

Quantitative Series: Linking Marketing Mix and Increasing Product Sales of Toyota Type Avanza

Aditya Halim Perdana Kusuma Putra
{adityatrojhan@gmail.com}

¹Department of Management STIM Lasharan Jaya Jalan Abd. Dg. Sirua 106 Makassar, Indonesia

Abstract: The rapid economic development when making the car into a product that is no longer a need for the status of luxury goods. PT. Toyota since the past until now still get their share of demand in all hearts, especially in Makassar which is sold directly by PT. Haji Kalla. This study took a sample product sales volume car brands Toyota type Avanza in Makassar with data collection using secondary data starting from 2011 - 2015 as sales data, cost of promotion and product prices as comparative data for reasons related between strategy marketing mix towards improving the quality of sales Avanza. By using multiple linear regression analysis tests as a tool of analysis. Results of the study revealed that the product, promotion, and distribution channel significantly influence the increase in the number of product sales. While the price of no significant effect on the increase in sales volume.

Keywords: Marketing Mix, Marketing

1. Introduction

Objectively, this study aims to analysed the advantages of the marketing mix factors to the increase in car sales quantity PT. Toyota, which operates in the city of Makassar, through quantitative analysis. Apart from that goal than this study in order to give birth to a theoretical and practical implications for companies to remain sustainable in the future. The marketing strategy has also become a determining factor for the development and growth of the automotive industry is very rapid, especially cars (Aghazadeh, 2015), It is characterized by continued increase in the quantity of vehicles owned by the community and looks at mobility vehicles that get in the way - a big city street (Cherubini, Iasevoli and Michelini, 2015), (Perboli *et al.*, 2018), The automotive industry can be seen from different dimensions and be wide enough now considering opportunities in the era of economic development one of which is supported by the economic turnaround (Howell, Neal and Kieffer, 2018), (Cherubini, Iasevoli and Michelini, 2015), Automotive business scope could include investment and management dimensions (Bartnik, Wilhelm and Fujimoto, 2018), Shopping and a variety of other transactions were a major factor in the process of exchange of money and goods (Mora Cortez and Johnston, 2017), In particular the automotive industry is visible progress, the car produced by different brands, models, types, colour and various other specifications (Perboli *et al.*, 2018), All goes hand in hand with the increasing mobility and activities of the various sectors (McFerran *et al.*, 2010), It shows that in the automotive industry with products car had a pretty tight competition. The problem on the one hand is a threat (threats), but on the other hand creates the opportunity (opportunity) for new business. The condition if observed and dimensions of business and marketing activities have a great influence in formulating business policies of the automotive industry in the future. Study a very important marketing strategy aims to analysed the behaviour of consumers and set targets and strategy and positioning (Laczniak and Murphy, 2018), (Putra, Said and Hasan, 2017a), Modern marketing

concept must be oriented to the needs and desires of consumers (Flores *et al.*, 2015), (Ramlawati and Putra, 2018), The first step of this strategy is mandatory to understand the wants, needs and tastes of consumers (Aditya, 2012), , If the auto industry wants to continue to exist in the automotive market, it must be consistent with the strategy. Toyota brand cars in particular other than viewed as a means of mass transportation as well as the necessary means of personal transportation Indonesian people, especially in the city of Makassar. This study analyse the motivation Avanza car ownership based on the economic value and needs to be there as a means of transportation to move every day. Car ownership becomes mandatory today even very easy to find many families have more than one car (Perboli *et al.*, 2018), This shows that demand is very high Avanza car market. The high demand caused not only by mere demand factors, but also influenced by other factors such as product attributes and the campaign carried out by the dealer upon distributors. Various promotions are made either in print or electronic media or even events that can be found in various shopping center. In general, marketing activities are very important for the company can be sustainable now and in the future (van Dam, 2017), The company cannot be survive without sales activity. Companies must be able to market their goods or services produced to the consumer in order to survive and compete with competitors (van Dam, 2017), Therefore, the company issued a product should be tailored to the needs and desires of consumers (Mills, Newnes and Nassehi, 2016), That way, the product can compete in the market, making consumers have many choices of products before making a decision to buy a product offered. According to Kotler and Armstrong (Armstrong *et al.*, 2014) marketing mix is a set of controllable tactical marketing tools combined company to produce the response it wants in the target market. The marketing mix consists of two types of marketing mix, marketing mix such as product and marketing mix. In the marketing mix is divided into four groups, commonly called the "4 Ps": Product, Price, Place, Promotion (Andreasen, Kotler and Parker, 2008).

The advantages of the product and these four factors can be known by consumers and consumers interested in trying and then will take the decision to buy the product. The products are good and beneficial for consumers, at competitive prices, supported by a good distribution system and promotion is done, will have implication the consumer's decision to buy the product. As a complement to this study, the data below presents the magnitude of the quantity of Avanza car sales at PT. Toyota.

Table 1. Car Sales Quantity Avanza PT. Haji Kalla Makassar

Year	Semester	The number of sales	Percentage
2011	1	246	-
	2	320	23:12%
2012	1	369	13,27%
	2	353	-4.53%
2013	1	412	14:32%
	2	468	11.96%
2014	1	515	9:12%
	2	547	5.85%
2015	1	551	0.72%
	2	558	1:25%

Marketing mix is an important issue for companies to be driven to increase the number of sales (Londhe, 2014), One of the wisdom of the war in the marketing mix affects the sales quantity are aspects of the product (Putra, Said and Hasan, 2017b), As for the relation with

aspects of the product that shows that this type of Avanza who received the company warehouses are.

Table 2. Product Revenue Growth of Car Avanza

Year	Semester	The number of units received	Percentage
2011	1	430	-
	2	410	-4.87%
2012	1	370	-10.81%
	2	440	15.90%
2013	1	440	0%
	2	440	0%
2014	1	500	12%
	2	500	0%
2015	1	560	10.71%
	2	560	0%

Source: PT. Haji Kalla Cokroaminoto Branch of Makassar

The importance of pricing strategies selling the car, every company needs to be done some evaluation on determining the selling price, it is intended to look at the implementation of marketing strategies selling price of the car. Basic pricing of sales at PT. HJ. Kalla as Avanza car dealers is based on the costs incurred. The overall sales by transport costs, insurance costs, cost of sales and other expenses which additional product and the percentage of expected benefits. The sale price developments in question are as follows.

Table 3. Product Price Developments Car Avanza

Year	Semester	The sale price (in thousands)	Percentage
2011	1	167 500	-
	2	168 500	0:59%
2012	1	170 200	0.99%
	2	172,500	1:33%
2013	1	175 100	1:48%
	2	178 900	2.12% of
2014	1	180 800	1:05%
	2	183 000	1:20%
2015	1	196,000	6.63%
	2	205 300	4:52%

Source: PT. Haji Kalla Cokroaminoto Branch of Makassar

Promotional activity is one aspect that is very important in marketing because it is one way to offer a product to the consumer (Moch Abdi, Hariyadi and others, 2017)Because all companies that want to progress need to hold promotions as a means of communication. To set the promotional activities, companies need to consider the best combination of elements of the existing promotions in order to obtain an effective policy, the concept of such promotions, it can be seen that the promotion policy is based on a consideration of the variables which are elements of the promotion, namely: advertising, personal selling, sales promotion, and publicity(Moch Abdi, Hariyadi and others, 2017), PT. Haji Kalla promotional activities in

various ways, including advertising in various print, electronic, banners, as well as participate in various activities. The data about the cost of sale has been issued as follows:

Table 4. Product Development Promotion Costs of Car Avanza

Year	Semester	Cost of sale (in thousands)	Percentage
2011	1	42,000	-
	2	54 800	23:35%
2012	1	52,400	-4.58%
	2	51,000	-2.74%
2013	1	60,700	15.98%
	2	65,000	6.61%
2014	1	61 800	-5.17%
	2	65 200	5:21%
2015	1	66 100	1:36%
	2	66,500	0.6%

Source: PT. Haji Kalla Cokroaminoto Branch of, Makassar

Distribution channels are very important, because errors in this election can slow down even to jam the distribution business of goods or services to consumers (Moch Abdi, Hariyadi and others, 2017), (Blut, Teller and Floh, 2018), In other words, even though the goods and services have been known or according to consumer tastes, but if the channel used do not have the initiative and creative and has no responsibility, the effort for this distribution will experience delays or bottlenecks. Conversely, although all of them have been met, the track will be in use or distribution channels are less suitable, then the level of profit expected to be very thin. Therefore, in selecting distribution channels so that the concept of wisdom mentioned above, the company PT. Haji Kalla applies to the branch distribution channel that has been spread in some strategic places in the city of Makassar. It can show the following scheme.

Table 5. Product Development Costs Distribution Channels Car Avanza

Year	Semester	Distribution costs (in thousands)	Percentage
2011	1	36,000	-
	2	36 250	0.68%
2012	1	36,400	0:41%
	2	36,800	1:08%
2013	1	37,500	1.86%
	2	42,500	11.76%
2014	1	46,800	9:18%
	2	49 600	5.64%
2015	1	49 860	0:52%
	2	50,500	1:26%

Source: PT. Haji Kalla Cokroaminotor Branch, Makassar

2. Methodology

This research approach is quantitative using multiple linear regression analysis test as a tool. With the formula:

$$Y = b_0 + b_1 X_1 + b_2 X_2 + b_3 X_3 + b_4 X_4 + e \dots\dots\dots(1)$$

Where:

- Y = Sales
- X1 = product
- X2 = Pricing
- X3 = Promotion
- X4 = Distribution
- B = regression coefficient
- e = error

Collecting data using secondary data that sales reports and the costs of the products Avanza in 2011 - 2015. The conceptual framework of this study are as follows:

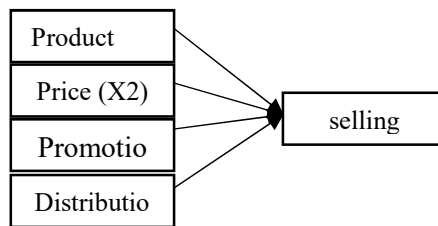


Fig. 1. Research Framework

Hypotheses:

- H1: Products significant effect on sales
- H2: Price significant effect on sales
- H3: Promotion significant effect on sales
- H4: Distribution significant effect on sales

3. Results And Discussion

3.1. The Goodness of Fit Models

Table 6. Goodness of Fit Models

R2 = 0.972		
R = 0.986a		
Adjusted R2 = 0.949		
F-test 43.002	Sig 0.00 < 0.01	significant
t-Test		
Product	0.625	
Price	0.313	
promotion	0.022	
Distribution	0.046	

multicollinearity Statistics			
Product	1078	<10	
Price	1424	<10	
promotion	1322	<10	
Distribution	2819	<10	
Normality test = Asymp.Sig (0:08> 0.05)			
Regression	β	Sig. level	information
Product	-0266	0.030> 0.05	significant
Price	0001	0.767> 0.05	not Sig
promotion	0006	0.022> 0.05	significant
Distribution	0011	0.046> 0.05	significant

Based on the results of testing the goodness of fit above states that all prerequisite test is acceptable and significant. Next up is the result of testing the hypothesis in this study stated that.

- Test H1 states that the effect of the product on Avanza car sales quantity if the independent variables constant. Variable products amounted to 0.625 with significance 0.030 <0.05 means significant influence between the variables on the variable quantity sold. If the product was increased, there will be an increase in sales volume.
- Test H2 states under the influence of the price of the Avanza car sales quantity if the independent variables constant. Variable price of 0.313 with the significance of 0.767> 0.05 means the effect was not significant between the price variable to variable quantity sold. That when variables will increase the price in increasing sales quantity variables, but the very little effect on car sales quantity of Avanza.
- H3 test that the promotion of the Avanza car sales quantity, if the independent variables constant. Variables sale of 3,288 with the significance of 0.022 <0.05 means significant influence between the variables on the variable quantity of sales promotion. If promotion variables increase the number of sales will also increase significantly.
- Test H4 states that the distribution of the Avanza car sales quantity if the independent variables constant. Variables sale of 2,647 with the significance of 0.046 <0.05 means significant influence between the variables on the variable distribution of the quantity sold. That when variables improved distribution will be followed by an increase in sales quantity Avanza.

3.2. Discussion

Based on the results showed that the product, promotion and distribution channel significantly influence the quantity increase Avanza car sales in Makassar. The main reason for the public in Makassar choose the type Toyota Avanza products primarily based on the image rather than a product that has always been known and used by the public until now so the product Avanza also be goods so sold on the market. Type car carrying the type of car mini bus perceived by most people is in accordance with the typology of Makassar City residents who have family members that much. Other than that type of Avanza has a car body that is considered solid. Many respondents considered that Avanza has good quality because it is produced by PT. Toyota. In real brand image also plays a role so that the production car to be so massive. In contrast to similar cars produced by PT. Such as the Daihatsu Xenia which is not so in demand in the market so that it can be concluded that Toyota is still considered better than other factory production although with the same product type. Therefore, the price does

not become so calculated to the buying public decision Avanza car type. Aside from that form of promotion conducted by PT. Toyota in this case PT. Haji Kalla as Toyota main dealer in Makassar also so massive, ranging than the direct sale or shape Such as the Daihatsu Xenia which is not so in demand in the market so that it can be concluded that Toyota is still considered better than other factory production although with the same product type. Therefore, the price does not become so calculated to the buying public decision Avanza car type. Aside from that form of promotion conducted by PT. Toyota in this case PT. Haji Kalla as Toyota main dealer in Makassar also so massive, ranging than the direct sale or shape Such as the Daihatsu Xenia which is not so in demand in the market so that it can be concluded that Toyota is still considered better than other factory production although with the same product type. Therefore, the price does not become so calculated to the buying public decision Avanza car type. Aside from that form of promotion conducted by PT. Toyota, in this case, PT. Haji Kalla as Toyota main dealer in Makassar also so massive, ranging than the direct sale or shape indirect promotion so it also supports an increase in the number of sales of Avanza. Distribution channels PT. Haji Kalla very strategic, in Makassar so many main dealer PT. Haji Kalla scattered in Makassar as well as after-sales service system and also complain that it support excellence services for consumers.

4. Conclusion

Price does not always affect the increase in sales during accompanied by the strength of the brand and brand loyalty. Brand loyalty is not examined in this study that brand loyalty and brand strength recommended for further research in order to enrich the future research on the marketing mix to increase sales. Promotion, distribution, and product to balance in maintaining the sustainability of the company.

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