

## ANALYSIS OF PROMOTION IN INCREASING SALES VOLUME IN PT. HASJRAT ABADI PERWAKILAN UNAaha

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**Abstract.** This study aims to (1) determine the implementation of the promotional mix used at PT. Hasjrat Abadi Perwakilan Unaaha, and (2) find out the influence of the promotion costs incurred with the sales volume. Promotional activities carried out by PT. Hasjrat Abadi Perwakilan Unaaha are advertising through radio, billboards, billboards and sales promotions such as cashback, showroom events, souvenir giving. This type of research data uses primary data and secondary data. Data collection techniques are by observation and documentation in accordance with the data needed. Data analysis techniques used descriptive analysis. The results of this study indicate that in 2016 each 1.5% reduction in promotional costs would reduce sales volume by 1%. While in 2017 it is seen that every 1.1% increase in promotion costs will be able to increase sales volume by 1%, meaning there is an influence between promotion costs and sales volume. Thus, this study suggested that PT. Hasjrat Abadi Unaaha Representative can continue to carry out promotional activities with the media that have been applied so far. In addition, also must consider promotional activities that are varied, attractive and the costs are not too large.

**Keywords:** *Promotion, sales volume, PT. Hasjrat Abadi Perwakilan Unaaha*

### INTRODUCTION

The motor vehicle industry is one of the fastest growing industries in the world, including in Indonesia. This is because human needs for vehicles are very important to the community's activities directly. The demand for motorized vehicles will continue to increase along with the increase in the welfare of the community in the vehicle marketing area.

According to the successful marketing concept of a company if the company can better meet the needs of consumers, this shows that the company has entered the era of competition. In line with this, efforts that can be made in marketing a product that is by carrying out promotional activities that include advertising, sales promotion, personalselling, public relations, direct marketing agar calon consumers more familiar with, understand, and sympathy for the products offered. Promotion is faced with a variety of activities that companies can carry out to communicate the advantages of the products they have in order to persuade prospective buyers. Therefore, marketing managers must choose the right form of promotion and integrated in order to produce a domino effect so as to increase sales volume.

In an effort to develop and maintain the company, PT. Hasjrat Abadi Perwakilan Unaaha carries out a promotion strategy so that motorcycle products sold can be recognized quickly by the public. In carrying out the promotion strategy of PT. Hasjrat Abadi Perwakilan Unaaha used the media to market their products. In addition, sales promotion by giving a bonus jacket, helmet and service package for every purchase of a motorcycle. Publicity programs are also carried out for the presentation of promotions, ideas, goods and services carried out by sponsors. Promotion through direct communication by using salespeople (salesmen) is also done.

Data on comparison of sales volume and promotion costs from advertising, sponsorship and sales promotion activities of PT. Hasjrat Abadi Perwakilan Unaaha, the last three years (2015-2017), is presented in the following Table 1.

Table 1: Data on the development of promotion costs and sales volume of PT. Hasjrat Abadi Perwakilan Unaaha

Year	Motorcycle Brands	Promotion Fee (IDR)	Sales Volume
2015		58,071,000.00	1904
2016	Yamaha	45,389,000.00	1633
2017		61,332,000.00	2150

Source: PT. Hasjrat Abadi Perwakilan Unaaha, 2018

Table 1, shows that in 2016 sales volume decreased compared to 2015, but in 2017 sales volume increased again. Therefore, an increase in the sales volume of a motorized vehicle depends on the success of a company's promotion. Thus, the problem of this research is how the form of promotion to increase sales volume at PT. Hasjrat Abadi Perwakilan Unaaha.

## THEORITICAL REVIEW

### Marketing

#### 1. Marketing concept

The concept of marketing is a business philosophy that states that satisfaction of consumer needs is an economic and social requirement for the survival of the company (Swastha, 2001:10) According to Kotler (2007:7), marketing is a social and managerial process where individuals and groups get what they need and want through the creation and exchange of products and value with others. While Stanton (in Swastha and Irawan (2008: 5), said that infrastructure is a whole system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers.

Reviewing marketing as a system of interrelated activities, aimed at planning, determining goods, promoting, distributing goods and services to buyers. Whereas Madura (2001: 83), said marketing can be broadly defined as the actions of various companies to plan and implement product design, pricing, distribution and promotion.

From some of the terms of marketing it can be concluded that: (1) Marketing is a process of exchanging goods and services from producers to consumers, so that through this exchange the needs of individuals or groups of people can be met, (2) In the business of channeling goods and services from producers to consumers must strive to obtain appropriate efforts and ensure the continuity of producers by meeting the needs and desires of consumers or potential users, and (3) All activities expected to facilitate the distribution of goods and services from producers to consumers in order to create effective demand.

#### 2. Marketing Mix

Kotler (2003: 24) says, marketing mix is a series of tactical marketing tools that can be controlled by products, prices, places, and promotions that are integrated by companies to produce the desired responses of companies in the target market. Then, Kotler and Armstrong (2004: 320) propose the marketing mix is divided into four variables as follows:

##### a. Product

The product strategy in this case is to determine ways and provide more appropriate products for the intended market, so that it can satisfy. In the product contained product functions and other factors expected by consumers which are often expressed by product plus (service). The factors contained in a product are quality/appearance, features, options, style, brandlines, and kinds of products (product items), guarantees,

and services. The main objective of the product strategy is to achieve the intended target market in order to increase competitiveness or overcome competition. Therefore, a product strategy is a marketing strategy, so ideas or ideas for carrying out activities must come in the field of marketing.

**b. Price**

Pricing will be very important, especially in conditions of increasingly fierce competition and growing demand. The increasingly sharp competition today is very much felt in the buy market. The role of prices is very important, especially to maintain and improve the company's position in the market, which is reflected in the company's target market. In other words, pricing affects the company's competitive ability and ability regarding consumers.

**c. Distribution**

Distribution is an activity of delivering products from producers to consumers in a timely manner. Therefore, distribution is one of the marketing policies that include the determination of marketing channels and physical distribution.

**d. Promotion**

Some marketing experts define promotion as one of the most important parts in and greatly determine the direction of the company's goals. Therefore, it is necessary to know the forms of promotion that are effective and related to good communication including known as the promotion mix. According to Kotler (2005: 264) the promotion mix consists of five main tools, namely:

- 1) Advertising; is all non-personal presentation, promotion of ideas, promotion of products or services by certain sponsors and paid.
- 2) Sales promotion; in the form of short-term incentives to encourage the desire to try or buy a product or service.
- 3) Personal selling; direct interaction with prospective buyers or more to make presentations, answer directly and accept orders.
- 4) Publicity; various programs to promote and or protect the image of a company or its individual products.
- 5) Direct marketing; use of letters, telephone, facsimile, e-mail and other non-personal liaison to communicate with or get direct responses from certain customers and prospective customers.

Furthermore, Swastha and Irawan (2008: 349) say that promotion is a one-way flow of information or persuasion created to direct a person or organization to actions that create demand. Whereas Simamora (2003: 285) defines promotion as any form of communication used to inform, persuade, or remind people about products produced by organizations, individuals or households.

Thus, promotion is a two-way exchange of information between the parties involved. For companies that produce products or services, interactions that occur between companies and consumers are only realized through the communication process.

Promotion has three main functions, viz:

- 1) Creating consumer attention, this attention must be obtained because it is the starting point of the decision making process of purchasing goods and services.
- 2) Growing interest in consumers, thus giving a sense of interest in the goods or services offered.
- 3) Develop a sense of belonging to the product, so consumers are closer to buying a product.

While the purpose of promotion as stated by Swastah and Irawan (353: 2017) viz:

- 1) Modifying behavior; is a company activity in promotion, where the company tries to create a good impression of itself or encourage the purchase of goods and services through promotion Where once consumers did not really like the company's products, then with the help of promotions will change consumer behavior.
- 2) Tells; promotional activities aimed at informing the intended market of the company's offer, because without being known by consumers and the wider community even though the products produced are of

high quality and affordable by consumers will not mean much, because they are unknown to consumers or the wider community.

- 3) Persuasive; this is actually less liked by some people, but in reality now there are many promotions that are persuasive. This kind of promotion is to encourage consumers to buy the goods being promoted.
- 4) Remind; this reminder promotion is done to maintain the product brand in the hearts of the people. The nature of this promotion is carried out at the stage of maturity in the product life cycles; it aims to maintain the product brand in the hearts of the community while maintaining existing buyers.

### **Promotion Strategy**

According to Stanton (in Swastha and Irawan (2008: 349) that, Promotional Mix is the best combination of strategies of the variables of advertising, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales program. Clearly some promotional mix variables besides advertising and personal selling, in essence the promotional mix consists of five variables, namely advertising, sales promotion, personal selling, publicity and direct marketing.

#### 1. Advertising

According to Kotler (2005: 277), that advertising is any form of non-personal presentation and promotion of ideas, goods, or services by certain sponsors that must be paid for. While advertising is the entire process which includes the delivery, planning, implementation, and supervision of advertising.

#### 2. Sales promotion

Sales promotion is a communication activity that is not advertising, publicity, or personal selling. The aim is to attract consumers to buy, by making displays in shops, exhibitions and demonstrations using sales tools such as posters, leaflets, and short patch images.

#### 3. Personal Sales

Swastha and Irawan (2008: 350) suggest the definition of personal selling is an oral presentation in a conversation with one or more prospective buyers aimed at creating sales.

#### 4. Publicity

Publicity is an indirect advertising and does not pay to communicate what is done. The nature of this publicity is not continuous and is short-term. Swastha and Irawan (2008: 350) that publicity is encouraging non-personal requests for a product, service or idea by using commercial news in the mass media and sponsors are not burdened with a number of direct payments. Examples of publicity that benefit a person or organization generally do not provide or not oversee the media, so that it can happen that a person or organization does not know that he has been published. Therein lays the difference between publicity and advertising where advertising requires a certain amount of payment. In advertising news statements publicity can be made which can be broadcast just like advertising.

#### 5. Direct Marketing

Kotler (2007: 288) argues that direct marketing (directmarketing) is the use of direct channels of consumers to reach and deliver goods and services to customers without using marketing intermediaries.

Then, the factors that influence the promotion mix as stated by Buchari (2009: 179) that:

- 1) Budget factor; Businesses that have a lot of funds certainly have a great ability to combine promotional elements. Conversely, businesses with very little financial use of advertising and promotion are effective.
- 2) Market Factors; Strong market conditions in the geographical area of the product market as well as the intended target customers.
- 3) Product Factors; The state of the product, this concerns whether the product is intended for the final consumer or as industrial material, or agricultural products. Different products, different techniques used.

- 4) Product Life Cycle Stage Factors; At what level the product life cycle has been reached, will affect the promotion used.

### **Sales Volume**

Sales are income received from the exchange of goods and services that are recorded from a certain accounting period, either on a cash basis (as received) or on an accrual basis (as obtained) (Syahrul and Nizar, 2000). According to Prastowo and Julianti (2002) that total sales are equal to the selling price per unit multiplied by the total units sold. Sales volume is used to measure sales effectiveness, assess costs, profit contribution, return on capital, and residual profits. Sales volume can be used to assess company performance, especially marketing managers in terms of marketing their products. In addition, the increase in sales volume can indicate that the community's need for these products increases.

Understanding of sales according to Swastha (2001) is the science and art of influencing the personality carried out by sellers to invite others to be willing to buy the goods and services they offer. So the sale can create a process of exchanging goods or services between traders and buyers. Whereas Tjiptono (2008) states that sales is moving the customer's position to the purchasing stage (in the decision making process) through face-to-face sales. Then, Winardi (2002: 2) states that selling is the art of influencing or persuading people to do the things the salespeople want. Sales are the main purpose of the company's activities. The company, in producing goods or services, has the ultimate goal of selling the goods or services to the public. Therefore, sales play an important role for the company so that the products it produces can be sold and provide income for the company. The sale made by the company aims to sell the goods / services needed as a source of income to cover all costs to make a profit.

Sales activity is an activity that must be carried out by a company by marketing its products in the form of goods or services. The sales activities carried out by the company aim to achieve the expected sales volume and profit to achieve maximum profit for the company. Meanwhile, sales volume is the level of sales obtained by the company for a certain period in units (units / total / rupiah) (Schiffan in Reynaldi, 2013). A profitable sales volume must be the company's goal (Swastha, 2007: 17). Meanwhile, according to Rangkuti (in Damanik, 2013), sales volume is an achievement expressed quantitatively in terms of physical or volume or unit of a product.

Then, Rangkuti (2009: 207), states that sales volume is an achievement expressed quantitatively in terms of physical or volume or unit of a product. Sales volume is something that indicates the ups and downs of sales and can be expressed in terms of units, kilos, tons or liters. According to Swastha and Irawan (2000), sales volume measurement can be done in two ways, namely based on the number of product units sold and based on the value of the product sold (sales turnover). Sales volume is measured based on the units of products sold, i.e. the number of real sales units of the company in a given period, while the value of products sold (sales turnover), i.e. the number of real sales value of the company in a given period ". In this study the sales volume used is based on the cost of promotion in the company. According to Schiffan (2005: 118), sales volume is the level of sales obtained by the company for a certain period in units (units/total/rupiah).

The term sales volume has been changing for a number of years. Initially, entrepreneurs used the term to refer to the sales force's direction, also called sales management. Then, the term sales volume is interpreted more broadly by sales of all marketing activities, physical distribution, selling price and product planning but now the term has been distinguished by indicating marketing activities selling products. Swastha and Irawan (2008) add that sales volume is the net sales of the company's earnings report. Net sales are obtained from sales of all products (other products) for a certain period of time, and sales results achieved from market shares which are potential sales, which can consist of territorial and buyer groups over a certain period of time. Meanwhile, Schiffan (2001: 33) states that the sales volume is some amount of goods produced or goods sold from a certain product in a certain time.

From some understanding of the sales volume above it can be concluded that the sales volume is the total sales that are valued by the unit by the company in a certain period to achieve maximum profit so as to support the company's growth.

The factors that influence sales volume as stated by Kotler (in Simanjuntak, 2013), as follows:

1. Selling price; selling price factors are very important and affect sales of goods or services produced. Are the goods or services offered by the company reachable by the target consumers?
2. Products; Product is one of the factors that influence the level of sales volume as the goods or services offered by the company whether it is in accordance with the level of needs of consumers.
3. Promotional costs; Promotional costs are the activities of a company that are designed to provide information to persuade other parties about the company concerned and the goods and services offered.
4. Distribution Channels; Is a company activity to deliver funds to distribute goods offered by the company to the consumers it tests.
5. Quality; The quality and quality of goods are one of the factors that affect sales volume. With good quality, consumers will remain loyal to the products of these companies, and vice versa if the quality of the products offered is not good, consumers will turn to other products.

Meanwhile, the factors that affect sales volume according to Kotler (2000: 55) include: selling prices, products, promotion costs, distribution channels, quality. The formula for calculating sales volume, namely:

Sales volume = number of product units sold (Swastha and Irawan, 2000)

### **Effect of Promotion on Sales**

According to Tjiptono (2008: 219), promotion is one of the determining factors in the success of a marketing program. However quality a product is, if consumers have never heard of it and are not sure that the product will be of use to them, and then they will never buy it. Promotion serves to stimulate consumers to make purchases so as to increase sales volume. Marketing activities are indeed very complex and interrelated with one another, such as promotions and sales should be managed properly to achieve company goals, namely profit or profit as much as possible

Then, the promotion budget according to Tjiptono (1997: 237) is part of the marketing budget. However, there are no definitive standards regarding how much spending on promotions must be allocated. The amount of the promotional cost budget is determined based on a certain percentage of sales (last year or next year's sales forecast) or from the selling price.

### **METHOD**

The study was conducted at PT. Hasjrat Abadi Perwakilan Unaaha, with a research period of 3 (three) months. There are two types of research data: (1) Quantitative Data, i.e. data obtained from companies in the form of data that can be calculated or figures obtained from documents or reports, for example Motor sales volume data at PT. Hasjrat Abadi Perwakilan Unaaha, and (2) Qualitative Data, which is data in the form of information is an interpretation of the results of interviews both verbally and in writing. The data sources of this research are (1) Primary Data that is data obtained from direct information provided by the first source from direct observations or interviews with parties related to the research problem. (2) Secondary Data, i.e. data obtained from third parties in the form of written information and documentation material relating to the problem under study and other reference books obtained through Library Research. Data collection techniques use observation and documentation. While the data analysis technique uses quantitative descriptive analysis by looking at whether any promotional costs can affect the sales volume of motorcycles at PT. Hasjrat Abadi Perwakilan unaaha.

## RESULTS AND DISCUSSION

### 1. Promotional Cost Development of PT. Hasjrat Abadi Perwakilan Unaaha

To carry out these promotional activities, of course PT. Hasjrat Abadi Perwakilan Unaaha requires different promotional costs. List of promotional costs through advertising costs and sales promotion costs PT. Hasjrat Abadi Perwakilan Unaaha can be seen in Table 2.

Table 2: Recapitulation of the development of promotional costs (advertising and sales promotion) of PT. Hasjrat Abadi Perwakilan Unaaha knows 2015 -2017.

Year	Advertising costs (IDR)	Development (%)	Sales promotion fee (IDR)	Development (%)	Total promotion fee (IDR)	Development (%)
2015	30.027.000	-	28.044.000	-	58.071.000	-
2016	24.027.000	-19.95	21.362.000	-23.83	45.389.000	-21.84
2017	33.000.000	37.35	28.322.000	32.58	61.322.000	35.10
Total	87.054.000	17.37	77.728.000	8.75	163.849.000	13.26
Average of development		5.79		2.92		4.42

Source: PT. Hasjrat Abadi Perwakilan Unaaha, 2018

Table 2 shows that in 2015, the advertising costs incurred were IDR 30,027,000, while the total Sales Promotion costs incurred were IDR 28,044,000 with the total promotional costs incurred at IDR 58,071,000. In 2016, advertising costs incurred were IDR 24,027,000 or decreased by 19.98% from the previous year. As for the Sales Promotion costs incurred in the amount of IDR 21,362,000 or decreased 23.83% from the previous year, the amount of the promotion costs incurred in the amount of IDR 45,389,000 or decreased by 21.84%. This means that in 2016 PT. Hasjrat Abadi Perwakilan Unaaha experienced a reduction in promotional costs through advertising by 19.98% and Sales Promotion by -23.83%. This is caused by the limited operational costs of advertising promotions and sales promotions provided by the company and the reduced promotional activities carried out at PT. Hasjrat Abadi Perwakilan Unaaha. Then, in 2017 the advertising costs incurred in the amount of IDR 33,000,000 or an increase of 17.37% so that the development becomes 37.35% from the previous year. As for the Sales Promotion costs incurred by IDR 28,322,000 also increased from the previous year which was 8.75% so that the development of sales promotion costs to 32.58%, the number of promotional costs incurred also increased by IDR 61,322,000 or increased by 35.10%. This increase is caused by an increase in brochure prices if the party making the brochure raises the price of making brochures when the company adds to the number of brochures. Whereas in sales promotion when many people are interested in the Cashback Program on new types of motorcycles from Yamaha like in 2017.

Thus, if calculated as a whole the amount of advertising and sales promotion costs incurred by PT. Hasjrat Abadi Perwakilan Unaaha experienced an increase in 2017 of 5.79% for advertising costs and 2.92% for the average annual sales promotion costs for 2015-2017. Thus, the total promotional costs calculated as a whole average of 4.42 % per year for 2015-2017.

The media used for advertisement promotion are through the distribution of brochures, billboards placed at the Lubs outlet, banners on the main road in the kelurahan section, banners placed on the Yamaha stand and billboards on the Jalan Unaaha shaft, while the Sales Promotion is Door To Doors and attacks, cash back advances for the sale of new Yamaha motorcycles or year-end, direct gift giving or souvenirs, as well as customer days and other sales promotion programs.

## 2. Sales Volume Development of PT. Hasjrat Abadi Perwakilan Unaaha

Based on the results of the study, the sales volume of PT. Hasjrat Abadi Perwakilan Unaaha per month and annually can be seen in Table 3 and Table 4 the following.

Tabel 3. Sales Volume of Yamaha Motorcycle PT. Hasjrat Abadi Perwakilan Unaaha per Month January-December Year 2015-2017

Month	Sales Volume (Unit)		
	2015	2016	2017
January	96	161	181
February	108	164	177
March	114	123	187
April	141	84	234
May	153	155	190
June	262	155	176
July	286	146	188
August	186	155	170
September	223	113	146
October	126	94	148
November	116	101	156
December	93	182	197
<b>Total</b>	<b>1904</b>	<b>1633</b>	<b>2.150</b>

Source: PT. Hasjrat Abadi Perwakilan Unaaha 2018

Table 4. Sales Volume of Yamaha Motorcycle PT. Hasjrat Abadi Perwakilan Unaaha Year 2015-2017

Year	Sales Volume (IDR)	
	Total	Explanation
2015	1,494,650,000.00	-
2016	1,250,017,066.67	Down
2017	2,361,600,000.00	Up
<b>Total</b>	<b>5,106,267,066.67</b>	

Source: PT. Hasjrat Abadi Perwakilan Unaaha, 2018

Table 4 and Table 5, show the development of sales volume achieved by PT. Hasjrat Abadi Unaaha Representative who experienced fluctuations. This can be seen in 2015, sales volume of 1,904 units of Yamaha motorcycles with a price of Rp 1,494,650,000.00. In 2016, the sales volume generated was 1,633 units of Yamaha Motorcycles at a price of Rp 1,250,017,066.67. This means that the sales volume decreased by 271 units or 14.23%. The decrease in sales volume was caused by (1) Honda's Competitor or Promotion Program being more aggressive, cashback of large competitors & Direct Prizes, (2) Salesmen less aggressive, walk in customer reduced, (3) Promotion Program of PT. Hasjrat Abadi Representative Unaaha is lacking, and (4) Declining Purchase Price of Grain yields due to the pullback of the great harvest in the Konawe area, as well as the many crops that fail due to pests and dry season so that affects the purchasing power of the community. Furthermore, in 2017 the sales volume reached 2,150 units of Yamaha motorcycles at a price of Rp 2,361,600,000.00. This has increased from the previous year by 517 units or 88.93%. The increase in the number of sales from 2016-2017 was due to better promotion programs, excellent company sales activities, smooth distribution activities, promotional costs incurred by the company to carry out supporting promotional activities. Thus, promotional activities carried out went well, product quality is very supportive for consumer satisfaction, consumer purchasing power and public tastes of motorcycle products, especially the Yamaha brand to be increased.

Fluctuating sales volume of Yamaha motorcycles is in line with Kotler's opinion (2005: 10) that the sales volume of an item or service is influenced by factors that exist within and outside the company. The factors outside the company that cannot be controlled or taken by the company are: government policy, people's purchasing power, similar companies and the state of the economy. While the factors that exist



within the company consist of four factors called the marketing mix or marketing mix. One of them is promotion. Promotion is a variety of activities carried out by companies to combine the benefits of their products and to convince consumers to buy them. Then, Gitosudarmono (1994: 237) said that promotion can influence consumers so they decide to buy. Sujoko found the effect of promotion on service use decisions (Kotler, 2005).

## CONCLUSION AND SUGGESTIONS

### Conclusion

Based on the results of the discussion regarding the analysis of promotional costs to sales volume at PT. Hasjrat Abadi Unaaha's Representative then can be concluded as follows:

1. Promotion strategies carried out by PT. Hasjrat Abadi Perwakilan Unaaha namely advertising and sales promotion.
2. For promotional costs conducted at PT. Hasjrat Abadi Perwakilan Unaaha can influence the sales volume of Yamaha motorcycles. In 2015, it was seen that every 1% increase/decrease in promotion costs would be followed by an increase/decrease in sales volume of 1%. In 2016, every 1.5% decrease in promotion costs will reduce sales volume by 1%, while in 2017 every 1.1% increase in promotion costs will increase sales volume by 1%. So that every additional promotion cost will be followed by an increase in the number of sales of Yamaha motorcycles, but if the promotion costs are reduced, it will also be followed by a decrease in the total sales volume of the Yamaha Motorcycles in the company.

### Suggestions

Based on the conclusions, the authors suggest:

1. The company continues to carry out promotional activities with the media that have been applied. In addition, it must also consider more varied, attractive promotional activities with minimum promotional costs.
2. For companies to be able to increase promotion and add costs to the promotion, promotion can be done by introducing products to consumers and providing affordable prices, so consumers will get to know the product and be interested in the products released by the company.

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