

## THE ROLE OF PRODUCT UPDATE ON THE PERFORMANCE OF MARKETING (CASE STUDY OF BANG HASYIM ARJASA FURNITURE)

I Dewa Made Yuda Mahendra

Faculty of Economics and Business, University of dr. Soebandi

---

### ARTICLE INFO

#### Keywords:

Product Update,  
Sales results,  
Marketing Strategy

---

### ABSTRACT

The desired sales program based on sales research expected by the industry is how to develop total marketing of goods and services on target. The sales program made by the industry is aimed at obtaining work results, especially sales work results. In large industries, renewal of ready-made goods and services. Sales programs made by sustainable market industries are in line with the need to strive to be consistent, not to change from the original situation regarding the results of sales work, but what about for small and medium industries, for example the furniture industry, which still has a dependence on understanding Sales sales program. For small and medium industries, is product renewal a fundamental matter for sustainable business continuity? The part of the population studied in this research was the furniture industry in the Arjasa sub-district, a total of 38 correspondents. The data analysis method used by the reviewers is simple regression analysis. Updates to goods have an impact on the results of sales work, for this reason the industry is focused on maintaining the quality of goods that buyers can rely on.

e-mail:  
[madedeb@uds.ac.id](mailto:madedeb@uds.ac.id)

Copyright © 2022 Economic Journal. All rights reserved.  
is Licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License \(CC BY-NC 4.0\)](https://creativecommons.org/licenses/by-nc/4.0/)

### 1. INTRODUCTION

Increasingly strong market competition forces the industry to have an effective sales program in dealing with competitors. If the industry cannot stand firm in competition, it can be determined that the industry will face setbacks. In competing, the sales program made by the trading industry has a fundamental influence so that it can be free from decline / setback. The sales program made by the trade industry that the industry is looking forward to is how to develop the total marketing of goods in line with the target. Sales programs made by the industry are aimed at obtaining work results, especially sales work results. In the industry, sales work is fundamental to be achieved because sales work is the ability produced by the industry in achieving trade targets at the meeting place and transactions of sellers and buyers (markets) with sales programs made by certain industries, not only trade but market allocation must also be observed. Ferdinand (2000) in Akhmad Nasir (2017) said that the results of sales work can be said to be good including three main quantities, namely marketing value, marketing development and allocation in the market, which can ultimately increase industry profits.

The success of a long period of business that is desired by an industry is when the business in an industry seeks to provide beneficial value to loyal consumers on an ongoing basis. In order to provide value on an ongoing basis, namely by maintaining the ability to sell the industry on an ongoing basis (Astrid, 2010) in Akhmad Nasir (2017). In the long term, industrial centers have been carried out in stages to develop sales capabilities and efforts to develop industrial competitiveness can be carried out by focusing on market demands.

The market situation will face a transformation, meaning that sales dynamics will affect the changing preferences of loyal consumers. Market transformation, for example, requires the industry to carry out product updates so that in order to maintain sustainability and gain industry profits (Tjiptono, 2008) in Akhmad Nasir (2017). Renewal must be carried out continuously by the industry because it is of fundamental importance in order to realize product quality in competition. Efforts to carry out product updates are an important benefit from the side of using resources effectively to achieve the goals of an industry because product updates can establish a quality sales capability. Renewal will increasingly fundamentally become a technique for sustainability, not only increasing but participating in increasingly strong competition and territorial doubts, (Wahyono, 2002) in (Akhmad Nasir (2017).

In large industries, renewal of finished products, sales programs created by the industry, a continuous market, in line with the desire to strive for sales capability efforts. But what about small and

medium industries, for example the furniture industry, which still have an understanding dependency on the sales program made by the sales industry. For small and medium industries, is product renewal a fundamental matter for continuous business continuity? To that end, the reviewer verified the impact of product updates on sales.

## 2. METHOD

### Method of collecting data

The information that the reviewer wants to achieve is in the form of a rebuttal from the research subject related to product updates carried out by the industry and the sales capabilities expected by the industry, so the type of method that focuses on in-depth observation. but the statement of the number of units in numbers regarding the sum with the scoring method (Sanusi, 2011) in (Akhmad Nasir (2017). Information obtained through interviews from correspondents with the intention of reviewing the cause and effect of data, assessment can overcome differences in duration, between when the data expected and the availability of that information. In order to obtain data, the study used a method of collecting questionnaire data which was given directly by the reviewers to the informants and using computer technology or using e-mail.

### Assessment Instrument

The assessment device is called an instrument to collect data. In order to obtain data that has an accurate level and increased stability, the assessment tool used must be valid and proven. In order to understand legitimacy is also evident. In order to understand whether a tool is valid and proven or not, it is necessary to carry out valid and proven experiments

Table 1 Assessment tools

No	attribute	Indicator	Sub Indicators
1	Innovation product	- Tool update - Manajement updates Design transformation	Design - Price plan
2	Marketing capabilities	- Increase in sales - enhancement market - enhancement	Marketing target wanted Improved marketing reached - Increase in the number of product

The furniture company is located precisely in the village of Candijati, Arjasa sub-district. Based on the total data of the furniture industry, the total number of correspondents included in this study is 38 correspondents.

### Data Analysis Methods

#### Simple Regression Test

The analytical instrument used is a simple regression analysis, namely an analysis in the form of one dependent variable which is given the symbol Y and the second variable which is in the form of a free / independent variable is denoted X (Sanusi, 2011) (Akhmad Nasir (2017). Multiple regression analysis can be explained by the formula as following :

$$Y = a + bx$$

Information

Y = Estimated value of attribute Y based on Value of attribute X

a = meeting point Y is the value for Y when X=0

b = Slope (estimated magnitude of the shift in the Y attribute value if the X attribute value changes one unit of measure)

X = value of attribute X set

#### Alleged study

Examine the substantial linear regression coefficient partially related to the explanation of the alleged assessment.

The benchmarks used by the reviewer for the collection of determinations are as follows:

If  $-t \text{ table} \leq t \text{ count} \leq t \text{ table}$  ; then  $H_0$  accepted

$t \text{ count} < t \text{ table}$  or  $t \text{ count} > t \text{ table}$  ;  $H_0$  is rejected then  $H_a$  is accepted

### Assessment of the Coefficient of Determination (R<sup>2</sup>)

The value of the coefficient of determination (R<sup>2</sup>) is between zero and one. The micro value of R<sup>2</sup> means item update capability attribute describes a limited range of marketing capability attributes. A value that is almost one means that the product update attribute provides almost all the information needed to estimate the type of selling ability variable (Ghozali, 2009) in Akhmad Nasir (2017).

### 3. RESULTS AND DISCUSSION

Table 2. Results of Validity Assessment

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	5,107	7,797		,656	,518		
Product inovation	1,121	,188	,666	5,914	,000	,998	1,00

a. Dependent variable : sales ability

INDICATOR	ANSWER	CONNECTION	INFORMATION
Update	1	0,958	valid
Technical	2	0,896	valid
	3	0,904	valid
management updates	4	0,706	valid
	5	0,865	valid
change of plan	6	0,899	valid
enhancement	1	0,899	valid
Sale	2	0,953	valid
market increase	3	0,976	valid
	4	0,958	valid
increase in profits	5	0,986	valid

The validity assessment was carried out on the assessment tool showing the magnitude of the value of the relationship/correlation declaring legitimacy, meaning that the tool used to collect data can be evaluated as valid/proven.

### Reliability Test Results

Table 3 Reliability Test Results Reliability Statistics

Cronbach's	
Alpha	N of Items
,877	11

Examination of assessment tools by way of reliability and intent to understand the assessment tools in data collection. Based on the table of the results of the reliability study, it proved that the Cronbach's Alpha value increased, namely 0.877. the device is said to be reliable because it is more than 0.6 (Ghozali, 2009) in (Akhmad Nasir (2017)

### Simple Regression Study Results

The simple regression results show that the coefficient for the item renewal attribute is 1.121 with an increasing constant of 5.107, so that the following regression equation model can be defined.

$$Y = 5,106 + 1,120X$$

### Alleged Assessment Results

The regression coefficient for the product update attribute is 0.666. This coefficient is significant at  $\alpha = 0.06$  with a t count of 5.914 > 2.043. It can be stated that H<sub>0</sub> is rejected then H<sub>a</sub> is accepted, meaning that there is a significant impact of product renewal on the sales ability of the furniture industry in the

Arjasa sub-district. It is fundamental for the furniture industry in the Arjasa sub-district to always carry out product updates by means of technical updates and product design changes with the aim of maintaining the existing industry's sales capabilities and then developing them.

#### Results of the study of the Coefficient of Determination (R<sup>2</sup>)

Table 5 Results of the study of the Coefficient of Determination (R<sup>2</sup>)  
**Summary<sup>b</sup> model**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>	<b>Durbin-Watson</b>
1	,748 <sup>a</sup>	,559	,534	4,17397	2,148

a. Predictors: (Constant), update Products

b. Dependent variable: Sales ability

The increase in the value of R Square in the table of the test results for the coefficient of determination (R) is 0.559, meaning that the increase in the renewal attribute of goods in explaining the selling ability attribute is 55.8% and the remaining 44.3% is explained by other attributes.

#### 4. CONCLUSION

Updates to goods have an impact on sales ability, so the emphasis is on protecting product quality that buyers have trusted. In addition, the industry demands to carry out updates to goods.

#### REFERENCE

- [1] A. Sofyan, Marketing Management. Jakarta: PT Raja Grafindi Persada, 2004.
- [2] A. Orsini Depary, "Factors, "Semarang Analysis, - Factors Affecting Marketing Performance at Fuel Filling Stations for the Public (SPBU)," Diponegoro University, 2010.
- [3] F. A.T., Marketing Management: A Strategic Approach. Semarang.: Diponegoro University Publishing Agency, 2000.
- [4] I. Ghozali, Application of multivariate analysis with the SPSS program. Undip., 2009.
- [5] H. La, "'The Influence of Market Orientation on Marketing Performance in Muna District'," Manaj. Unhalu., 2000.
- [6] P. kotler Keller, and Kevin Lare, Marketing Management, 13 th. Jakarta: Index, 2009.
- [7] K. Philip, Principles of Marketing, 13 th. Newjersey, 2010.
- [8] Kusumo Agung Raharjo, "Analysis of Factors Influencing product innovation to increase competitive advantage and marketing performance," 2006.
- [9] M. Anwar Prabu, Performance Evaluation of Human Resources. Refika Aditama., 2010.
- [10] S. Anwar, Business Research Methodology. Jakarta.: Salemba Empat, 2001.
- [11] S. Ginanjar, "Analysis of the influence of product innovation through marketing performance to achieve sustainable competitive advantage".
- [12] F. Tjiptono, Strategic Marketing. Yogyakarta.: Andi Offset, 2008.
- [13] Wahyono., "'Market Orientation and Innovation: Its Influence on Marketing Performance (Case Study in the Furniture Industry in Jepara Regency)," Marketing Science. Indonesia., vol. Vol. I No., p. Pg: 23-40., 2002.
- [14] T. Markus Chiahah, "Linking Service Innovation to Firm Performance The Roles Ambidextrous Innovation and Market Orientation Capability," vol. 11 NO. 4, 2017.
- [15] Y. et Al, "The effect of market orientation and entrepreneurial orientation on marketing performance with product innovation as an intervening variable. (Study on Pottery Joint Business Group (KUB) in Bumi Jaya Village, Ciruas District, Serang Regency)," J. Ris. Business and Management. Tirtayasa, vol. 1 (1), pp. 81-96, 2017.