The Effect of Promotion on the Sales of S3shop MSMES in Conggeang District, West Java

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Abstract: In this study there are two variables, namely Promotion as a free variable and sales as a bound variable. This research was conducted to be able to find out the effect of sales on S3shop MSMEs in Conggeang Kecaatan, West Java, and to find out how much influence promodi has on sales. The methods used in this study are descriptive and verificative methods, data collection techniques obtained from primary data, namely through interviews and questionnaires. While secondary data is obtained from books, journals, the internet. To determine the magnitude of the effect of promotion on satisfaction, statistical analysis with a simple Linear Regression formula and Coefficient of Determination was used using the IBM 25 SPSS program. Based on the results of the discussion on Promotion Against Sales and based on the results obtained from the questionnaire answers, it turns out that the Promotion of Sales of S3shop MSMEs as a whole is very good because it shows a positive response. For the Effect of Promotion on Msme sales, a statistical test is used, based on calculations, it can be concluded that there is a very good influence between Promotion on Sales on S3shop MSMEs of 29.2% while the remaining 7.8% is influenced by Other factors

Keywords: Promotion, Penselling

INTRODUCTION

The development of the world today is going very rapidly, and creating an increasingly fierce competition. This requires companies to be more sensitive and critical of existing changes   both politically, socially, culturally and economically. The condition that must be met by a company in order to be successful in competition is to try to achieve the goal of creating and retaining customers. Companies must work hard to create new strategic policies in selling their products in the face of fierce competition with competitors who can provide greater value to consumers. Basically, with the increasing number of competitors,

there are more and more choices for customers to be able to choose products that match what is expected.

The dynamics of the marketing world are growing rapidly around the world. The use of online-based internet media is also increasingly in demand by the general public. Modern marketing at this time demands that companies must be able to communicate well to their customers, suppliers, retailers, parties who have interests with the company, and also the general public. Tools or efforts made to hold communication, provide information, convince and introduce new products carried out by the company in various ways are known as promotions.

According to Kotler and Keller (2016:47) Promotion is an activity that communicates the advantages of a product and persuades the target customer to buy it. To encourage MSMEs to develop rapidly, a forum has emerged that will facilitate MSMEs in one place so that they can   be marketed and promoted easily and quickly to the public, a place where we can find many, namely internet promotional media.

Business people need effective marketing media with the aim of expanding their market share. Social media as a marketing tool is certainly related to marketing communications. In marketing communications there is a marketing mix, one of which is promotion. The main reason a person promotes is so that the products being marketed are increasingly known to many people.

In the business or business world, digitalization is better known as *e-commerce*. *e-commerce* is a process of buying, selling, transferring andexchanging products/services/information through the internet network (Turban, King, Lee, Liang, & Turban, 2012). Meanwhile, according to Kotler (Kotler, 2012) *e-commerce* is a buying and selling process supported by an electronic system. Business people in Indonesia are increasingly aware of the power of the internet and digital devices in improving their business performance (Deloitte, 2015). Sites, social media, and mobile messaging applications are very important media for SMEs in interacting with consumers (Deloitte, 2015).

S3Shop is an MSME (Micro, Small and Medium Enterprise) engaged in production and sales that are marketed directly. S3Shop opened 12 outlets in West Java, including in Tasikmalaya, Subang, Majalaya, Soreang, Garut, Cianjur, Purwakarta, and Sumedang. And lately these are marketed or promoted online. Youth from Cihonje Hamlet, Karanglayung Village, Conggeang District created new jobs. This young man produced slippers in his residence. The product is called S3, which stands for Sendal, Sumedang Shoes. Alfath has 70 employees who are local residents, ranging from production, packing, and social media admins. Initially in 2016, s3shop opened a store next to Griya Sumedang. The store sells slipper products made by others. From there, the owner of s3shop thought about making his own products, and finally started his own production in February 2019 S3Shop through marketing MSME products in his residence in conggeang district. S3Shop chooses its network or promotional media, namely social media or e-commerce consisting of Tiktok, Shopee, Instagram, Facebook MSMEs who join it, S3Shop serves marketing to sell women's sandal shoe products. By serving customers as much as a maximum of 100 receipts per day. S3Shop seeks to increase the marketing of MSME products that are incorporated in its activities S3Shop aims to make changes to increase its competitiveness to expand product marketing to be known to many people, because with features   Such people will be easier to get to know S3Shop products, compared to their online marketing. S3shop at the beginning of 2019 experienced an increase after using the *e-commerce* social media feature that uses Shopee where s3shop continues to experience an increase in sales, with good and friendly service and fast delivery s3shop is increasing, after the decline in 2020 s3shop has experienced overwhelm in serving its consumers because It still has few employees so that it

affects the delivery to be slow, and also the declining production cannot reach the target.

LITERATURE REVIEW

George R. Terry in the book Principles of Management (Sukarna, 2011: 3), also states that management is the *accomplishing* of *a predetemined obejectives* through the efforts of otherpeople or *management is the* achievement *of* goals that have been set through or together the efforts of others. Management is essential for any individual or group activity in the organization to achieve the desired goals. Management is *process oriented* which means that management requires human resources, knowledge, and skills in order for activities to be more effective or can produce actions in achieving success. Therefore, no organization will be successful if it does not use good management.

The   rapid development of information technology, including the internet, turns out to have a big impact on all aspects, including the   development of the business and marketing world.   All promotional activities aim to influence purchasing behavior, but the main purpose of promotion is to notify, persuade and remind. According to Kotler Armstong in (Tambunan & MM, 2019). According to Gary Armstrong and Philip Kotler (2016), promotions can be categorized into five, namely *sales promotion, public relations, advertising*, *direct marketing,* and the last is personal *selling*.

Sales are the main purpose of the company's activities. The company, in producing goods/services, has the ultimate goal of selling these goods/services to the public. According to Komaruddin (2017, Page 76), it states that Sales is an activity to exchange goods and services, especially for money. Viewed from the point of view of sale means activities to get buyers.

RESEARCH METHODS

The research method used to obtain data in this study is to use descriptive methods and verificative methods.

The population of this study is 100 from young people who have purchased s3shop products through promotional media that s3shop uses.

Researchers took the technique of taking sempel which was determined using the formula of Rao Purba (2006)

$$n = \frac{Z}{4Moe^2}$$

Information:

n = Number of samples

Z = Normal distribution rate at a significant level of 5%=1.96

Moe = Margin off or maximum error that is biased in the correlation, here set 10 % or

   0.1 sto get sample for this study, namely:

$$n = \frac{(1.96)^2}{4(0,1)^2} = 96$$

Based on the calculations above, the sample used was 96 people based on the calculations above.

RESULTS AND DISCUSSION

There were96 consumer respondents from Conggea ng Subdistrict, most of whom were consumers whose jobs were self-employed at 35.5%, then private employee respondents at 34.4%, then students at 24.7%, and respondents   state employees were 7.5%. This shows

that consumers of s3shop Conggeang District are more dominated by respondents who work as entrepreneurs.

Hasil respondents' responses based on 8 research instruments, can be seen in the table below:

Table 1. Respondents' Responses Regarding S3shop Msme Promotion in Conggeang District, West Java

No	Pernyataan	Score	Penilaian
1	The ads created always attract my attention	412	Excellent
2	Promoted images always convince me to buy	401	Good
3	The amount of discount provided by s3shop	397	Good
4	There is always a gift in every purchase of more than one	382	Good
5	The ability of promotional advertising messages in providing information, persuading consumers is always interested in continuing to buy	402	Good
6	Able to explain in detail about product specifications to consumers in order to buy products	409	Excellent
7	Speed in serving consumers is excellent	404	Excellent
8	Always use good speech in serving consumers	418	Excellent
	Total	**3225**	**Excellent**
	Average	**403**	

Source: *Survey Results, 2022*

Basedon the table di above, it can be seen that the results of the recapitulation of respondents' overall responses regarding the Promotion variable Obtained an average rat score of 403 which is included in the very good category, this shows that the promotion of S3shop MSMEs in the conggeang district of West Java   It is good to look at it based on the responses given by respondents.

Meanwhile, the results of respondents' responses based on 8 research instruments are as seen below:

Table 2. Respondents' Responses Regarding The Sales Of S3shop MSMEs In Conggeang District, West Java.

No	Statement	Score	Research
1	Products always match consumer expectations	401	**Good**
2	The quality of the materials used is very good	407	**Excellent**
3	The price is very affordable so that it meets consumer expectations	420	**Excellent**
4	Complete, correct and honest pricing information	406	**Excellent**
5	Always on time delivery for long-distance consumers	393	**Good**
6	Always Can guarantee products up to intact for long-distance delivery	401	**Good**
7	The advertising message that appears always attracts consumers	395	**Good**
8	Promoted news and images can always be trusted	402	**Good**
	Total	**3225**	**Excellent**
	Average	**403**	

Source: *Survey Results, 2022*

Basedon table 2 di above, it can be seen that the results of the recapitulation of respondents' overall responses regarding the variables Sales Obtained an average score of 403 which is included in the very good category, this shows that Sales At S3shop MSMEs In Conggeang District   West Java is good when viewed based on the responses given by respondents.

The results of the validity test regarding the Sales variable with the total number of

items mstated as many as 8 statements are declared valid, this is in accordance with the rule of decision that all statement items have a calculated r value $_> r_{table}$, so the data is declared valid. This means that the measuring instrument or research instrument is said to be valid in other words, the measuring instrument is   able to measure what will be measured and is suitable for being used as a research measuring instrument.

Hasil reability test which will be described in tabel below:

Table 3. Reability Test

Variable	Cronbach's Alpha	t_{table}	Information
Promotin	0,936	0,600	Reliable
Sales	0,946	0,600	Reliable

Source: *Survey Results*, *2022*.

Basedon table 3 above, it can be seen that the value of Cronbach's Alpha for the two variables of Promotion and Sales as a whole exceeds that of its alpha, according to the rule of decision if the value of *Cronbach's* Alpha > *Alpha,* then the   measuring instrument is declared Reliable. From the results of the calculations that have been carried out, there are *Cronbach's* Alpha > *Alpha values,* thus the measuring instrument is declared reliable. This means that the measuring instrument is able to show the level of accuracy, accuracy, stability and consistency in expressing a symptom even though it is done at different times.

Normality Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	4759.80835654
Most Extreme Differences	Absolute	.086
	Positive	.067
	Negative	-.086
Test Statistics		.086
Asymp. Sig. (2-tailed)		.075[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: *Survey Results*, *2022*.

Based on the results of the normality test above, it can be seen that the data is normally distributed and meetsthe requirements for the normality assumption test.

Linearity Test

In linearity testing, it can be done by ascertaining whether the pattern of the relationship line between the free variable and the bound variable has formed a straight line or not. To test linearity requirements, the data of this study were carried out using the F Test.

The results of testing the linearity of the data can be seen through the table as follows:

Table 5. Uji Linearity
anova table

	Sum of Squares	Df	Mean Square	F	Sig.

SALES * PROMOT IONS	Between Groups	(Combined)	2291199837,624	61	37560653,076	1,694	0,049
		Linearity	892642106,347	1	892642106,347	40,266	0,000
		Deviation from Linearity	1398557731,276	60	23309295, 521	1,051	0,446
	Within Groups		753740949,866	34	22168851, 467		
	Total		3044940787,490	95			

Source: *Survey Results*, *2022*.

Based on the results of the calculations above, it can be known that the promotion variable has a linear relationship with sales with a signification of 0.446 greater than 5%. The previous test of this linearity analysis was to use that valid generalizations were carried out with a sample of the population.

Simple Linear Regression Analysis
This analysis is used to determine themagnitude of the influence between promotion and Sales of the regression model used as follows:

$$Y = a + bX$$

Where:
Y = Sales
X = Promotion
A = Constant
b = Regression Coefficient

Tabel 6. Hasil Analisis Regresi Linier

Coefficients[a]						
Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7506.552	1398.763		5.367	.000
	Promotion	.533	.085	.541	6.244	.000
a. Dependent variable: SALES						

Source: *Survey Results*, *2022*.

From the table above in can the value of the constant a = 7506.552 and the value of the coefficient 0.533. Thus obtained the regression model as follows:

$$Y = 7506,552 + .0.533X$$

Theabove can be interpreted as follows:

a = 7506.552: This means that if the promotion is worth 0 (zero), then the S3shop MSME Sales will be worth 7506,552.

b = 0.533: This means that the regression coefficient for promotions is 0.533 which indicates the magnitude of the average change in the Sales score influenced by the promotion of the posistive sign indicating that the influence that occurs in the same direction means that every time there is an increase in the Promotion by one unit, the Sales of 0.533 units.

Correlation Coefficient Analysis

The correlation coefficient is used to measure the relationship between two variables, namely the Promotion and Sales variables, for more details will be described in table 7 below:

Table 7
Correlation Coefficient

Correlations		PROMOTION	SALES
PROMOTION	Pearson Correlation	1	.541**
	Sig. (2-tailed)		.000
	N	96	96
SALES	Pearson Correlation	.541**	1
	Sig. (2-tailed)	.000	
	N	96	96

Source: *Survey Results*, 2022.

Based on table 7 above, it can be seen that the problem of the R value is 0.541 based on the interpretation guidelines that the value of 0.541 is in a moderate correlation relationship. From the acquisition data above in accordance with the interpretation guidelines, it can be concluded that the relationship is between promotion and sales, and there is a form of positive relationship, meaning that the higher the promotion, the higher the sales.

Hypothesis Test

This test aims to partially test the signification ability of the research results.

Table 8. Hypothesis Testing Results

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Type		B	Std. Error	Beta		
1	(Constant)	7506.552	1398.763		5.367	.000
	Promotion	.533	.085	.541	6.244	.000

a. Dependent variable: Sales

Source: *Survey Results*, 2022.

Based on the results of the data processing obtained a $_{calculated}$ t value of 6.244 based on the t distribution table of 1.986 with a significance of 0.000 < 0.05, then Ho was rejected and H_1 was accepted, meaning that there was an influence of Promotion on Sales of S3shop MSMEs in Congeang District, Java West.

CONCLUSIONS

Overall, Promotion and Sales at MSMEs S3shop in Conggeang District based on respondents' responses are in the average category of very good. This shows that the Promotion of S3shop Msme Sales is perceived as relatively positive by consumers.

The effect of S3shop Msme Promotion can be seen based on the results of the relationship correlation value (R). Promotion has a relationship that is in a moderate correlation with Sales, and there is a form of positive relationship, the higher the Promotion, the higher the Sales.

Meanwhile, the correlation value of determination shows that with the magnitude of the influence of Promotion on Sales of S3shop MSMEs. And in the t test that has been carried out in this study obtained the alue of $t_{count} > t_{table}$, so that H_o Rejected and H_I accepted, berarti there is an influence of Promotion to Sales of S3shop MSMEs in Congeang District, West Java.

It is recommended to S3shop MSMEs In order to maintain sales, it is necessary to increase promotions because it has been proven to affect sales, improve the quality of services provided so that consumers are comfortable in communicating, and are good at managing production so that there are no delays in a long delivery exceeding the specified time. Researchers hope that the results of this research can be used as a reference for the next research and future research should examine further about other variables that have not been discussed in the study at S3shop MSMEs in Conggeang District.

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