

THE EFFECT OF PRICE, LOCATION, LAYOUT, PROMOTION AND PRODUCT QUALITY ON BUSINESS GROWTH

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ABSTRACT

This study aims to determine the influence partially and simultaneously of variable prices, locations, layouts, promotions and product quality on the growth of the cikarang Bekasi baby supplies store business. The research method used in this study is to use quantitative research methods. The sampling used in this study was using the Probability Sampling method and the type of sampling using simple random sampling. The total population of 160 respondents then used the slovin formula to get the sample studied as many as 106 respondents. The analytical methods used are validity test, reability test, classical assumption test, hypothesis test and multiple linear analysis assisted by using IBM SPSS 25. The results showed that the variables of price, layout and product quality partially had a positive and significant effect on purchasing decisions. Location variables and partial promotions have no effect on business growth.

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1. INTRODUCTION

Business growth is a form of effort to the business itself in order to develop for the better and in order to reach a milestone or peak towards success. Business growth can also be referred to as an achievement as the level of success of a business. Business growth is also the main goal of a company, where all activities in it are shown to achieve success.

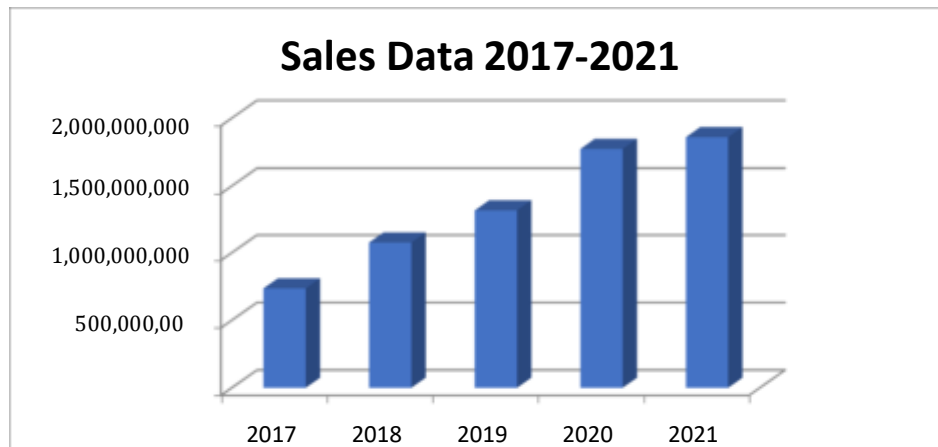
In recent years, the birth rate in Indonesia has been stable, even tending to increase. This is also the reason why the demand for baby equipment products on the market is never empty. The business prospects of selling baby supplies are arguably promising because this product will continue to be needed by customers regardless of the times. Baby supplies are not seasonal products, and will be products that continue to be sought after in the market, both by customers who are about to give birth or who already have children.

According to Chandra, T., & Priyono, P. (2015). Business growth is a form of effort to the business itself in order to develop for the better and in order to reach a milestone or peak towards success. Business growth can also be referred to as an achievement as the level of success of a business. Business growth is also the main goal of a company, where all activities in it are shown to achieve success.

This research was conducted at the Harapan Jaya Bekasi baby supplies store. Observations at the harapan jaya cikarang beksi store with interview techniques will be several issues among the variables of price, location, layout, promotion, product quality and business growth of the Harapan Jaya Cikarang Bekasi store.

Many other factors also increase the business opportunity of this baby equipment, namely the increasing awareness of parents to provide the best for their babies, and also the increasing

variety of essential products and trinkets created specifically for babies to support their comfort and growth and development.



Graph 1. Sales Data Results

Pricing in business is very important because price is one way for the business I run to grow, affordable price determination can make consumers to shop because at an affordable price they can get the same goods/products as other business competitors who set higher prices.

The location of the business, the Harapan Jaya Cikarang Bekasi baby supplies store is in a strategic location, located on the side of the highway that is easy to access, because it can make it easier for potential consumers to shop flexibly, in addition to being easily accessible, I as the owner also consider that the distance of our store is far from stores that sell the same products, in order to anticipate unfair competition and reduced customers of our store.

The layout at the Harapan Jaya Cikarang Bekasi store provides the right space according to consumer needs. Each type of prodak is distinguished according to the brand of size and usability. The owner stores diapers and baby milk in a place that is easily accessible and is in the closest position to the entrance and visible from outside the store.

The promotion carried out by toko harapan jaya cikarang bekasi conventionally, members to members at the beginning of opening this business through mouth of mouth. Because the average store customer is complex mothers who often meet and share their shopping experience at the Harapan Jaya Cikarang Bekasi store. This has a positive impact on adding new customers, in addition to word of mouth for baby supplies stores, harapan jaya cikarang bekasi also creates an online sales page to make it easier for customers to shop online.

The quality of products sold at the harapan jaya baby supply store is guaranteed quality. The baby equipment products sold are hygienically oriented and labeled SNI, because the target market is parents who want to get safe and original products from the factory. Consumers of Harapan Jaya Cikarang Bekasi stores in choosing prodak always ask whether the prodak we sell is labeled SNI or not. This is a reference for owners to always be honest and trustworthy in selling good and safe products so that they are always trusted by consumers.

The results of observations in the past five years state that the company has experienced growth. As researchers one side believes in the results of observations, the other side researchers do not simply believe in the growth of the business. To prove the success of these efforts, researchers are interested in conducting further research.

2. METHOD

The research method used is quantitative which is associative. The research instrument was carried out using observation, interviews, and documentation. The informants are determined and determined based on the number needed, but based on consideration of the

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function and role of information according to the focus of the research problem. So that the informants in the research were 106 respondents. The data collection method is a questionnaire.

3. RESULT AND DISCUSSION

3.1 Multiple linear analysis test

The statistical calculation in the multiple linear regression analysis used in this study was to use SPSS version 25. Multiple linear regression analysis was used in this study with the aim of determining the presence or absence of free variables against bound variables. The results of multiple linear regression analysis are as follows:

Table 1. Multiple Linear Analysis Test Results

Model	Coefficients ^a			t	Sig.
	B	Unstandardized Coefficients	Std. Error		
(Constant)		4,641	3,236	1,434	0,155
Price		0,204	0,091	2,237	0,028
Location		-0,129	0,078	-1,659	0,101
Layout		0,338	0,071	4,772	0,000
Promotion		0,152	0,096	1,578	0,118
Product quality		0,335	0,083	4,044	0,000

a. Dependent Variable: Business Growth

The constant of 4.641 indicates that if the independent variables (price, location, layout, promotion and product quality) are assumed to have not changed/constant, the value of Y (business growth) is 4,461 units. The coefficient of variable price (X1) of 0.204 units means that every time there is an increase in the price value of 0.204 units, the business growth increases by 0.204 units assuming that other variables do not change or are constant. The coefficient of the location variable (X2) of (-0.129) units means that every time there is a decrease in the location value of (-0.129) units, the business growth will decrease as much as (-0.129) units assuming the other variables do not increase or are constant. The coefficient of the layout variable (X3) of 0.338 units means that every time there is an increase in the layout value of 0.338 units, the business growth will increase by 0.338 units assuming the other variables do not increase or constant. The coefficient of the promotion variable (X4) of 0.152 units means that every time there is an increase in the promotion value of 0.152 units, the business growth will increase by 0.152 units assuming the other variables do not increase or constantly. The coefficient of the Product Quality variable (X5) of 0.335 units means that every time there is an increase in the value of product quality of 0.335 units, the business growth will increase by 0.335 units assuming the other variables do not increase or constantly.

3.2 T test

The t test is carried out to determine whether each free variable has a partial effect on the variables bound to business growth.

Table 2. T Test Results

Model	.Coefficients ^a		t	Sig.
	B	Std. Error		
1 (Constant)	4,641	3,236	1,434	0,155
Price	0,204	0,091	2,237	0,028
Location	-0,129	0,078	-1,659	0,101
Layout	0,338	0,071	4,772	0,000
Promotion	0,152	0,096	1,578	0,118
Product quality	0,335	0,083	4,044	0,000

a. Dependent Variable: Business Growth

Based on the table above it can be concluded as follows:

- Effect of price variables on business growth (H1)
 The t test table above shows that the significance value for the effect of Price (X1) on business growth (Y) is $0.028 < 0.05$ and the calculated value is $2,237 > t$ table 1.983, meaning that the price variable has a positive and significant effect on business growth.
- Effect of location variable on business growth (H2)
 The significance value for the influence of location (X2) on business growth (Y) is $0.101 < 0.05$ and the calculated value (-0.659) < 1.983 , meaning that the location variable has no effect on business growth.
- Effect of layout variables on business growth (H3)
 The significance value for the influence of layout (X3) on business growth (Y) is $0.000 < 0.05$ and the calculated value is $4,772 < 1.983$, meaning that the layout variable has a positive and significant effect on business growth.
- Effect of promotion variable on business growth (H4)
 The significance value for the effect of promotion (X4) on business growth (Y) is $0.118 > 0.05$ and the calculated value is $1,578 < 1.983$, meaning that the promotion variable has no effect on business growth.
- Effect of product quality variables on business growth (H5)
 The significance value for the effect of production quality (X5) on business growth (Y) is $0.2000 < 0.05$ and the calculated value of $4,044 > 1,983$, meaning that the product quality variable has a positive and significant effect on business growth.

3.3 Adjust R²

The coefficient of determination (R²) essentially measures how far the model is capable of applying variable variations. The value of the coefficient of determination (R²) can be seen in the table below:

Table 3. Coefficient of determination results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.813	.660	.641	1.922

a. Predictors: (Constant), X5, X4, X3, X2, X1

b. Dependent Variable: Y

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Based on the table above which shows that the value R square is 0.660 or 66% which means that the Business Growth variable can be explained by 66% by product quality, location, layout, promotion and price. While the remaining 34% (100% - 66%) were influenced by other variables that were not included in this study.

3.3 Discussion

The Effect of the Price on Business Growth Harapan Jaya Store

Based on the first hypothesis testing that research shows the price has a significant positive effect on business growth. The results of the partial test study obtained a price variable significance value of $0.028 < \alpha$ a significant probability of 0.05 and a calculated value of $2.237 > t_{table}$ of 1.983. This means that the price variable partially has a positive and significant effect on business growth.

The Effect of the Location on Business Growth Harapan Jaya Store

Based on testing the second hypothesis that research shows location has no effect on business growth. The results of the partial test study obtained a significance value of the location variable of $0.101 > \alpha$ a significant probability of 0.05 and a calculated value (-1.659) $< t_{table}$ 1.983. This means that the location variable partially has no effect on business growth.

The Effect of the Layout on Business Growth Harapan Jaya Store

Based on testing the third hypothesis that research shows layout has a significant positive effect on business growth. The results of the partial test study obtained a significance value of layout variables of $0.000 < \alpha$ a significant probability of 0.05 and a calculated value of $4.772 > t_{table}$ of 1.983. This means that layout variables partially have a positive and significant effect on business growth.

The Effect of the Promotion on Business Growth Harapan Jaya Store

Based on testing the fourth hypothesis that research shows promotion has no effect on business growth. The results of the partial test study obtained a significance value of the promotion variable of $0.118 < \alpha$ a significant probability of 0.05 and a calculated value of $1.578 < t_{table}$ of 1.983. This means that marketing variables partially have no effect on business growth.

The Effect of the Product Quality on Business Growth Harapan Jaya Store

Based on testing the fifth hypothesis that research shows product quality has a significant positive effect on business growth. The results of the partial test study obtained a variable significance value of product quality of $0.000 < \alpha$ a significant probability of 0.05 and a calculated value of $4,044 > 1.983$. This means that product quality variables partially have a positive and significant effect on growth effort.

4. CONCLUSION

Based on the results of the research and discussion that have been described previously, price variables partially have a positive and significant effect on business growth at the Harapan Jaya Bekasi baby supplies store, location variables do not affect the business growth of the Harapan Jaya Bekasi baby supplies store, layout variables have a positive and significant effect on the business growth of the Harapan Jaya Bekasi baby supplies store, promotional variables do not affect the business growth of the Harapan Jaya Bekasi baby supplies store and quality variables products have a positive and significant effect on the business growth of the Harapan Jaya Bekasi baby supplies store.

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