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Effect of Sales Promotion to Micro Bisnis in MMTC Pancing through Market Analysis

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Abstrak

Jurnal ini bertujuan untuk membahas pengaruh promosi penjualan terhadap usaha mikro yaitu usaha laundry di MMTC Pancing. Pada penelitian kali ini kita akan melakukan analisis pasar sehingga kita mengetahui seberapa besar pengaruh promosi penjualan. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan statistik multivariat. Instrumen penelitian adalah pengambilan sampel dari beberapa karyawan di beberapa laundry sekitar MMTC. Hasilnya adalah membuat statistik mengenai pengaruh promosi penjualan, apakah berdampak signifikan terhadap bisnis atau sebaliknya. proses pelaksanaannya menggunakan metode analisis pasar yang diintegrasikan ke dalam promosi penjualan. Dengan adanya penelitian ini diharapkan dapat memberikan motivasi kepada para pelaku usaha kecil untuk menggunakan teknik pemasaran seperti ini karena dapat menarik minat konsumen sehingga dapat memaksimalkan proses produksi dan meningkatkan pendapatan.

Kata Kunci: *Pengaruh Promosi Penjualan Pada Usaha Mikro*

Abstract

This journal aims to discuss the effect of sales promotion on micro business, namely the laundry business at MMTC Pancing. In this research we will carry out market analysis so that we know how big the effect of sales promotion is. The type of research is quantitative research with multivariate statistics. The research instrument was sampling from several employees in several laundries around MMTC. The results were to create statistics on the effect of sales promotion, whether it had a significant impact on the business or vice versa. the implementation process uses market analysis methods which are integrated into the sales promotion. With this research it is hoped that it will provide motivation to small business people to use marketing techniques like this because it can attract interest from consumers so as to maximize the production process and increase income.

Keywords: *The Influence of Sales Promotion in Micro Business*

INTRODUCTION

Sales promotion is any form of short-term offer or incentive aimed at buyers, retailers or wholesalers and short-term offers or incentives aimed at buyers, retailers or wholesalers and designed to elicit a specific and immediate response such as stimulating a specific and immediate response. Designed to elicit a specific and immediate responses such as stimulating consumers response in the form of behavior in increasing sales volume, companies implement various marketing strategies, one of which is promotion. Promotion has now been promotion is currently seen as one of the most important factor in a company marketing activity, because it will directly effect sales volume. As organizations strive to remain competitive, they increasingly deploy a spectrum of marketing strategies, wherein promotion stands out as a key driver for achieving short-term objectives and cultivating long-term success. In essence, the significance of promotion lies not only in its ability to garner immediate responses but also in its integral role in shaping the broader marketing landscape.

Promotion is currently seen as one of the most important factors in the marketing activities of a company because it will directly affect the smooth success and running an success of the company in achieving company goals. therefore, the smooth running or success of a company will depend on the ability of management in planning highly dependent on management's ability to plan promotional activities in the future, both in the short and long term. Marketing management is a process of analysis, design, implementation and control design to realize, build, and maintain profitable exchanges in target market to achieve organizational goals. Marketing management, is the art and science of selecting target markets, acquiring, maintain, and grow costumers through creating, delivering and communication of superior costumer value.

In essence, marketing management emerges as a multifaceted process encompassing analysis, design, implementation, and control, all orchestrated to facilitate profitable exchanges in target markets and propel the organization towards its strategic objectives. The art and science of selecting target markets, acquiring and retaining customers, and fostering growth underscore the centrality of marketing management in sustaining a company's competitive edge and ensuring its enduring success. As companies strive for relevance and resonance in a rapidly evolving business landscape, the role of promotion within the broader framework of marketing management becomes not just a tactical necessity but a strategic imperative.

Problem Formulation:

1. How to know the level of costumers satisfaction?

2. what is the effect of sales promotion on costumers?
3. What is the statistical from the sales promotion that has been analyzed?
4. How much costumers satisfaction?

Purpose of Writing:

1. To determine costumers satisfaction
2. To determine the effect of sales promotion on costumers
3. To know the statistics of sales promotion
4. To know how much costumers satisfaction

METHOD

The research methodology we use is quantitative research method, namely by using multivariate statistic. To collect relevant data, we adopted a systematic sampling approach, targeting consumers engaged with businesses. Research takes data on the effect of sales promotion on consumers where using sampling from consumers in the business. Here we took 10 samples and asked several questions about sales promotion. The data we obtained from the samples we gave questions we processed in statistical form so that it was easy to know that sales promotion had an effect or not, reliability of our findings, offering valuable insights into the nuanced dynamics of the relationship between sales promotions and consumer responses.

RESULT AND DISCUSSION

From the research we conducted and took 50 samples, we found the following data

KONSUMEN	CUSTOMER SATISFACTION	THE INFLUENCE OF SALES PROMOTION	Average	DESCRIPTION
Gamaliel	90	70	80	Puas
jonathan	76	82	79	Puas
wahyu	78	87	82.5	Sangat puas
hardi	75	78	76.5	Puas
agnes	71	70	70.5	Puas
grace	85	80	82.5	Sangat puas
novi	72	82	77	Puas
chandra	83	73	78	Puas
iyut	82	70	76	Puas
Rico	85	72	78.5	Puas
Bintang	84	75	79.5	Puas
Agita	90	79	84.5	Sangat puas
Abdi	90	88	89	Sangat puas
Martin	85	74	79.5	Puas
Ornelia	83	77	80	Puas
Echa	74	88	81	Sangat puas
Delsa	74	90	82	Sangat puas
Najiha	86	85	85.5	Sangat puas
Uly	70	72	71	Puas
Jordan	82	81	81.5	Sangat puas
Richard	84	79	81.5	Sangat puas
Budi	75	80	77.5	Puas
Daniel	82	82	82	Sangat puas
Oktavianus	90	88	89	Sangat puas
Indah	83	70	76.5	Puas
Appriza	79	71	75	Puas
Nazwa	72	70	71	Puas
Shania	86	70	78	Puas
Easter	70	79	74.5	Puas
fakhru	87	81	84	Sangat puas
winel	72	86	79	Puas
anggriano	73	79	76	Puas
ayen	75	71	73	Puas
Rolan	83	85	84	Sangat puas
Rizka	86	81	83.5	Sangat puas
Nurul	70	74	72	Puas
yosua	71	78	74.5	Puas
Gery	75	78	76.5	Puas
habib	84	77	80.5	Puas
Rolando	71	88	79.5	Puas
willy	78	87	82.5	Sangat puas
ifa	80	80	80	Puas
Alfije	86	77	81.5	Sangat puas
Andre	84	84	84	Sangat puas
Andreas	71	77	74	Puas
Mengatur	82	75	78.5	Puas
Dicky	82	85	83.5	Sangat puas
Dumaris	90	88	89	Sangat puas
Anne	76	73	74.5	Puas
Yeni	72	71	71.5	Puas

From the research we have done, they do several promotions. The promotions carried out start from washing 10 times for free 10 times and washing 12 times for free rubbing 1 time. Through the research we did, there were many customers who really liked it, here we took a sample of 10 people who were coming to the laundry place and they were satisfied with the promotions carried out by the laundry place. then from these data we calculated the level of satisfaction from customers using multiple linear regression analysis.

Table 1. Results of Variables Entered/Removed

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	CUSTOMER SATISFACTION ^b	.	Enter

a. Dependent Variable: THE INFLUENCE OF SALES PROMOTION

b. All requested variables entered.

The results of variables entered/removed have the purpose of explaining the variables entered and the methods used. The variables used in this analysis are customer satisfaction (X) for the independent variable and sales promotion as the dependent variable (Y). The method used is Enter. The enter method is a method used to form an interpretation of the regression equation and will determine the variables to be taken according to the significance results.

Tabel 2. Results Of Output Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.100 ^a	.010	-.011	6.13298

a. Predictors: (Constant), CUSTOMER SATISFACTION

The results of the Model Summary have the use of knowing the relationship between the two or more variables in the regression equation. From the table above, it can be seen that it is in the R-Square value. The R-Square value in these results shows a value of 0.010 or 10%. This value means that the effect of customer satisfaction (X) on sales promotion (Y) is 10% and the remaining 90% is influenced by variables outside the model. The terms of the relationship between variables are good or not if the R-Square value is above 50%, it means good, if it is below 50%, it means not good.

Tabel 3. Anova Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.175	1	18.175	.483	.490 ^b
	Residual	1805.445	48	37.613		
	Total	1823.620	49			

a. Dependent Variable: THE INFLUENCE OF SALES PROMOTION

b. Predictors: (Constant), CUSTOMER SATISFACTION

The results of ANOVA are used to determine the effect of independent variables simultaneously and together (simultaneously) on the dependent variable. From these results it can be seen that the significance value is 0.490, the value when compared to the alpha level of 0.05 is smaller than 0.490, so it can be concluded that there is an effect of customer satisfaction (X) partially on sales promotion (Y).

Tabel 4. Multiple Regression Linear Analysis Results

Model		Coefficients ^a			t	Sig.
		Unstandardized		Standardized		
		B	Std. Error	Beta		
	(Constant)	71.191	10.894		6.535	.000
1	CUSTOMER SATISFACTION	.095	.136	.100	.695	.490

a. Dependent Variable: THE INFLUENCE OF SALES PROMOTION

The results of Coefficients are used to determine the regression equation and the effect between the independent variable on the dependent variable partially or individually. The results of Coefficient can also be used to identify the increase and decrease of the dependent variable on the independent variable. The results of Coefficient can also be used to see whether or not there is multicollinearity in the data. To detect it can be seen from the Tolerance and VIF values. In research usually uses a comparison level of 0.1 or 10. If the tolerance value of the independent variable is greater than 0.1 and the VIF value is less than 10, it can be concluded that the regression model does not have multicollinearity problems and vice versa.

The table above shows a positive value at the constant value, namely 71.191, which shows the positive effect of the independent variable (customer satisfaction). If the variable nails or affects in one unit, then the dependent variable (sales promotion) will increase or be fulfilled. Customer satisfaction is the value of the variable regression coefficient (X) on the sales promotion variable (Y) which means that if customer satisfaction has increased by one unit, then sales promotion has increased by 0.095 or 9.5% the coefficient is positive, meaning that the relationship between the two variables is positive.

CONCLUSION

Based on the provided data and analysis, here is a conclusion:

The research conducted aimed to analyze the relationship between customer satisfaction (independent variable, X) and sales promotion (dependent variable, Y) in a laundry business. The analysis utilized multiple linear regression to determine the influence of customer satisfaction on sales promotion.

1. Regression Model Summary:

- R-Square Value: The R-Square value is 0.010 or 10%, indicating that customer satisfaction (X) accounts for a 10% effect on sales promotion (Y). The remaining 90% is influenced by variables outside the model.

2. ANOVA Test Results:

- The ANOVA test showed that customer satisfaction (X) has a partial effect on sales promotion (Y) with a significance value of 0.490, which is greater than the alpha level of 0.05.

3. Multiple Regression Linear Analysis Results:

- The regression coefficient for customer satisfaction (X) is 0.095, indicating that a one-unit increase in customer satisfaction results in a 9.5% increase in sales promotion (Y). The positive coefficient signifies a positive relationship between customer satisfaction and sales promotion.

In summary, the analysis suggests that customer satisfaction has a positive but relatively weak influence on sales promotion in the laundry business, explaining about 10% of the variance in sales promotion. However, the effect is not statistically significant at the chosen alpha level of 0.05. Further research and analysis may be needed to better understand the factors affecting sales promotion in the laundry business.

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