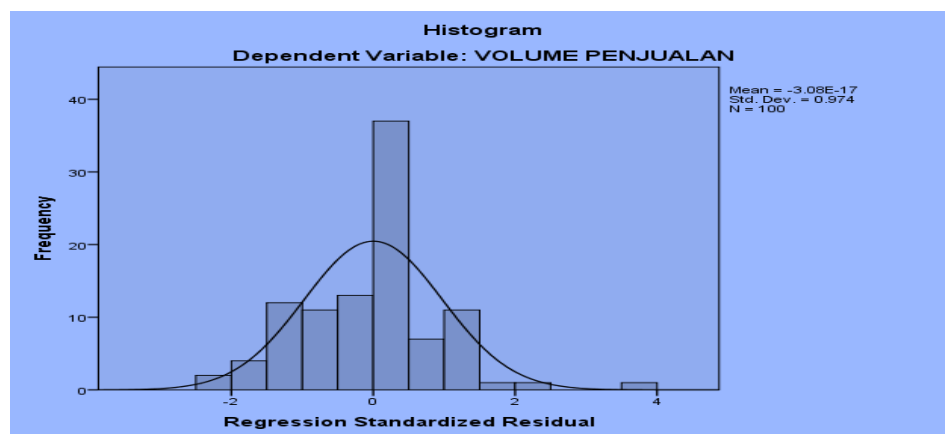
Measuring the influence of direct marketing on sales volume is done by giving 5 questions to respondents. The results of the study in the form of recapitulation of the number of respondents' answer scores to advertising, obtained the results $r_{table} < r_{count}$ so that all statements regarding direct marketing results are valid.

Sales Volume Analysis

Measurement of sales volume is done by giving 5 questions to respondents. The results of the study in the form of recapitulation of the number of respondents' answer scores to advertising, obtained the results $r_{table} < r_{count}$ so that all statements regarding the sales volume of the results are valid.

Classic Assumption Test

a. Normality Test



Normal Distribution Image
Source : Data Processing 2018

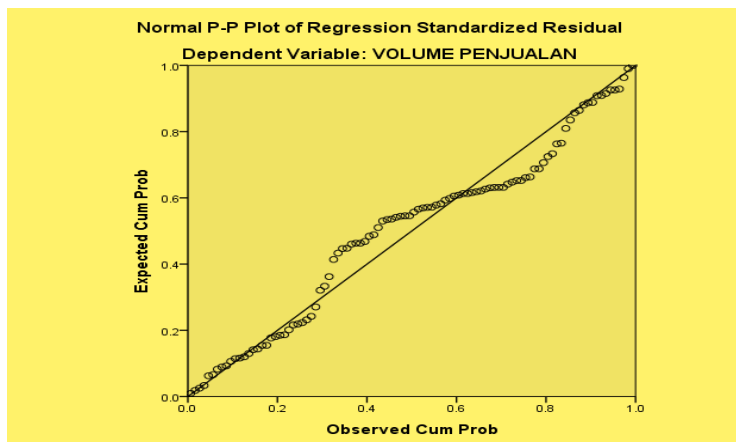
The normality test aims to test whether in the regression model, residual variables have a normal distribution. Based on the picture above, research variables can be interpreted as meaning that the distribution of work productivity data is normally distributed.

b. Multicollinearity test

type	Unstandardized Coefficients		Standardized Coefficients	T.	Sig.	Collinearity Statistics	
	b	Std. Error	beta			Tolerance	VIF
1 (Constant)	1.282	1.126		1.139	.258		
Advertising	.163	.082	.128	1.982	.050	.214	4.674
SALES PROMO	.010	.060	.008	.172	.864	.411	2.431
PERSONAL SELLING	-.144	.070	-.096	-2.056	.043	.406	2.466
Hub. community	.011	.094	.007	.115	.909	.220	4.552
DIRECT MARKETING	.892	.052	.893	17.035	.000	.324	3.083
Dependent Variable: SALES VOLUME Source: Data processed, 2018.							

Based on the table above does not occur multicollinearity, From the results of the regression coefficient obtained that the tolerance value is more than 0.1 and the VIF value is less than 10. Therefore, the data used in this study is not multicollinearity between free variables in the regression model.

c . Heterokedastisity Test



In this heterokedastisity test aims at whether in the regression model there is a variant inequality from residual an observation to another observation. It can be concluded that there is no heterokedastisitas in the regression model, so the regression model is feasible to predict work

productivity based on free variable inputs namely advertising, sales promotion, personal sales, public relations and direct marketing

d. Autocorrelation Test

Autocorrelation Test Table
Model Summary^b

type	R.	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.957 ^a	.916	.912	.784	2.074
a.Predictors: (Constant), direct marketing, public relations, advertising, sales promotion, personal selling b.Dependent Variable : Sales Volume Source : Processed Data, 2018					

From the results of the analysis, Durbin Watson of 2,074 to test it should look for the value of Durbin Watson table on the table Durbin Watson. With the number of independent variables five and the sample count of 100 obtained value dI sebesar 1,441 and $du = 1,647$. because $du < 4 - du$, with these results can be seen that the value of the located between the lower dI and upper limit du . With these results can be concluded that there is no autocorrelation.

Multiple Regression Analysis

This Multiple Regression Analysis is used to find out how advertising variables, sales promotion variables, personal sales variables, public relations variables, and direct marketing variables affect sales volume variables.

Coefficients^a

type	Unstandardized Coefficients		Standardized Coefficients	T.	Sig	Collinearity Statistics	
	b	Std Error	beta			Tolerance	VIF
1 (Constant)	1.282	1.126		1.139	.258		
Advertising	.163	.082		1.982	.050	.214	4.674
Sales Promotion	.010	.060	.128	.172	.864	.411	2.431
Personal Selling	-.144	.070	.008	-2.056	.043	.406	2.466
Public Relations	.011	.094	-.096	.115	.909	.220	4.552
Direct marketing	.892	.052	.007	17.035	.000	.324	3.083

a.Dependent Variable: Sales Volume
(Source: Data processing,2018)

The regression equation obtained from the calculation is as follows:

$$Y = a + a. X_1 + b. X_2 + c. X_3 + d. X_4 + e. X_5$$

$$Y = 1.282 + 0.163 X_1 + 0.010 X_2 - 0.144 X_3 + 0.011 X_4 + 0.892 X_5$$

Hypothesis Test

Test Result t (Partial)

1. Analysis of advertising variables

For fishery variables, if Sig. 0.000 > Sig. 0.005 then H_0 received and H_a rejected. Sig value.0.050 This indicates that advertising variables *partially* affect sales volume, in other words advertising variables have a significant influence on sales volume.

2. Analysis of sales promotion variables

For sales promotion variables, if Sig. 0.000 > Sig. 0.005 then H_0 received and H_a rejected. Sig value.0.864 This indicates that the sales promotion variable *partially* has no effect on sales volume, in other words the sales promotion variable has no significant effect on sales volume.

3. Analysis of personal selling variables

For private sales variables, if Sig. 0.000 > Sig. 0.005 then H_0 received and H_a rejected. Sig value.0.043 this indicates that personal selling variables *partially* affect sales volume, in other words private sales variables have a significant influence on sales volume.

4. Analysis of public relations variables

For public relations variables, if Sig. 0.000 > Sig. 0.005 then H_0 received and H_a rejected. Sig value.0.909 This indicates that public relations variables have no *partial* effect on sales volume, in other words public relations variables have no significant influence on sales volume.

5. Analysis of direct marketing variables

For direct marketing variables, if Sig. 0.000 > Sig. 0.005 then H_0 received and H_a rejected. This Sig.0.000 value indicates that direct marketing variables *partially* affect sales volume, in other words direct marketing variables have a significant influence on sales volume.

Test F (Simultaneous)

ANOVA^a

type	Sum of Squares	Df	Mean Square	F.	Sig.
1 Regression	632.034	5	126.407	205.731	.000 ^b
Residual	57.756	94	.614		
Total	689.790	99			
a. Dependent Variable: SALES VOLUME					
b. Predictors: (Constant), DIRECT MARKETING, PUBLIC RELATIONS, ADVERTISING, SALES PROMO, PERSONAL SELLING					
Source : Data processing results, 2018.					

From the results of this test in the table above that Sig. $0.000 < 0.05$ this indicates that all variables are *silmutantly* influential. By using the α (alpha) 0.05 or 5 % then H_0 successfully rejected and H_a failed to be rejected. H_0 's rejection is evidenced by the calculation that the sig value (0.000) $<$ of α (alpha)= 0.05 so that it can be concluded that all variables silmutan affect the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.

Test Coefesien Determination

Determination Coefficient Test Results
Model Summary^b

type	R.	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.957 ^a	.916	.912	.784	2.074
a. Predictors: (Constant), DIRECT MARKETING, HUB. COMMUNITY, ADVERTISING, SALES PROMO, PERSONAL SALE b. Dependent Variable: SALES VOLUME Source : Data Processing Results,2018					

Based on table 4.25. can be seen the large value of R Square of 0.916, this shows that the variables advertising, sales promotion, personal sales, public relations and direct marketing together are able to explain the variable sales volume of 91.6% the remaining 8.4% described by other variables beyond the variables examined in this study.

The results of the hypothesis test can be concluded that partially variable prices, personal selling and direct marketing affect the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali, while the variables of sales promotion and public relations do not significantly affect. This is proven that $t_{tabel} < t_{hitung}$. Advertising, personal selling and direct marketing are the main factors for consumers in choosing products, as these 3 variables are the most important components in a promotion within a company.

From the results of the study showed the majority of respondents who made purchases are male respondents aged 30 - 40 years, working as a private employee, with an average income of Rp. 1000,000-Rp. 2000,000 who dominantly owns 2 motorcycles under the Honda brand, most respondents choose in the purchase of motorcycles or services taking into account the quality factors of products owned by PT Timbul Mandiri Jaya Boyolali with this company better understand the situation of market share in carrying out promotional strategies in increasing sales volume honda motorcycles at PT Timbul Mandiri Jaya Boyolali. The results of the hypothesis

test simultaneously all variables of the promotion mix affect the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.

CONCLUSION

Conclusions

1. Based on the results of the calculation obtained value $t_{count} 1.982 > \text{dari } t_{table} 0.195$ and a significant value of $0.050 < 0.05$ then H_0 rejected so that advertising variables significantly affect the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.
2. Based on the calculation result obtained value $t_{count} 0.172 < \text{dari } t_{table} 0.195$ and a significant value $0.864 > 0.05$ then H_0 is rejected so that the sales promotion does not have a significant effect on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.
3. Based on the results of the calculation, the value of $t_{count} -2.056 > \text{from } t_{table} 0.195$ and a significant value of $0.043 < 0.05$ then H_0 is rejected so that the personal selling variable has positive and significant effect on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.
4. Based on the results of the calculation, the value of $t_{count} 0.115 < \text{from } t_{table} 0.195$ and a significant value of $0.909 > 0.05$ then H_0 is rejected so that the Public Relations variable does not have a significant effect on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.
5. Based on the results of the calculation, the value of $t_{count} 17.035 > \text{from } t_{table} 0.195$ $0.000 < 0.05$ then H_0 is rejected so that the Direct Marketing variable has a positive and significant effect on the sales volume of Honda motorcycles at PT Timbul mandiri Jaya Boyolali.
6. From the results of the t test, it shows that the sales promotion variable and the public relations variable partially do not have a significant effect on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali. While the variables of advertising, personal selling and direct marketing partially have a significant on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali. Of the three significant variable has a dominant influence on the sales volume of Honda motorcycles at PT Timbul Mandiri Jaya Boyolali.
7. Based on the results of the calculation, the value of $F_{count} > \text{from } F_{table}$ is obtained and a significant value of $0.000 < 0.05$ then H_a is accepted so that there is a significant effect of the five promotional mix variables which have a positive effect on motorbike sales volume. Honda at PT Timbul Mandiri Jaya Boyolali, simultaneously.
8. Based on the calculation of the R Square value of 0.916. This shows that the variables of advertising, sales promotion, personal selling, public relations and direct marketing together are able to explain the variable sales volume of 91.6%, the remaining 8.4% is explained by other variables outside the variables examined in the study.

Suggestion

1. PT Timbul Mandiri Jaya Boyolali must add advertising through print media, electronic media and social media. The scattered advertisements can compare Honda motorbike products so that it can instill the public mindset of PT Timbul Mandiri Jaya Boyolali to be the largest only dealer in the city of Boyolali.
2. PT Timbul Mandiri Jaya Boyolali must prepare human resources and hone marketers in the knowledge of the products it sells.
3. PT Timbul Mandiri Jaya Boyolali, carried out mobile promotional activities, distributed door to door brochures and held outreach in the community such as socialization in youth organizations, PKK women and government agencies.
4. PT Timbul Mandiri Jaya Boyolali can distribute 50% free service vouchers for customers with accurate birthdays and free souvenirs, can give a short message of thanks to customers of PT Timbul Mandiri Jaya Boyolali and inform them of the readiness of motorbike letters. so to the customer.

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