


The Effect Of Promotion On Sales Of Sport Utility Vehicle Cars

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Article Info	ABSTRACT
<p>Keywords: Promotion Sale Sports Utility Vehicle (SUV)</p>	<p>Sports Utility Vehicle (SUV) cars are increasingly in demand by the public. SUVs are a type of car that combines two types of car, namely passenger and off-road. With this combination, the SUV can not only be driven on ordinary urban roads, but also on rough terrain such as rocky roads, many people use this type of car. This research discusses the influence of promotions on sales of Sport Utility Vehicle (SUV) cars at PT. Pahala Automotive International Dipo, which is limited to the Pajero car type. The purpose of this research is to determine the effect of promotions on company sales at PT. Automotive Pahala International Dipo. Where within a period of 6 (six) months there was fluctuation in sales of Pajero type cars. This research has 2 (two) variables, namely Promotion (Variable X) And Sales (Variable Y) with its indicators (increasing and deeper curiosity about the product and its advantages to find out more easily). This research used quantitative methods and a population of 43 respondents, and a sample of 43 respondents. This research uses a questionnaire to collect data from respondents. The results of this research shown by the Multiple Linear Regression Analysis model are $Y = 7,749 + 12,898 (X)$. With the large influence of promotion through the coefficient of determination test of 0.797 or 79.7% while the remaining 20.3% is influenced by other variables. Based on the results of this research, the promotion variable is a variable that influences sales at PT. Dipo Internasional Pahala Automotive is proven by the results of the promotional t test which has an influence on sales.</p>
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INTRODUCTION

Promotion is one part of the marketing mix, to invite or convince potential consumers about the products being promoted or offered, so that potential consumers are more interested and confident in the products we are promoting, thereby creating product purchases. With a promotion system, it will be easier for consumers to see or find out about the goods we sell, and it will be more practical in communicating or carrying out friendships. In this area, many people are now carrying out promotions in various ways via the internet or browsers in various companies and this does not escape the marketing mix.

On this occasion the author sees that consumers will evaluate various alternative options that will be available by choosing products that will benefit them. Customers will search for and collect information about the products they have purchased, and this information can be distributed through promotions. Sales are not stable well because of the

company. At the Company PT. Dipo Internasional Pahala Automotive for this reason, the author tries to analyze so that sales promotions are appreciated at PT. Dipo Internasional Pahala Automotive uses a website system and the rest is referrals from customers, follow up, exhibitions and canvassing. Therefore, the author tries to help implement Social Media Marketing, with this the company or organization's efforts to carry out promotional media with prospective and target customers via the internet with the aim of generating responses or sales interest. It can be concluded that direct marketing is the interaction we carry out with customers through marketing media with the aim of generating sales and purchases.

Table 1. SUV Car Sales Fluctuations in the Company PT Dipo Internasional Pahala Automotive Per 6 (Six) Months From April To September 2022 All Pajero Type

MONTH	SALES DECLINE DATA
APRIL	7 UNITS
MAY	6 UNITS
JUNE	7 UNITS
JULY	19 UNITS
AUGUST	15 UNITS
SEPTEMBER	9 UNITS

Source: Company Internal Sales Data 2022

METHODS

Population and Sample

The population is a research that will be carried out in the company. PT. Dipo Internasional Pahala Automotive Krakatau branch from July to September (2022) According to Sugiyono [19] the sample is part of the number and characteristics of the population. Samples taken from this population must be representative or representative. The sample is a part or representative of a careful population. Determining the sample used in this research is that the author will meet or look for users of vehicles with the Pajero brand, anyone who by chance or meets the researcher can be used as a sample, as long as the data is 43 customers.

Operational Definition of Variables

Research variable

The research that the author will carry out is research using 2 (two) variables, namely the independent variable (Independent) which is learning and the dependent variable (Dependent) which is increased sales.

Operational definition

The operational definition describes an explanation of the scope or limitations of the research variables. This makes it easier to measure in research.

Table 2. Operational Definition of Variables

NO	Variable	Definition	Indicator	Measurement
		One of the promotions that I use is Social Media,	1. Customers join in to get involved in promotions	
		Social Media is an	2. Displaying ads on social media	

1.	Promotion (Social Media) (X)	application for socializing with one another and online which will make it easier to communicate without limited time. Sales is a business and looking for buyers to make buyers interested in the goods or services we will sell and produce product closings.	3.The quality of message delivery in advertising displays 4.Promotion reach 5.Discount offer	<i>Likert Scale</i>
2.	Sales (Y)		1.Influence 2.Credit sales 3.Model 4.Quality 5.Size 6.Brand 7.Price	<i>Likert Scale</i>

Data analysis method

In this research, the author will use quantitative analysis methods to distribute questionnaires and obtain data. Pajero customers at PT. Pahala Automotive International Dipo, and data processing will be carried out using the computerized SPSS program.

Validity test

According to Sugiyono [20] validity comes from the word validity which means the extent to which a measuring instrument is accurate and accurate in carrying out its function. The validity test in this study used the SPSS 25 program. If the count > rtable (0.2096), then the value of the statement is declared valid, and if the rcount < rtable (0.2096), then the value of the statement is declared invalid.

Reliability Test

According to Sugiyono [21] reliability is a translator of the word reliability which originates from the words rely or ability. Measurements that have high reliability are referred to as reliable measurements. The reliability test in this research used the SPSS 25 program. This test used Cronbach Alpha statistics. A variable can be said to be reliable if it produces a Cronbach Alpha value > rtable.

Passrial Test

The variable that has a correlation coefficient value that is increasingly large means that variable has the most dominant influence, it turns out to be the dependent variable. If the t test results with a significance value are smaller than 0.05, then the independent variable partially influences the dependent variable.

Coefficient Test

The coefficient of determination / R² value is in rental. If the coefficient of determination value means the model's ability to explain the dependent variable is very limited. On the other hand, if the coefficient of determination of the variable is close to one (1), it means that the ability of the independent variable to give rise to the existence of the dependent variable is getting stronger. Value of the coefficient of determination. If the regression model is applied and estimated well, the higher the R² value means the greater

the value of the regression equation. And from that, the prediction from the criterion variable is getting better.

Simple Linear Regression Test

According to Kuncoro [22] simple linear regression analysis was carried out to determine the magnitude of the influence between the independent and dependent variables.

RESULTS AND DISCUSSION

Validity Test Results

Table 3.Promotional Variable Validity (x)

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Promotion	49.81	78,155	,588	.	,942
V2	49.74	75,576	,755	.	,938
V3	49.81	73,488	,768	.	,937
V4	50.02	75,690	,616	.	,942
V5	49.60	72,959	,796	.	,936
V6	49.65	77,375	,693	.	,940
V7	50.02	75,357	,715	.	,939
V8	50.09	75,277	,687	.	,940
V9	50.02	75,357	,715	.	,939
V10	49.95	73,617	,779	.	,937
V11	49.88	74.105	,818	.	,936
V12	50.02	74,023	,781	.	,937
V13	50.19	74,917	,738	.	,938

Source: Research Results (2023. Data Processed)

Based on the test results that have been carried out using SPSS version 25, it can be concluded that the test results are declared valid.

Table 4.Validity of Sales Variable (Y)

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Sale	65.91	82,563	,187	,832	,905
V16	65.51	74,256	,537	,615	,898
V17	64.95	82,188	.131	,855	,906
V18	65.74	67,004	,843	,798	,886
V19	65.84	71,949	,679	,750	,893
V20	66.12	75,772	,419	,716	,902
V21	65.91	70.134	,769	,811	,890
V22	66.07	70,828	,727	,718	,891
V23	65.77	78,278	,432	,729	,901

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
V24	65.79	71,312	,727	,851	,892
V25	65.93	72,447	,623	,764	,895
V26	65.47	78,350	,245	,572	,908
V28	65.93	71,828	,625	,835	,895
V29	65.44	80,681	.118	,674	,910
V30	65.84	69,997	,768	,846	,890
V31	66.00	70,810	,729	,846	,891
V32	65.93	70,685	,744	,829	,891

Source: Research Results (2023, Data Processed)

From the test results that have been carried out using SPSS 25, it can be concluded that the test results are valid because the $R_{count} > 0.2483$

Reliability Test Results

Table 5. Reliability Results

No.	Variabel	Cronbach's Alpha	Keterangan
1.	Promosi (Y)	0,943	Reliabel
2.	Penjualan (X)	0,903	Reliabel

Sumber : Hasil Penelitian (2023, Data Diolah)

Based on the results on reliability, the values found for Cronbach's alpha for all variables are as follows. 0.6 then it is said that the research questionnaire is reliable.

Partial Test Results (T)

Partial Test or T Test is a test in SPSS which aims to determine the effect of promotion on sales.

Table 6. Partial Results

Model	Coefficients					Correlations			Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Zero-order	Partial	Partial	Tolerance	VIF
	B	Std. Error	Beta							
1 (Constant)	27,736	3,709		7,479	,000					
Promotion_Total	,8728	,068	,896	12,898	,000	,896	,896	,896	1,000	1,000

a. Dependent Variable: Total_Sales

The test results above show a Tcount value for the promotion variable of 12,898>Ttable, while the significant value is 0.000<from alpha 0.05. So based on these results, H0 is rejected and H1 is accepted, therefore promotion greatly increases company sales, has a positive and significant effect on sales.

Coefficient of Determination R²

Table 7.R² Determination Coefficient Test Results

Model Summary b			
R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
,802	,797	4.103	1,319

a. Predictors: (Constant), Total_Promotion
 a. Dependent Variable: Total_Sales

Based on the test above, the R² (R Square) value was found to be 0.797, indicating that the percentage influence of the independent variable (promotion) on the dependent variable (sales) was 79.7% while the remaining 20.3% was explained or influenced by other variables that were not used as a statement in this research.

Simple Linear Regression Test Results

This test allows the author to see the impact of promotions on sales at the PT company. Automotive Pahala International Dipo. Below is a table of simple linear regression test results.

Table 8.Simple Linear Regression Test Results

Model	Coefficients ^a				t	Sig.	Correlations			Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	Beta			Zero-order	Partial	Partial	Tolerance	VIF
	B	Std. Error									
1 (Constant)	27,736	3,709		7,479	,000						
Promotion_Total	,872	,068	,896	12,898	,000	,896	,896	,896	1,000	1,000	1,000

a. Dependent Variable: Total_Sales

In the table provided above, the results obtained from SPSS version 25 together with simple regression are as follows: $Y = 7,479 + 12,898(X)$ In the simple linear regression model, it was found that the promotion constant value was 7,479 as the dependent variable (Y), while the independent variable (X) had a value of 12,898. So, based on the statistical calculations that have been known as above, the hypothesis in this research is the influence that has significant value of the impact of promotions on sales at PT. Dipo International Pahala Automotive.

Discussion

The impact of promotions on sales can be attached to survey data obtained from the description in the questionnaire at PT. Dipo Internasional Automotive Reward has been given to 43 respondents. This research aims to determine whether there is an influence on sales or not. This research has 2 variables, namely, promotion and sales. Based on the tests that have been completed with validity, the results show that Tcount is greater than Ttable. Based on the meaning of the questions and statements the author in this research has obtained valid results. Meanwhile, from the reliability test, the results of the test between variable Automotive Pahala International Dipo.

After the results of the partial analysis, namely using the T test, the results of promotions on sales were obtained with Tcount = 12,898 and Ttable = 1.6810. So Ttable > Tcount, meaning that the number of respondents who wanted promotions to increase was carried out because there were still many shortcomings in carrying out promotions via the internet. through inefficient gadgets to support promotional activities. The results of the variable Y (sales) = 27,736 show that the results have an influence on sales, while the variable Automotive Pahala International Dipo.

Based on the results obtained from the coefficient of determination, a value of 0.797 or 79.7% was obtained and for the remaining 20.3% the magnitude of the results obtained through the test above, which was influenced by other variables not in this study, shows the magnitude of the influence between variable and Y which is desired by the respondent. The results of this test reveal that respondents have a desire to increase sales. However, promotions on social media have a significant impact on sales.

Based on the results of a simple regression analysis test, variable Automotive Pahala International Dipo. The results of the test above show that the promotion variable has an influence on the sales obtained by the respondents during promotions at the company, for this reason it is necessary to evaluate the increase in sales that have been obtained. The constant value above shows 7.749, in this case it means that the influence of the dependent variable is very large, it is 7.749, while the independent variable value shows a result of 12,898, which means that the independent variable in this research really has an influence on the PT company. Automotive Pahala International Dipo.

CONCLUSION

Based on research findings from the tests carried out, the research concluded that promotions are very influential in companies. the availability of many promotions in sales which will really support the company's sales, such as the test results that have been obtained with a coefficient test of 0.797 or 79.7% and for the remainder of 20.3% so it is revealed that respondents are very happy with the existence of a stable network when promotions occur. via social media at PT. Dipo international automotive rewards, as well as the existence of gadgets that have helped them find out about the car they dream of or are looking for, and will increase their interest. The Multiple Linear Regression Test is $Y = 7.749 + 12,898 (X)$, through the coefficient of determination test of 0.797 or 79.7% while the remaining is 20.3%.

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