THE EFFECT OF THE MARKETING MIX ON SALES VOLUME AT PT SAMSUNG ELEKTRONIK INDONESIA (SAMSUNG)

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ARTICLEINFO	ABSTRACT
Keywords: Product, Price, Place, Promotion, Sales Volume	This study aims to determine how influential the marketing mix (product, price, place, promo) on the sales volume of the Samsung brand, especially in Phonemart stores, the factors causing the increase and decrease are due to intense competition with many competing companies. The data of this study were obtained from a questionnaire (questionnaire) and several observations. The population in this study were 80 samples who bought Samsung mobile phones. The type of research used is quantitative, sampling using the Slovin formula with Data Management Techniques used are validity and reliability tests, classical assumption tests, multiple regression, and hypothesis testing (F test and t test). The results of the analysis show that simultaneously the marketing mix has an effect on sales volume. Partially, product and place affect sales volume. The place variable is the dominant variable affecting the sales volume of the Samsung brand.
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1.   INTRODUCTION

With increasingly fierce market competition, companies carry out strategies to each other to market the goods they sell. Therefore, every company is competing to market each product, not least in the field of gadgets. Many kinds and choices of companies are still competing with each other to market these products.

A person's buying behavior can be said to be something unique because everyone's preferences and attitudes towards objects are different. In addition, consumers come from several segments so that what they want and need is also different. There are still many factors that influence purchasing decisions. Manufacturers need to understand consumer behavior towards products or brands in the market. Furthermore, it is necessary to do various ways to make consumers interested in the products produced.

So many strategies are used to attract customers such as distributing brochures, promotions on social media, and promotions in other online stores. The SAMSUNG brand is no exception, this company also does the same thing in order to compete with competitors and carry out promotions with other things so that many customers buy cellphones at this company. Not only with online and offline media, this company also promotes using POP which is placed in front of the store, brand banners, attaching stores with branding attributes from big brands, so that consumers are interested in going inside to buy SAMSUNG cellphones and can increase sales volume. In this paper the author will examine the marketing mix directly or indirectly

which refers to the increase and decrease in sales or purchases of Samsung products in the Phonemart store.

2.   METHOD
Variabel Penelitian

Information	Variable	INDICATOR
Effect of marketing mix on Sales Volume at PT. Samsung Electronics Indonesia	Product	1. Variety 2. Quality 3. Design 4. Brand Name
	Price	1. Price list/pricing 2. Discount 3. Discounts
	The place	1. Location 2. Access to places
	Promo	1. Advertising 2. Product introduction 3. Immediate gift giving
	Sales volume	1. Sales figures 2. Earning profit 3. Reach the target 4. Supporting company growth

Population is a generalization area consisting of; objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then draw conclusions" (Sugiyono, 2017). The population is a group of subjects who want to be subject to generalization of research results (Azwar, 2011). In other words, the population is the whole subject study. In this study, the population is all SAMSUNG brand buyers in the PHONES store

Sample

From the population data of the research object, the sampling in this study was the SAMSUNG brand buyers at the PHONEMART store as samples or research respondents.

"The sample is part of the characteristics possessed by the population. Sampling in this study uses the Slovin formula" which is stated as follows:

$$n = \frac{N}{1 + (N \cdot e^2)}$$

$$n = \frac{N}{1 + N e^2} = \frac{320}{1 + 320 \times 0,1^2} = 76,1$$

Questionnaire

A set of questions arranged to be given to respondents for problem solving, each question must be part of the hypothesis to be tested. the purpose of making the questionnaire are:

1.   Obtaining information relevant to the research objectives

2. Obtain information with the highest possible reliability and validity.
3. The distribution of questionnaires to respondents is arranged based on the items and the method used is the Likert Sumated Rating scale or Likert scale. This means that each answer is given a certain weight or score, namely:

Strongly agree	scored	5
Agree	scored	4
Agree	scored	3
Don't agree	scored	2
Strongly disagree	scored	1

Observation

In this internship activity using the participant observation method, namely observation in which students are directly involved in the activities carried out or observed directly in the field to be used as data sources.

With so many competitors, this company always releases new innovations in order to compete with other companies, online and offline marketing innovations always make the main weapon to market a product, install posters in stores to enliven/enliven the store, create attractive promos to attract buyers, set a price that is competitive or can be negotiated so that buyers are interested. The HR is also often held training to better understand the specifications of the HP being marketed, so that consumers are comfortable with HR who know all the specifications on the market.

Interview

Interview is the process of obtaining information for research purposes by means of question and answer face to face between the questioner or interviewer and the respondent or respondent using a tool called an interview guide (Interview Guide), Nazir (2013).

3. RESULT AND DISCUSSION

Validity test

The validity test is used to measure whether a questionnaire is valid or not. It is done by comparing the calculated r value (Pearson's product moment correlation) with the Pearson product moment table value for degree of freedom (df) = n-k, in this case n is the number of samples and is the number of independent variables. . In this study, the number of samples (n) = 80 and the magnitude of df can be calculated as 80-2 = 78, with a df of 78 and alpha = 0.05, obtained a Pearson product moment table with a two-sided test = 0.219. If rcount is greater than Pearson's product moment table and is positive, then the question item or indicator is valid Imam Ghozali (2013).

Reliability test

Reliability test is a tool to measure a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answers to questions are consistent from time to time. This study uses Cronbach's alpha technique to measure reliability. Cronbach's alpha is a benchmark or benchmark used to interpret the correlation between the scale made with all existing variable scales. A variable is said to be reliable if the variable has a Croanbach alpha > 0.60. The results of the reliability test are presented in the following table. Based on Table 4.13 the results of the reliability test show that all of the variables Product (X1), Price (X2), Place (X3), Promo (X4), and Sales Volume (Y) obtained Cronbach's alpha values above 0.60 and the value is relatively consistent so that it can means that the instrument used in this study is reliable.

Classical Assumption Test

a. Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. A good regression model will have a normal data distribution or statistical data spread on the diagonal axis of the normal distribution graph (Imam Ghozali, 2011). To detect normality, you can use graph analysis through the normal P-P Plot graph. Normal or not the data can be seen on the basis of decision making as follows:

1) If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram graph shows a normal distribution pattern, then the regression model meets the assumption of normality.

2) If the data spreads far from the diagonal or does not follow the direction of the diagonal line or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality

b. Heteroscedasticity Test

The purpose of the Heteroscedasticity test is to test whether in the regression model there is an inequality of variance and residuals from another observation. The way to find out the symptoms of heteroscedasticity is by using the graph method. If there is no certain pattern (wavy, widened then narrowed) and the points spread above and below the number 0 on the Y axis, then there is no heteroscedasticity.

c. Multicollinearity Test

Multicollinearity is a condition where the independent variables in the regression equation have a close correlation (relationship) with each other. The aim is to test whether the regression model found a correlation between the independent variables. A good regression model must be free from multicollinearity for each independent variable. The identification of the presence of this multicollinearity can be based on the value of Tolerance And Variant Inflation Factor (VIF). If VIF > 10, it is considered that there is multicollinearity with other independent variables, on the contrary if VIF < 10, it is considered that there is no multicollinearity.

d. Autocorrelation Test

From the calculation results obtained the Durbin Watson Test value of 1.650. While the Durbin Watson value is in the interval there is no autocorrelation, which can be proven in the following calculations: With K = 4 and N = 80, and the level of significance (α = 5%) the results obtained are dL = 1.533 and dU = 1.743. It is said that there is no autocorrelation if dL<D<4-dU or 1.533 < 1.650 < 4 – 1.743 or 1.533 < 1,533 < 2,257 thus the results of data processing show that there is no autocorrelation. nalysis of the data used in this study is multiple linear regression which is used to determine whether or not there is an effect of Product, Price, Place and Promo on Sales Volume.

significant multiple linear regression as follows

Y = 8.576 + 0.302X1 + -0.027X2+ ,0.322X3+-0.102X4+ε

1. The constant value of the equation above is 8,576 the number shows that if X1 (Product), X2 (Price), X3 (Place), and X4 (Promotion), Constant or X = 0 then the purchase decision is 8,103

2. X1 (Product) shows a coefficient value of 0.302. This means that there is an increase in Products;

3. X2 (Price) shows a coefficient value of (-0.027). This means that there is no increase in the Price;

4. X3 (Place) shows the coefficient value of 0.322. This means that there is an increase in the Place;
5. X4 (Promo) shows a coefficient value of (-0.102). This means that there is no increase in the Promo.

Hypothesis Test
a. Test F (Simultaneous

Table 4.17 ANOVA test or F test found the Fcount value of 5.827, the value is greater than Ftable, which is 2.49 or Fcount 5.827 > Ftable 2.49 with a probability of 0.000. Because the probability value is much smaller than 0.05, the regression model can be used to predict purchasing decisions or it can be said that the four variables of product, price, place, and promo together influence the purchase decision of Samsung mobile phones. Thus, the first hypothesis is accepted.

b. Partial Test (t Test)

The t-test is a test to determine the significant effect of the independent variables (Product, Price, Place, Promo) partially or individually explaining the dependent variable (Sales Volume).

Based on Table 4.19, the results of the t-test (partial) on the independent variables are described as follows:

1. For the Product variable, the tcount value is greater than ttable (2,577>1,992) or sig < (0,012<0,05) the variable has an effect on the sales volume of the Samsung brand;
2. For the price variable, the tcount value is smaller than ttable (-0.260<1.992) or sig > (0.796>0.05) the variable has no effect on the sales volume of the Samsung brand;
3. For the Place variable, the value of tcount is greater than ttable (3.406>1.992) or sig < (0.001<0.05) the variable has an effect on the sales volume of the Samsung brand;
4. For the Promo variable, the tcount value is smaller than ttable (-0.950<1.992) or sig < (0.345<0.05) the variable has no effect on the sales volume of the Samsung brand.

The results of the elaboration of the t test (partial), it can be concluded that the more dominant variable is the Place Variable which shows the tcount value greater than ttable, (3.406>1.992), or sig <α (0.001<0.05), meaning the place variable is more dominant influence on the decision to purchase the Samsung brand at the Phonemart store.

Adjusted Coefficient of Determination Test (Adjusted R^2)

Coefficient Test (R^2) is used to measure how far the model's ability to explain the variation of independent variables. The value of R^2 which is getting closer to 1, means that the independent variables provide almost all the information needed to predict the variation of the independent variable. The coefficient of determination used by Adjusted R Square can go up and down if one independent variable, no matter whether the variable has a significant effect on the variable, has a significant effect on the dependent variable, (Ghozali, 2011). Analysis of the data used in this study is multiple linear regression which is used to determine whether or not there is an effect of Product, Price, Place and Promo on Sales Volume.

significant multiple linear regression as follows
Y = 8.576 + 0.302X1 + -0.027X2+ ,0.322X3+-0.102X4+ε

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The results of the elaboration of the t test (partial), it can be concluded that the more dominant variable is the Place Variable which shows the tcount value greater than ttable, (3.406>1.992), or sig <α (0.001<0.05) , meaning the place variable is more dominant influence on the decision to purchase the Samsung brand at the Phonemart store.

Adjusted Coefficient of Determination Test (Adjusted R2)

Coefficient Test (R2) is used to measure how far the model's ability to explain the variation of independent variables. The value of R2 which is getting closer to 1, means that the independent variables provide almost all the information needed to predict the variation of the independent variable. The coefficient of determination used by Adjusted R Square can go up and down if one independent variable, no matter whether the variable has a significant effect on the variable, has a significant effect on the dependent variable, (Ghozali, 2011).

4. CONCLUSION

This study is intended to determine how much influence product, price, place, and promotion have on sales volume on the SAMSUNG brand and to find out which factors have the most dominant influence among products, prices, places, and promotions at Phonemart stores. From the results of the research above, it can be concluded as follows Result F (simultaneous) shows the results of the study that there is a simultaneous effect of product, price, place, and promo on sales volume on the Samsung brand at the Phonemart store. The results of SPSS data processing with an Fcount of 5.827 a value greater than Ftable which is 2.49 or Fcount 5.827 >

Ftable 2.49 with a probability of 0.000. Because the probability value is much smaller than 0.05, the regression model can be used to predict sales volume or it can be said that the four variables of product, price, place, and promo together affect the decision to purchase Samsung mobile phones The results of the t-test (partial) carried out on the second hypothesis can be concluded that the product and place variables greatly affect the sales volume of the Samsung brand at the Phonemart store from the results of SPSS data processing obtained tcount > ttable or sig < (0,5) , and it means price and promo variables have little effect on the sales volume of Samsung brands at the Phonemart store, the value of tcount < from ttable or sig > (0.05). These results can be concluded that the product and place variables have a partial effect on sales volume, while prices and promos have little influence on the sales volume of the Samsung brand at the Phonemart store; The results of the t-test (partial) can be shown by the results of the study that the more dominantly influential variable is the Place variable which shows a high value among other variables, which shows the tcount value is greater than ttable (3.406>1.992) or sig < (0.001<0, 05) variables affect sales volume on the Samsung brand. Suggestions It is expected that all companies in terms of Samsung manufacturers represented by their official stores should always conduct continuous research to find out whether the marketing mix (product, price, place, promo) can affect the sales volume of the Samsung brand. For Samsung brand manufacturers can take a stand on the marketing mix. For this reason, Phonemart stores pay more attention to the marketing mix so that they can innovate more in the future so that consumers are more interested in buying Samsung cellphones at Phonemart stores and increase Sales Volume.

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