

The Effect of Price, Promotion, And Consumer Trust on Increasing Sales At FF Tirta, East Jakarta

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Abstract. This study aims to ascertain how price, promotion, and consumer confidence affect FF Tirta's sales growth. Jakarta's east. This study employs quantitative methods and has as many as 35 FF employees as respondents. East Jakarta Tirta A questionnaire with validation and reliability tests was used to collect the data. The examination procedure utilizes different direct relapse methods. The information are handled utilizing the exemplary speculation test, different direct relapse test and measurable test. This study found that the price variable (X1) and the promotion variable (X2) had no effect on sales (Y), while the consumer confidence variable (X3) had a very significant effect on sales (Y).

Keywords: price; promotion; consumer trust; increasing sales; FF Tirta

1 Introduction

At this time, the development of micro-businesses, especially drinking water in Aqua Gallons, is very rapid, so that there are many business stalls and ages everywhere, both in urban and rural areas. Thus, there is also more and more level of business competition faced by business owners, especially in the micro world of companies. This is in line with the profits obtained by the business which continues to decline in terms of sales turnover at FF Tirta East Jakarta. So it is hoped that the micro-sector business can survive and implement a good strategy in its business so that its business can return to its former glory and also have a sales level that sells well. This must be done with the first step, namely seeing the influence of the price factor and on the other hand, promotion can also be suppressed as the main factor in increasing sales turnover, and making all believe in the products we sell in society.

Price is a source of problems for business actors, especially micro-small and medium-sized enterprises, and basically this pricing is based on several conditions in the field, so that with a balanced price in the market, it can affect the results of income received by entrepreneurs in the market. And in the increasingly sharp level of price competition, the price element is crucial in maintaining and improving the financial situation on the ground. A good price is a price that is not too high and vice versa on the business side, so that consumers feel not disappointed with the price set for the product being sold. Therefore, price is the main element for business owners in running a business every day. Many factors can affect prices from the seller and buyer side, one of which is the increase in the price of staples, the need for production costs, rules from the government, and much more. Price according to Deliyanti in Sudaryono (2017: 229) "is a replacement value that is equated with funds or other products for the usefulness obtained from products or services for someone in a certain place and a certain

period". Sangadji et al (2013:16) 6 steps to determine the cost of goods are: (1) choose the destination and price, (2) request a decision, (3) estimated costs, (4) analysis of prices, costs, and offers of competitors, (5) choosing price indicators. and (6) select the final price. Therefore, producers must pay attention to and consider these factors when setting pricing policies, so that later they can meet the expectations of producer competitiveness and the company's ability to influence consumers. Broadly speaking, the company's goal is to make a profit so that its business can further develop and increase from year to year. Choosing the application of strategies in increasing sales such as by using a good and large fleet, looking for new business partners, streamlining existing expenses and businesses, then marketing their products online, and expanding market areas and distributing products that attract consumers' hearts is all an effort to increase sales of a product in its business. These are all sources of capital funding for the sustainability of a business so that it always develops both in the short and long term.

Peter and Donnelly in priansa (2017: 122) promotion, prove that sales promotion is a pre-planned impulse both through media and non-media, limited to a certain period of time and shown to customers, retailers or wholesalers to encourage the use of such products, increase demand and increase product availability. To achieve the target market and achieve the company's overall goals, the company must coordinate the elements of the advertising mix and then coordinate advertising with the elements of the marketing mix. The distinctive objectives of promotion according to cummins and mullin in priansa (2017 : 123) are increase sales, increase trial purchases, increase repeat purchases, expand usability, create interest, increase loyalty, increase awareness, distract from prices, get broker support, user discrimination. The power of promotion basically comes from within its business such as encouragement from employees who are in direct contact with sellers or shops sent by their customers and business owners in directing strategies in their promotions. Promotions carried out by these small businesses, especially FF. Tirta is by approaching consumers by attracting consumers to buy our products, by distributing brochures directly to partners that contain bonuses offered by our products, exploring new marketing areas, adding our business partners, marketing online, providing bonuses on major celebration days such as holiday allowances, and others. This is expected to have a positive impact to provide a positive energy effect in increasing its sales. In addition, the level of buyer trust is also a dominant factor, this is because in business if consumers no longer trust us as owners and employees in the business, then consumers will not continue to buy our products again.

Kotler and Keller's Theory of Trust (2020: 219), trust is a company's willingness to trust its business partners. Trust is based on a number of interpersonal and inter-organizational factors, like firm competence, honesty, integrity, and friendship. Trust is not something that exists by itself and disappears on its own, but trust is one of the knots of the bond of several interrelated ropes. In addition, building trust is very important because trust is the key to a brand's long-term survival. Consumer trust will essentially disappear on its own and will arise by itself. So that trust in consumers is very necessary in the business world. Building trust is very important considering that it is the main key to success in the business world. Trust can be obtained from excellent service from sellers and business owners. FF Tirta provides very maximum service to the shops that are its business relations. Trust will also increase buyer loyalty to its sellers and this will directly have a good impact on the company. Profits can also be obtained from consumer confidence that always returns and repeatedly buys the products we sell. Trust is created directly when consumers perform information processing operations. Information about the features and benefits of the product or service received is encoded in memory for use. Consumer attitudes are a factor influencing consumers' decisions about product knowledge. Belief and behavior are both related to the idea of attitude. The connection between

beliefs, attitudes, and actions is frequently referred to as the formation of consumer attitudes. Mowen and Minor identify three types of trust:

- 1) Trust the character of the data product
The object's reliability as a set of attributes is a special property. An attribute is linked to an object in an object attribute trust, such as a person, an entity, or a service. Customers report what is known about something based on the variety of its attributes using object attribute trust.
- 2) Trust in the usefulness of the character
That is, a person is looking for goods and services that meet their needs and solve their problems. has characteristics that provide measurable advantages. The consumer's perception of the feature's ability to produce or deliver particular benefits is explained by its benefits.
- 3) Trust in the usefulness of objects
This type of trust is created by connecting the object and its interests. Belief in the benefits of an item is a consumer's perception of the extent to which a certain product, person, or service provides a certain benefit.
- 4) Sales is a joint effort to develop a strategic plan that meets the needs and wants of buyers to achieve profitable sales.

Sales are the lifeblood of business because sales can be made both to make a profit and to try to attract consumers who want to know its attractiveness so that they can know the results of the products produced. Sales greatly affect the level of profit obtained by business owners, so it takes many ways to get maximum sales in the market. Sales activity is strongly influenced by certain factors that can increase the company's activity, so sales managers should pay attention to factors affecting sales. Sales activities consist of several activities from beginning to end, both from raw materials, including generating demand, finding buyers, negotiating prices, payment terms to selling them to buyers. The ability of a company to sell its products determines its success in making a profit, if the company is unable to sell then the company still loses money. Sales in FF. Tirta from year to year is declining, this will have an impact on the sustainability of the business in the future in addition to a lot of competition in the sale of Aqua gallon products in the field. So it takes determination in its efforts to increase its resale. From the above considerations, researchers feel interested in researching “

2. Method

With 35 employees at FF, quantitative methods were used by researchers. Tirta in East Jakarta. The method for gathering data makes use of a questionnaire that has been validated and proven reliable. Utilizing questionnaires to collect data. utilizing the saturated sampling method for sampling. A questionnaire was used for data collection. The method of analysis makes use of a number of different linear regression techniques.

The classical assumption test, multiple linear regression, and statistical tests were used to process the data. This study found that the price variable (X1) and the promotion variable (X2) had no effect on sales (Y), while the consumer confidence variable (X3) had a very significant effect on sales (Y).

FF. Tirta is a micro, small and medium enterprise located in the Kalisari area, East Jakarta. This business acts as a distributor (distribution) agent for Aqua gallon products to stalls around the area. This business has been running for about 20 years. Marketing of Aqua gallon

products from stall to shop with several fleets it has such as pickup trucks, trucks, and others. The price set at age FF.Tirta follows the main sending company, which is the supplier. This business once reached its heyday when the level of sales was said to be very high compared to other agents, but as time went by, the sales of this business decreased day by day due to several factors such as the increasing number of enemies from other agents that hindered the development of this business, price wars. in the field, and poor management in business practices, and the number of expenses that are not important to be issued.

3. Calculation Results and Analysis

Classic Assumption Test

a. Normality test

Below is a normality test using the Kolmogorov Smirnov presented in Table 1. below:

Table 1. Kolmogorov Smirnov . Normality

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		35
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92417864
Most Extreme Differences	Absolute	.114
	Positive	.114
	Negative	-.098
Test Statistic		.114
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

In light of Table 1 The values that were obtained above indicate the value of Asymp. Sig. (2-tailed), SPSS version 25 returns 0.200. Therefore, the probability (sig) is greater than 0.05 if it is greater than 0.200. Therefore, the data follow a normal distribution.

b. Multicollinearity Test

Below is the normality test using the Multicollinearity Test presented in Table 2. Following:

Table 2. Multicollinearity Test Results

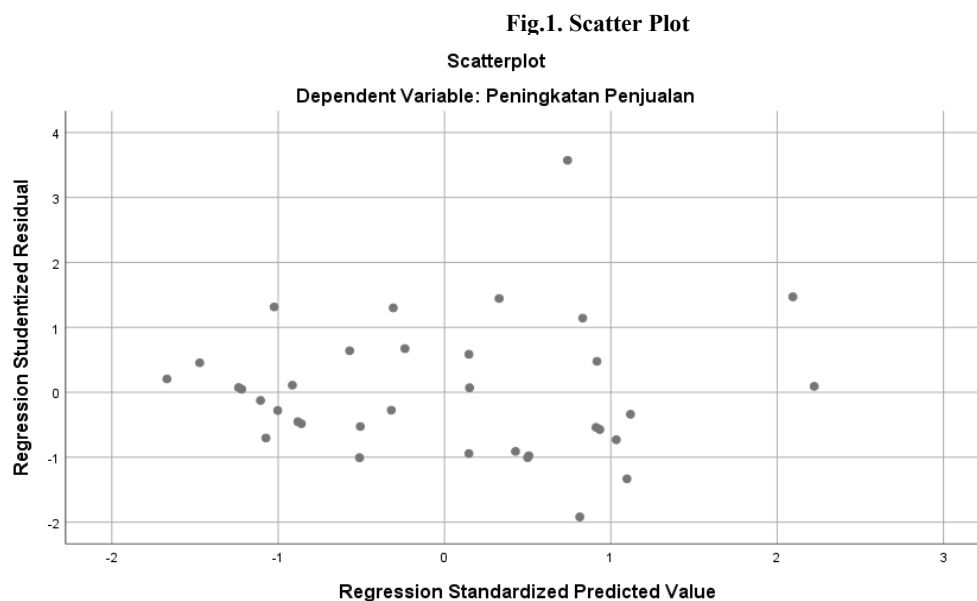
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-4.914	3.898		-1.260	.217		
Harga	.236	.112	.240	2.102	.044	.759	1.317
Promosi	-.062	.158	-.087	-.390	.699	.199	5.036
Kepercayaan Konsumen	.582	.163	.776	3.570	.001	.210	4.754

a. Dependent Variable: Peingkatan Penjualan

Based on Table 2 above, we can see that the collinearity statistic, i.e. price, promotion, and consumer confidence, does not exceed 0.1 and the variance inflation factor does not exceed 10 either. Therefore, we conclude that there is no multicollinearity problem.

c. Heteroscedasticity Test

Below is a normality test using the Heteroscedasticity test presented in Figure 1. below:



Based on Figure 1. Above, The results show the points above and below number 0 on the y-axis and the spread of unpatterned data points. From this, we can conclude that no symptoms of heteroscedasticity occurred in this test.

a. Multiple Linear Regression Analysis

The following is Table 3. Coefficients that show multiple linear regression are as follows:

Table 3. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.914	3.898		-1.260	.217
	Harga	.236	.112	.240	2.102	.044
	Promosi	-.062	.158	-.087	-.390	.699
	Kepercayaan Konsumen	.582	.163	.776	3.570	.001

a. Dependent Variable: Peingkatan Penjualan

In light of Table 3 Coefficients over, the outcome is that the steady worth is positive (-4.914), there is a relationship that impacts the three free factors (value, advancement, and purchaser trust).

Statistic test

a. F Uji test

Table 4. Anova

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	282.688	3	94.229	23.205	.000 ^b
	Residual	125.884	31	4.061		
	Total	408.571	34			

a. Dependent Variable: Peingkatan Penjualan

b. Predictors: (Constant), Kepercayaan Konsumen , Harga, Promosi

In light of Table 4 The results of the aforementioned ANOVA indicate that the Sig value of 0.000 is less than 0.05. As a result, it is possible to draw the conclusion that the dependent variable (Y) has a simultaneous relationship with the three independent variables (X).

b. Coefficient of determination (R²)

Table 5. Coefficient of determination

Model	Model Summary ^b			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832 ^a	.692	.662	2.01513

a. Predictors: (Constant), Keputusan Konsumen, Harga, Promosi

b. Dependent Variable: Peningkatan Penjualan

In light of Table 5 As stated above, Adjusted R Square equals 0.662. As a result, it is possible to draw the conclusion that the independent variable (x), also known as price, promotion, and consumer confidence, has a influence of 66.2%. As a result, 66.2% of changes in the dependent variable can be attributed to the three independent variables (x). While other factors have an impact on the remaining 33.8%.

4 Conclusion

Based on the discussion above, we can draw the following conclusions:

1. Asymp score from the ordinarieness test above. Sig. (the two sides) is 0.200. As a result, we conclude that the data follow a normal distribution.
2. The collinearity statistic, which includes price, advertising, and consumer confidence, is greater than 0.1 in the multicollinearity normality test, indicating that multicollinearity does not exist.
3. The multiple regression analysis suggests that sales growth is negatively correlated with price, promotion, and consumer confidence.
4. The F-test's findings lead us to the conclusion that the dependent variable (Y) and the three independent variables (X) share a common relationship.
5. The coefficient of determination values for the factors influencing variables in this study are very large, in the range of 66.2%.

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