

THE INFLUENCE OF PROMOTIONAL COST AGAINST SALES VOLUME PRODUCT BATIK JAMBI SELARAS PINANG MASAK IN JAMBI CITY

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Abstract

The purpose of this study are: (1) Identify the influence between the promotional cost against sales volume products batik local craft. (2) Identify the variable costs of the dominant promotion affects the sales volumes of local handicraft products batik. Analytical tools used in this research is to test assumptions, multiple regression analysis, T test and F test. The location of the research on Selaras Pinang Masak on JL. KH. Jakfar RT. 01 Mudung Laut, Peelayangan in Jambi City. Based on the test results proved that partially variable cost of sales promotions and personnel costs selling that can provide significant effects against the volume of sales of products batik on Selaras Pinang Masak in Jambi City, while variable costs of advertising and the cost of publicity does not influence significantly to sales volumes of products batik on Selaras Pinang Masak in Jambi City. Based on the results of the calculations found that the variable cost of sales promotions and personnel costs selling that has significant influence against the volume of sales of products batik on Saanggar Selaras Pinang Masak in Jambi City, in the study the independent variables that influence the dependent variable was dominant against the cost of sales promotions

Keywords : *Advertising, Sales Promotions, Personnel Selling, Publicity, Sales Volume.*

Introduction

Products batik Indonesia is a work of art that is so typical of our nation with a high aesthetic value and not surprisingly when batik has a charm and a high enough selling power. Since the use of indigenous cultural heritage batik as Indonesia's national, its use is appreciated by the nation of Indonesia so vast. Not only used at the time of the official event such as a wedding or a specific event but there are also urging the Government once in a week wearing batik became the fashion trend. And it's got a warm welcome from the community enthusiastically transformed into batik movement nationwide. This condition is quite conducive to the development of batik in Indonesia in General and the city of Jambi in particular which made this batik business becomes increasingly promising. See this reality brings consequences increasingly intense competition in the business of batik

In Jambi province, a region best known as the producer of central of batik is across from the city of Jambi.. Its territory includes the region of the city of Jambi is Pelayangan and Danau Teluk. In the second there are a few sub galleries batik and small household industries that manage a simple batik, to still survive in the competition tight enough in developing local products batik industry support tourism in the city of Jambi then sued for using the right marketing strategies. In looking at and measuring the right marketing strategies in sales of batik, researchers chose one of the workshops that are in the Pelayangan, Selaras Pinang Masak, in KH. Jakfar RT. 01 Mudung Laut, Pelayangan the city of Jambi.

The most important factors that also affect the progress of a business is its activities in the field of marketing, in addition to production, spending and human resources. In putting together an effective marketing strategy by increasing sales volume, the most important one element of marketing strategy is the marketing mix consists of product, price, distribution and promotion. Marketing mix play an important role for the sake of continuity of business life, in addition to a quality product, competitive rates, distribution channels within easy reach, the promotion also is noteworthy, even promotions will spearhead marketing success

The selection of the appropriate promotion mix variables, efficiently and effectively is a key staple of promotional activities an attempt. The variable promotion comprising advertising, personal selling, sales promotion and publicity. Given the magnitude of the costs that must be incurred for promotional activities in an attempt to increase sales volume, then it is absolutely necessary for planning, control and supervision against sales promotions conducted. Planning is made by considering the factors associated with these activities, so that

the promotion can achieve the desired goal. Control measures and surveillance carried out after planning set. Efforts done for controlling costs that will occur in the future, as well as keep an eye on any changes in the cost of promotions and the change was placed on strong weak influence of every media promotions to increased sales.

At present, the craftsmen batik Jambi awaken again, since batik whom he turned as one uniform compulsory for civil servants and employees of other private. The promotion has also been performed using several variables with several promotions and media used. The type of media that is good promotion is not necessarily effective if it turns out the promotion media does not support an increase in the volume of sales. This can be realized in the absence of reciprocity over expenses has been carried out against the increase in sales happened. For it, whether implementation of this promotion is the right strategy to make the resulting product remains can be received or sold on the market, so the main objective as a manufacturer that is grabbing profits by increasing sales reached.

Research Purposes

1. Identify the influence between the promotional cost against sales volume products batik local craft.
2. Identify the variable costs of the dominant promotion affects the sales volumes of local handicraft products batik

Literatur Review

Swastha and Irawan (2005), the overall system of marketing activity – activity aimed at business plan, determine prices, promote, and distribute goods and services that satisfy the needs of both the existing as well as to buyers of potential buyers.

Swastha (1996), the marketing mix is a combination of four variables or an activity that is at the core of the company's marketing system that is the product, pricing structure, the activities of promotion and distribution system

Gitosudarmo (1994:237), promotion is one of the marketing tools company that has a role in increasing the volume of sales. Promotion is an activity intended to influence consumers so that they can become familiar with the products offered by the company to them, then they're happy and then want to buy that product.

Swasta and Irawan (2005), promotional mix is a combination of strategies is the best of the South – West advertising, personal selling, sales promotion and publicity, the semuannya planned to achieve the goals of the sales program

Abdullah Shahab (1997:41), the cost is spending money or presetasi are accepted for the running of the company or to the production process used in order to get the results.

Swasta (2005:86), promotional costs are costs that are used in the process of information flow or persuasion one direction are made to direct someone (the Organization to action that creates an Exchange in marketing).

Swasta (2005:6), sales is defined as work done to deliver the goods for those who require in Exchange for money, according to the rates determined upon mutual agreement

Kotler (2003:17) the sale is the interaction between individuals meet advance aimed to create, improve, or maintain a controlled exchange relationship so beneficial for the other side.

Sutojo (1997:2) the activity of promotion of products that are in line with the marketing plans significantly or the means to develop a sales rate of production results.

The conceptual framework can explain the purpose of the research is to look at the influence of promotional cost against sales volume products batik local handicrafts in the city of Jambi, in order more clearly can be seen below in Figure 1

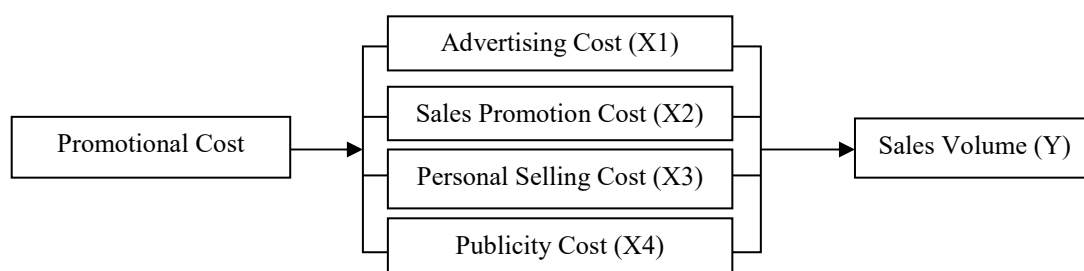


Figure 1. The Conceptual Framework Of The Influence The Cost Of Promotions Against Sales Volume

Methods

Types of data used in this study is (1) Primary data is data acquired directly through questions that include : advertising costs, sales promotion costs, personnel selling cost, publicity cost and sales volume (2) Secondary data, namely data obtained from a review of the library through literature, journals and internet sites that can provide information in accordance with the research issues.

The description of the influence of the variable factors independent of the effectiveness of distribution channels (the dependent variable), can be described in multiple regression model are as follows :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Y = Sales Volume, a = Constants, b₁ = Regression Coefficient, X₁ = Advertising cost, X₂ = Sales Promotion Cost, X₃ = Personnel Selling Cost, X₄ = Publicity Cost, dan $\hat{\epsilon}$ = Standar Error

Result and Discussions

Based on data obtained from January 2015 – September 2017 so it can be seen that the descriptive statistics of the data where the amount of data for each of the variables as much as 33 data. The variable X₁ (advertising cost) has a minimum value of 21 and a maximum value of 132 with standard deviation 30.9 and averages 48.06. The variable X₂ (sales promotion cost) has a minimum value of 15 and a maximum value of 520 with standard deviation 103,340 and average 68.12. A fairly large standard deviation indicates that the cost of the promotion in the company has a wide range. The variable X₃ (personal selling costs) with a minimum value of 120 and a maximum of 240, standard deviation 36,18 and average 171.85 shows that personal selling cost are concerned with quite stable. The variable X₄ (publicity cost) also showed low variation each month which can be seen from a minimum value of 15, maximum 67 with standard deviation 12.6 and average 37. While on the sales volume showed a wide variation in which the minimum value of 1,957 and a maximum value of 17,097, with the standard deviation 3,543.76 and average 6,340.7. The results can be seen in the following table :

Table 1. Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1	33	21	132	48,06	30,904
X2	33	15	520	68,12	103,340
X3	33	120	240	171,85	36,186
X4	33	15	67	37,61	12,602
Y	33	1957	17097	6340,70	3543,764
Valid N (listwise)	33				

Based on test data of its own preconditions, the variable advertising cost, sales promotion cost, personnel selling cost, publicity cost and selling sales volumes with data that can then be obtained for use in the calculation to find the analysis multiple linear regression. As for those results can be seen in the following table:

Table 2. The Result F Simultaneously ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2,591E8	4	64767527,318	12,700	,000 ^a
	Residual	1,428E8	28	5099792,989		
	Total	4,019E8	32			

a. Predictors: (Constant), x4, x3, x2, X1

b. Dependent Variable: y

Table 3. Regression Estimation Result Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance VIF

1	(Constant)	-159,304	2336,196		-,068	,946		
	X1	-,794	14,594	-,007	-,054	,957	,783	1,276
	x2	24,175	3,948	,705	6,123	,000	,957	1,045
	x3	26,669	12,213	,272	2,184	,038	,816	1,226
	x4	8,197	33,093	,029	,248	,806	,916	1,091

a. Dependent Variable: y

From the table above prove the stated that the fourth variable, namely the advertising cost, sales promotion cost, personnel selling cost and publicity cost effect on the volume of sales of products batik on Selaras Pinang Masak in Jambi city. The variable cost of sales promotion is the most dominant variable influenced the volume of sales of products batik on Selaras Pinang Masak in Jambi City.

Conclusions

Based on the analysis proved that the cost of the promotion gives significant influence against the volume of sales of products batik on Selaras Pinang Masak in Jambi City. Based on the test results proved that partially variable sales promotions cost and personnel selling cost that can provide significant effects against the volume of sales of products batik on Selaras Pinang Masak in Jambi city, while variable advertising cost and publicity cost does not influence significantly to sales volumes of products batik on Selaras Pinang Masak in Jambi city. Based on the results of the calculations found that the variable promotions cost and personnel selling cost that has significant influence against the volume of sales of products batik on Selaras Pinang Masak in Jambi city, in the study variables an influential independent dominant against the dependent variable is the cost of sales promotions

Recommendations

It is recommended to the Selaras Pinang Masak to pay more attention to the advertising cost, sales promotion cost, personnel selling cost and publicity cost in increasing the volume of sales, as a result of this research from the four variables are together effect significantly to sales volumes of products batik on Selaras Pinang Masak in Jambi city. The leadership should remain to increase promotional activities in the future. This can be done by continuing to improve the means of parasarana in addition to continue to improve the quality of its human resources.

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