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Promotion Cost Effect On Sales Volume At PT Unirama Duta Niaga Branch Cinangka Depok, West Java

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Abstract: The purpose of this research was to determine the effect of promotional costs on sales volume at PT Unirama Duta Niaga Cinangka branch. The data used are quantitative data, data taken for 10 years starting from 2009 - 2018. Data collection methods are carried out by interviews, observation and documentation, data analysis using regression analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing. The results of the research concluded that there was a positive and significant influence between promotion costs and sales volume at PT Unirama Duta Niaga Cinangka branch. The level of strength of the correlation effect is 0.735 or strong with the contribution of the influence of determination of 0.540 or 54.0% while the remaining 46.0% is influenced by other factors. Hypothesis testing obtained t count> t table or 3.067> 1,860, this was also proven by a significance of 0.015 <0.050.

Keywords: Promotion Cost; Sales Volume

INTRODUCTION

Along with the increasing purchasing power of the people, the demand for a product both in quality and quantity will also increase, this encourages producers to compete to offer various kinds of products and services to consumers. In terms of competition, business actors are increasingly competitive due to intense business competition, requiring company management to work more efficiently and effectively to maintain the company's condition in order to survive and develop so that it can earn a profit.

The company as a work unit always tries to organize all the available resources so that in its production activities it can achieve maximum results, which in turn can increase sales results. One way to increase sales results can be done by doing promotions.

Promotion is one of the determinants of the success of a company because promotion determines how much profit the company will get from selling its products in the form of

goods and services. In this case the demand for goods, especially candy products, continues to increase due to high consumer demand.

Promotion strategy is the last marketing mix activity. In facing competition, companies need a promotional strategy to be able to introduce their products and attract consumers' attention. Promotion is essential for marketing success. According to Freddy Rangkuti (2009: 49), promotional activities for many companies are very critical investment activities through marketing activities. Without promotion, consumers will find it difficult to know the products sold by the company. Meanwhile, Agus Hermawan (2013: 38) explains that promotion is one of the priorities of marketing activities that are notified to consumers that companies are launching new products that tempt consumers to make purchases. Promotion implementation strategy is a sequence of steps from beginning to end in the process of promoting a product, namely through advertising which is then followed by other promotional activities, including personal selling, sales promotion, and publicity.

According to Kotler in Hakim Simanjuntak (2009: 179) Sales volume is showing the number of goods sold within a certain period of time. Sales volume is the total amount generated from the sale of goods. Sales volume is the final result achieved by the company from the sales of products produced by the company. If the sales volume increases, the company's profit achievement will increase and vice versa if the sales volume decreases, the company's profit achievement will also decrease.

PT Unirama Duta Niaga is a producer and distributor in Indonesia. In addition to sales of Nugget Lezza, PT Unirama Duta Niaga also sells Lezza Mozarela products. There are many marketing activities carried out by PT Unirama Duta Niaga. However, in carrying out these marketing activities it cannot be said to be optimal. There are still many obstacles and problems faced in carrying out activities

The following are the result of prelimininary observations regarding the promotional cost budget set by the company along with the realization of the use of the budget, as follows :

Table 1
PT Unirama Duta Niaga
Budget and Realization of Promotion Costs 2009-2018 period

Period	Promotion Costs		Description	
	The Budget of company (Rp)	Realization of Promotion Costs (Rp)	Difference of cost	Percentage
2009	115,000,000	134,326,000	(19,326,000)	85.6%
2010	118,000,000	129,350,000	(11,350,000)	91.2%
2011	118,000,000	138,150,000	(20,150,000)	85.4%
2012	118,000,000	177,865,000	(59,865,000)	66.3%
2013	120,000,000	118,865,500	1,134,500	101.0%
2014	120,000,000	136,435,000	(16,435,000)	88.0%
2015	120,000,000	126,644,800	(6,644,800)	94.8%
2016	120,000,000	113,255,500	6,744,500	106.0%
2017	120,000,000	105,540,650	14,459,350	113.7%
2018	120,000,000	128,650,000	(8,650,000)	93.3%

Data Source: PT Unirama Duta Niaga from 2009 to 2018

From the table above, it shows that the promotional costs incurred by PT Unirama Duta Niaga each year have fluctuated developments and in general the promotional budget set by the company tends to be minimal

The concept of selling is a way to influence consumers to buy the products offered. Sales promotion must be the development of consumer relationships, not just creating temporary

short-term sales results, sales promotion needs to strengthen product position and build long-term relationships with consumers.

Table 2
PT Unirama Duta Niaga
Sales Volume - 2009-2018 Period

Period	Sales Volume		Description	
	Sales Target (Carton)	Realization of Sales Proceeds (Carton)	Different of cost	Percentage
2009	315,000	299,870	(15,130)	95.2%
2010	325,000	290,220	(34,780)	89.3%
2011	350,000	348,615	(1,385)	99.6%
2012	350,000	345,914	(4,086)	98.8%
2013	355,000	293,750	(61,250)	82.7%
2014	355,000	319,188	(35,812)	89.9%
2015	350,000	210,244	(139,756)	60.1%
2016	350,000	202,435	(147,565)	57.8%
2017	350,000	215,880	(134,120)	61.7%
2018	350,000	285,000	(65,000)	81.4%

Data Source: PT Unirama Duta Niaga from 2009 to 2018

Based on table 1.2 above, the results of sales every year always fluctuate changes. In 2009, 2011 and 2012 the sales target reached a minimum rate of 90%, but in 2008, 2010, 2013, and 2018 sales did not reach the minimum target set by management. When compared with the sales target, it is still corrected. There are several local companies that are still able to survive

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Promotion Costs

According to Benyamin Molan (2012: 279), promotional costs are a number of costs incurred for carrying out promotional activities. The indicators of promotional costs are advertising, sales promotion, events and experiences, public relations and publicity online and social media marketing, mobile marketing, direct and data base marketing, personal selling. Simamora (2010: 762) explains that promotional costs are a number of funds launched into promotions to increase sales.

a. Advertising

According to Kotler and Armstrong (2012: 454) "advertising is all forms of non-personal presentation and promotion of ideas, goods or services by a certain sponsor that requires payment".

b. Sales promotion

Sales promotion consists of a variety of incentive tools, mostly for a short period of time, designed to stimulate the faster or more powerful purchase of a particular product by consumers or merchants. Sales promotion is a marketing activity (other than advertising, personal selling and publicity) that encourages consumer buying and retailer effectiveness, whose activities include: shows and actors, demonstrations, and so on.

c. Event and Experiencess

Activities and programs designed to create company-sponsored or specifically brand-related interactions with consumers, including sports, arts, entertainment, and couse events and less formal activities.

d. Public relations and publicity

Publicity is a number of information about a person, item, or organization that is disseminated to the public through the media free of charge or without supervision from

sponsors (Swastha, 2009: 273) or it can also be a management function that provides an assessment of people's attitudes, policy identity, and procedures. from individuals or organizations with the wishes of society and carry out a program of action to gain understanding and community recognition.

e. Online and social media marketing

Online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, enhance image, or generate sales of products and services.

f. Mobile marketing

A special form of online marketing that locates communications on a consumer cellular phone, smartphone, or tablet.

g. Direct and data base marketing

Definition of direct marketing Use of letters, telephone, facsimile, e-mail and other non-personal means of communicating directly or getting direct feedback from certain customers and potential customers

h. Personal selling

Personal selling is a promotional method to achieve marketing objectives, namely increasing sales. According to Terence A. Shimp (2010: 281), personal selling is a form of person-to-person communication in which a salesperson deals with potential buyers and tries to influence them to buy their products or services. Salespeople directly know the desires, motives and behavior of consumers and at the same time can see consumer reactions. Despite its very important role, personal selling has been criticized for its overly aggressive and sometimes dishonest practices.

Sales Volume

Sales volume is showing the number of goods sold in a certain period of time. Kotler in Hakim Simanjuntak (2009: 179). Meanwhile, Daryono (2011: 187) argues that sales volume is a measure that shows the number or size of goods or services sold.

Another opinion is expressed by Fandy Tjiptono (2012: 310), sales volume is a source of income needed to cover costs in the hope of making a profit. This is reinforced by the opinion of Fredy Rangkuti in Ericson Damanik (2013) which explains that sales volume is an achievement that is expressed quantitatively in terms of the physical or unit of a product

.METHODS

In this research, the population is data about promotion costs and sales volume from 2009 to 2018 at PT Unirama Duta Niaga Branch Cinangka Depok, West Java. In this study using purposive sampling technique, because this method uses the criteria selected by the researcher in selecting a sample with a sample of marketing data in the form of promotion costs and sales volume taken is marketing data for the last 10 years from 2009 to 2018.

This type of research is associative, according to Sugiyono (2013: 11), namely "Research that aims to determine the effect or relationship between two or more variables". Associative research has a higher level when compared to descriptive and comparative research. With this associative research, a theory that serves to explain, predict and control symptoms can be built.

According to Sugiyono (2013: 147) argues "In quantitative research, data analysis is an activity of collecting data from the sources obtained". Activities in data analysis are grouping data based on variables and types, tabulating based on, presenting the data under study, performing calculations to answer the problem formulation, and performing calculations to test the hypotheses that have been proposed. Data collection methods are carried out by interviews, observation and documentation, data analysis using regression analysis, correlation coefficient analysis, coefficient of determination analysis and hypothesis testing.

RESULT AND DISCUSSION

The following is the development of promotional costs at PT Unirama Duta Niaga for a period of 10 years, namely 2009 - 2018 in the table and analysis as follows

Table 3
Development of Promotion Costs 2009-2018

Number	Period	Promotion Costs (Rupiah)	The Magnitude of The Increase		Description
			(Rupiah)	(%)	
1	2009	134,326,000	0	0	
2	2010	129,250,000	(5,076,000)	-3.8%	Down
3	2011	138,150,000	8,900,000	6.9%	Up
4	2012	177,865,000	39,715,000	28.7%	Up
5	2013	118,865,500	(58,999,500)	-33.2%	Down
6	2014	136,435,000	17,569,500	14.8%	Up
7	2015	126,644,800	(9,790,200)	-7.2%	Down
8	2016	113,255,500	(13,389,300)	-10.6%	Down
9	2017	105,540,650	(7,714,850)	-6.8%	Down
10	2018	128,650,000	23,109,350	21.9%	Down
Amount		**1,308,982,450**	**(5,676,000)**	**10.8%**	
Average		**130,898,245**	**(567,600)**	**1.1%**	

Data Source: PT Unirama Duta Niaga, 2018

The table above shows that the promotional expenses incurred annually tend to increase, with an average increase of only 1.1%.

The following is the development of sales volume at PT Unirama Duta Niaga for 10 (ten) years 2009-2018 in the table and analysis results:

Table 4
Sales Volume Development

Number	Period	Sales Volume (Carton)	The Magnitude of The Increase		Description
			(Carton)	(%)	
1	2009	299,870	0	0	
2	2010	290,220	(9,650)	-3.2%	Down
3	2011	348,615	58,395	20.1%	Up
4	2012	345,914	(2,701)	-0.8%	Up
5	2013	293,750	(52,164)	-15.1%	Down
6	2014	319,188	25,438	8.7%	Up
7	2015	210,244	(108,944)	-34.1%	Down
8	2016	202,435	(7,809)	-3.7%	Down
9	2017	215,880	13,445	6.6%	Up
10	2018	285,000	69,120	32.0%	Up
Amount		**2,811,116**	**(14,870)**	**10.5%**	
Average		281,112	(1,487)	1.1%	

Data Source: PT Unirama Duta Niaga, 2018

From the table above, it can be seen that in 2010 the sales volume decreased -3.22% from 2009, 2011 increased 20% from 2010, 2012 decreased 0.77% from 2011, in 2013 decreased 15% from 2012 , the year was up 8.66% from 2013, in 2015 it was down 34.13% from 2014, in 2016 it was down 3.71% from 2015, in 2017 it was up 6.64% from 2016, in 2018 it was up 32% from 2017. Thus it can be concluded that the sales volume from 2009 - 2018 has a fluctuating percentage with an average of 1.1%.

In measuring the effect of promotional costs on sales volume, it is calculated using the following quantitative analysis:

a. Simple Linear Regression Analysis

The following are the results of tests carried out using SPSS Version 24 which can be seen in the following table:

Table 5
Result of Simple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14561.897	87760.373		.166	.872
	Promotion Cost (X)	.002	.001	.735	3.067	.015

a. Dependent Variable: Sales Volume (Y)

Based on the test results in the table above, the simple linear regression equation in this study is:

Y = 14561.897 + 0.002X.

Henceforth the simple linear regression equation, the effect of promotion costs on sales volume above is as follows:

Y = 14561,897+ 0.002X

Meaning:

The constant value (b) is positive, namely 0.002, which means that the promotional cost variable has a positive effect on sales volume because the value is positive. A constant of 145.619 states that if the promotional costs are not considered (X = 0) or constant, then the sales volume achieved will only be 145.619 cartons. A positive value means that with the promotion costs the sales volume obtained will increase.

The regression coefficient of 0.002 (positive sign) states that each increase in one unit of the promotional cost variable will cause an increase in the value of the determining factor of sales volume by 0.002%.

b. Correlation Coefficient Analysis

The volume of data processing with the SPSS Version 24 program is as follows:

Tabel 6
Result of Correlation Coefficient Analysis

Correlations[b]

		Promotion Cost (X)	Sales Volume (Y)
Promotion Cost (X)	Pearson Correlation	1	.735*
	Sig. (2-tailed)		.015
Sales Volume (Y)	Pearson Correlation	.735*	1
	Sig. (2-tailed)	.015	

*. Correlation is significant at the 0.05 level (2-tailed).
b. Listwise N=10

Based on the test results in the table above, the correlation coefficient (R) is 0.735, and in accordance with the provisions, it can be concluded that promotion costs (X) have a strong relationship with sales volume (Y).

c. Analysis of the coefficient of determination

The following is the calculation volume of the coefficient of determination processed with the SPSS Version 24 program, shown in the table below:

Table 7
The Result of The Coefficient of Deternination Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.735[a]	.540	.483	38854.960

a. Predictors: (Constant), Promotion Costs (X)

Based on the test results in the table above, the R-square value (coefficient of determination) is 0.540, it can be concluded that promotion costs (X) have an effect on sales volume (Y) by 54.0% while the remaining 46.0% is influenced by factors other.

d. Hypothesis Testing (t test)
Hypothesis testing is intended to test the acceptance and rejection of the hypothesis formulation. The formulation of the hypothesis that the authors make is:
H0: ρ = 0 There is no significant difference between promotional costs and sales volume at PT Unirama Duta Niaga.
H1: ρ ≠ 0 There is a significant influence between promotional costs and sales volume at PT Unirama Duta Niaga.
In this study, the 5% (0.05) significance criteria were used by comparing t count with t table, namely as follows:
(a) If t <t table: means that H0 is accepted and H1 is rejected (α = 5%)
(b) If t> t table: means that H0 is rejected and H1 is accepted (α = 5%)
The amount of t table is calculated using the formula:
df = (n-2, then we get (10-2) = 8 so that t table = 1,860.
The criterion is said to be significant if the t value> t table or the probability of significance <0.05. The test results are as follows:

Table 8
Hipothesis Test Result (T Test)

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	14561.897	87760.373		.166	.872
	Promotion Costs (X)	.002	.001	.735	3.067	.015

a. Dependent Variable: Sales Volume (Y)

Based on the test results in the table above, the value of t count> t table or (3.067> 1,860) is obtained, this is also strengthened by a significance of 0.015 <0.050. Thus, H0 is rejected and H1 is accepted, this indicates that there is a significant influence between promotion costs and sales volume at PT Unirama Duta Niaga.

CONCLUSIONS

1. Promotion costs incurred by PT Unirama Duta Niaga each year tend to increase, with an average increase of only 1.1%, where the highest increase was in 2012 with an increase of 28.7% in the figure of Rp.177,865,000.
2. The sales volume at PT Unirama Duta Niaga in 2009-2018 experienced fluctuating sales, in 2010 it decreased by 3.22% from 2009, in 2011 it was up 20% from 2010, in 2012 it was down 0.77% from 2011, year 2013 decreased 15% from 2012, the year increased 8.66% from 2013, 2015 fell 34.13% from 2014, 2016 decreased 3.71% from 2015, 2017 increased 6.64% from 2016 , in 2018, up 32% from 2017. Thus it can be concluded that the sales volume from 2009 - 2018 has a fluctuating percentage with an average of 1.1%, where the highest increase was in 2011 with an increase of 20.1% in numbers. sales of 348,615%.
3. Promotion costs (X) have a positive and significant effect on sales volume (Y) with the regression equation Y = 14561.897 + 0.002X1, the correlation coefficient value is 0.735, meaning that the two variables have a strong influence with a determination coefficient of 54%. Hypothesis test obtained t count> t table or (3.067> 1,860), thus H0 is rejected and H1 is accepted, meaning that there is a positive and significant influence between promotion costs on sales volume.

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