The Effect of Marketing Mix Strategy on Increasing Sales Volume of Silk Cloth

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ARTICLE DETAILS

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ABSTRACT

This study aims to examine and analyze the influence of the marketing mix strategy consisting of (product, price, place and promotion) on the increase in sales volume of silk fabrics to Silk Craftsmen of BNI Sengkang Village, Wajo Regency. The population in this study is all people who use or buy silk cloth products from silk craftsmen in Kampung BNI Sengkang, Wajo Regency. The number of samples used in this study were 100 people. The data in this study used primary data obtained by distributing questionnaires to all respondents and through direct interviews with consumers. The data in this study will be tested with several stages of testing, namely descriptive statistical tests, validity and reliability tests and testing of all hypotheses through the coefficient of determination test, partial test (t test) and simultaneous test (f test). The results of this study indicate that the marketing mix consisting of the 4Ps (product, price, place, promotion) has a positive and significant effect on increasing silk sales to Silk Craftsmen of BNI Sengkang Village, Wajo Regency. Among the marketing mix, the price strategy has the most dominant influence on silk sales to Silk Craftsmen of BNI Sengkang Village, Wajo Regency, based on the results of statistical analysis, the value of the regression coefficient shows the highest value among the other independent variables.

1. Introduction

Indonesia is a country consisting of thousands of islands with various tribes and cultures in each region. Each region in Indonesia inherits a variety of different cultures, for example the cultural heritage of songs, dance, culinary arts, and cloth culture. Not many people know that Indonesia also has woven, songket, lurik and others (Anonymous, 2015; Prayitno, 2020). Sulawesi is a large island in the middle of Indonesia which is a place for trade from West Indonesia and East Indonesia. Sulawesi silk woven cloth, also called Lipa' Sabbe which means silk sarong. In general, the process of making yarn into silk cloth still uses traditional looms, namely gedongan looms or sitting looms. There are two types of woven fabrics in South Sulawesi which are very famous, the Bugis-Sengkang silk fabrics originating from the Bugis tribe and the Mandar silk fabrics originating from the Mandar tribe (Azis, 2022).

Silk cloth (lipa' sabbe) is a cultural heritage that must be preserved. Even though the existence of silk is the result of cultural creativity as a result of cultural diffusion, silk cloth is a cultural identity for Sengkang City. This identity has shaped the structure of society for hundreds of years as an ethnic group with a cultural civilization. The existence of silk sarongs holistically apart from being an identity, also supports the economy from the manufacturing process to the marketing of production products so it is not surprising that the Sengkang people

(Bugis Wajo) are known as an economic diaspora with the medium of silk cloth (Tahara, 2013). The silk weaving industry in Sengkang is still a household business (home industry) with a share of 8 percent of the total existing weaving industry. Weaving in the city that has the nickname "Silk City" is a household industry that has grown and evolved massively which has already dominated the lives of most people in Wajo Regency (Saputra, 2015; Puspasari, 2022).

However, along with the times, the current business competition between one business and another is running more rapidly. To be able to maintain the business that is owned so that it can continue to grow and compete with other businesses, an appropriate marketing strategy is needed. According to (Eneizan et al., 2016; Rofi'i, 2019), marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts in the face of ever-changing competitive environments and conditions. A manager must know the strategies in marketing, so that the products he markets can be recognized by consumers and increase sales. In doing business, not only do you need quality products so you can compete with competitors, but you also need to build a reputation relationship. There is a community with customers who are loyal to the products they produce. These loyal customers are always made potential customers by the company. Therefore, an effective marketing strategy is needed so that the products produced are also responsive to the market (Abdi & Febriyanti, 2020).

In this modern era, the marketing strategy must be as modern as it is today. Industry owners also have to find new ways to market their products or look for more modern marketing strategies, such as: social media-based marketing, marketing with mobile application systems, marketing with a community approach, and marketing with a widening strategy (Rachmawati, 2018). In an effort to maintain the survival of the company, companies are often faced with various problems, such as difficulties in increasing sales volume, intense competition from similar companies, increasingly complex consumer behavior towards a product, changing consumer tastes, and changing economic conditions. uncertain (Rasyid & Suzan, 2018).

Every business activity that is engaged in the production of goods or services needs to be managed efficiently and effectively in order to achieve optimal business goals, therefore it is very necessary to apply management functions besides paying attention to the influence of various aspects (Lee & Hosanagar, 2014; Yusuf & Al Arif, 2015). According to the marketing concept, the success of a company is when the company can better meet consumer needs, this indicates that the company has entered an era of competition (Ali et al., 2019; Homburg et al., 2017).

Several studies on the marketing mix have been carried out, such as research (Pristyo, 2013) entitled Effects of product and price on sales volume at UD. Eka Jaya in Surabaya, where the research results show that product and price have a positive and significant effect on sales volume. As well as research (Rofi'i, 2019) which found that the marketing mix which includes Product, Price, Promotion and Place simultaneously influences Sales Increase. While the t test shows that promotion is a variable that has a dominant influence on increasing sales.

This research is a replication of research (Rofi'i, 2019). The thing that distinguishes this research from previous studies is that it lies in the research location where Rofi's research was carried out on Dr. Kebab Bara Satriya Sidoarjo while this research was conducted on Silk Craftsmen of BNI Sengkang Village, Wajo Regency. Likewise with Losari Silk Makassar as one of the businesses in the silk sector, of course it is very concerned about an effective marketing system for the silk it produces. Based on the conditions mentioned above, where so many of the same products are offered from various manufacturers that enliven the textile industry, especially silk fabrics, it is interesting for researchers to find out and test the effect of the

marketing mix strategy on increasing sales volume of silk fabrics in Kampung silk craftsmen BNI Sengkang, Wajo Regency.

2. Literature Review

There are several definitions of strategy from several experts, including: John A. Byrne defines strategy as a fundamental pattern of ongoing and planned goals, the distribution of resources and the organization's interaction with markets, competitors, and environmental factors (Suyanto, 2007). And two strategists, namely Hamel and Prahalad, define strategy as an action that is incremental (always increasing) and continuous and carried out based on the point of view of what customers expect in the future (Umar, 2005). The measure of success in implementing the strategy is being able to provide satisfaction to customers. So, the more customers who receive the product or service offered, the more satisfied and the strategy is considered successful.

According to Sondang Siagian, to meet the requirements for a good strategy, there are several criteria that must be met, including (Abdi & Febriyanti, 2020): 1) Strategy as a long-term decision must contain a brief explanation of each component of the organizational strategy concerned, in the sense that it is clear from the scope, the utilization of resources and resources, as well as the advantages, how to produce these advantages and the synergy between the components mentioned above. 2) Strategy as a fundamental long-term decision must provide guidance on how the strategy will bring the organization more quickly and effectively towards achieving organizational goals and objectives. 3) The organizational strategy is stated in a functional sense, in the sense that work units are the main executors of activities through a clear division of labor so that the possibility of overlapping, shifting of responsibilities and waste can be prevented. 4) The strategy statement must be specific and precise, not a statement that can still be implemented with various types of interpretation based on the tastes and individual perceptions of the interpreter.

Strategy formulation or strategic planning is a long-term planning process. Therefore the process uses more analytic processes. The goal is to develop a strategy so that it is in line with the company's mission, goals and policies (Rofi'i, 2019). Before determining feasible alternative strategies, strategic planners must evaluate and review the company's mission and objectives. After that the next stage can be carried out, namely the generation, evaluation, and selection of the best alternative strategy. Situation analysis requires the full involvement of top management to determine appropriate strategies with external opportunities and internal strengths in order to produce strengths that are not easily imitated by foreign companies (Umar, 2005).

The tool used to compile the company's strategic factors is the SWOT matrix. This matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses it has. This matrix can generate four sets of possible strategic alternatives. The SWOT matrix produces four possible alternative strategies (Umar, 2005), namely: 1) SO strategy, based on the company's mindset, namely by utilizing all strengths to seize and take advantage of the maximum opportunities. 2) S-T Strategy, made based on the strength of the company to overcome threats. 3) W-O strategy, implemented based on exploiting existing opportunities by minimizing existing weaknesses. 4) The W-T strategy is made based on activities that are defensive and try to minimize existing weaknesses and avoid threats.

The American Marketing Association (AMA) cited by (Zainumajd, 2021) defines marketing as the process of planning and implementing pricing, promotion and distribution

plans of ideas, goods and services to create exchanges that satisfy individual goals and organizational. Meanwhile, Philip Kotler defines it as a social and managerial process carried out by a person or group to obtain what they need and want through creating, offering, and exchanging products of value with others (Al Fahmi, 2019). Marketing in the view of Islam is an application of strategic discipline in accordance with sharia values and principles. Marketing is the soul of a business institution. Everyone who works in the institution is a marketer who carries integrity, identity and corporate image.

Marketing aims to establish, develop and commercialize long-term relationships with customers in such a way that the goals of each party can be fulfilled, this is done through a process of exchanging and mutually fulfilling promises (Zainumajd, 2021).

Needs are basic human life requirements. A need is a basic requirement that an individual must satisfy to continue to exist. Basic human needs are shown in Maslow's hierarchy of needs which consists of five levels of needs. The lowest level is related to physiological needs, while the highest level is related to self-actualization, especially the need for self-identity (Mahesa, 2021). Needs are universal where these needs arise due to social interaction between individuals. Desire is shaped by social and cultural forces, media and marketing and business activities. Desires are more specific in accordance with the desired value of each individual to satisfy the need. Demand is the desire for certain products supported by the ability to pay (purchasing power). A wish can turn into an actual demand if it is supported by purchasing power. Every marketer must be able to measure the purchasing power of the target market, not only being able to measure the number of people who want their product but are willing and able to buy it (Sulistianti, 2015).

Marketers use three types of marketing channels in their activities (Al Fahmi, 2019), namely: a) Communication channels, namely conveying and receiving messages from target buyers, which include newspapers, magazines, radio, television, billboards, posters, fliers and the internet. b) Distribution channel is to deploy, sell or deliver physical products or services to customers or users. Distribution channels include distributors, wholesalers, retailers and agents. c) The service channel is to conduct transactions with prospective buyers. Service channels include warehouses, transportation companies, banks and insurance companies that assist with transactions.

According to Mulyana (2019), company orientation consists of: a) Production concept, which is the oldest concept in business. This concept states that consumers prefer products that are available in large quantities and are inexpensive. This concept can still be applied, for example, to provide value at a low cost to consumers. For example, the concept of low-cost carrier in the airline industry. b) The product concept holds that consumers favor products that offer the best quality, performance or innovative features. The company focuses on making superior products and always innovates. c) The selling concept assumes that companies must make aggressive sales and promotion efforts. The goal of marketing with the sales concept is to sell more goods to more people so that more profits. d) The marketing concept, holds that the key to achieving organizational goals is to be more effective than competitors in creating, delivering and communicating better customer value to the selected target market. e) The Holistic Marketing Concept is based on the development, design and implementation of marketing programs, processes and activities that recognize their breadth and interdependence. Holistic marketing is an approach that seeks to recognize and accommodate marketing activities.

The stages in designing and formulating a marketing strategy are according to (Tjiptono, 2019), consisting of: 1) The Target Consumer (Target Consumer). The first stage in the formulation of the marketing strategy is to determine the intended consumers. Marketing efforts

will be more successful if it is only aimed at certain consumers, and not society as a whole. The intended consumers are individuals who must be served by the company satisfactorily. 2) Determine Consumer Desires. An effective marketing strategy requires knowledge of consumer desires aimed at the benefits of goods. If the company has determined who is its consumer audience, the next step is to determine or find out what consumers want and what they hope for a product. 3) Marketing Mix (4P). Marketing mix is a set of variables regarding product, price, distribution and promotion and is a policy variable in the marketing mix. The marketing mix is a set of tools that marketers can use to shape the characteristics of the goods or services offered to customers. Jerome Mc-Carthy in Fandy Tjiptono formulated the marketing mix to be 4P (Product, Price, Promotion and Place).

Products are anything that can be offered to a market to fulfill wants and needs (Hou et al., 2017; Jasmani, 2019). From this definition it can be concluded that product policy is a policy adopted by a company in providing goods or services that are in accordance with the needs and demands of consumers. The product is everything that the company tries to offer to its customers. The company tries to adapt its products to the needs of its prospective buyers.

Pricing policy deals with strategic and tactical policies such as price levels, discount structures, payment terms and the degree of price discrimination between different customer groups. Policies regarding selling prices must be adjusted based on how much consumers are able and willing to pay for goods or services, this must also be adjusted to the amount of purchasing power of the target consumer for the product. Setting a price policy is not only based on the willingness of consumers to pay the price of a product, but more than that it must also consider how much the cost is set for similar products or competing products (AB, 2019; De Maeyer, 2012). Because if competitors set prices much cheaper than the products we offer, it is certain that the consumer market will be more easily attracted and choose products whose prices are far below the products we offer. Unless the consumer market is willing to pay high prices for the products we offer.

The policy regarding distribution is related to how the product is delivered to the hands of consumers. It can be concluded that the company considers when and where the product can be obtained by consumers when consumers need it. Companies try to bring their products closer and make it easier for consumers to obtain products to satisfy their needs whenever they are needed.

Policies taken by the company in disseminating information about its products to consumers, that these products are available in the market and these products are able to provide adequate benefits and are able to satisfy consumer needs. The nature of promotion apart from what has been mentioned, namely to introduce products to consumers, is also intended to seduce potential consumers to be moved to take action to purchase the products offered (Sinurat, 2018).

3. Research Method and Materials

This type of research is quantitative research with a survey approach. The population in this study are all people who use or buy silk cloth products from silk craftsmen in Kampung BNI Sengkang, Wajo Regency. The sample in this study were all people who bought or used existing silk cloth products from the BNI Silk Village who produced and marketed the product as many as 100 people. The data in this study used primary data obtained by distributing questionnaires to all respondents and through direct interviews with consumers. The data that has been collected will be analyzed through several stages of testing. The first stage is to perform descriptive statistical tests. The second stage is the research instrument test which

consists of (validity test, reliability test). The third stage is to test all the hypotheses proposed in this study and will be proven through the coefficient of determination test, partial test (t test) and simultaneous test (f test).

4. Results and Discussion

Respondents in this study were customers who bought silk from the Silk Craftsmen of BNI Sengkang Village, Wajo Regency. Researchers took as many as 100 people as samples in this study. There are 3 characteristics of the respondents included in the study, namely based on gender, age, income, and occupation. To clarify the characteristics of the respondents in question, a table is presented regarding the respondents as explained below.

Based on table 2, namely the description of the profile of respondents based on gender, it shows that the respondents who were male were 32 people or 32% and those who were female were 68 people or 68%. Table 2 also shows that of the 100 people who were sampled in this study, it was dominated by respondents aged 36-45 years, namely 49 people or 49%. It can be concluded that most of the customers or consumers who buy silk products are customers aged 36 – 45. Based on income, it appears that most of the respondents' income is Rp. 3.6 million – 5 million, namely 41 people or 41%. It can be concluded that most of the customers who buy silk products have an income of 3.6 million – 5 million rupiah. And based on work, 31 people or 31% of them are civil servants, 16 people or 16% are private employees, 27 people or 27% are self-employed, and with other jobs such as BUMN employees, doctors, consultants, and so on as many as 26 people or 22%.

The second stage to be carried out is to test the quality of the data which consists of testing the validity and reliability. The instrument is said to be good if the research instrument meets the main requirements, namely valid (valid) and reliable (reliable). The validity test is calculated by comparing the value of r count (correlated item-total correlation) with the value of r table, if r count > r table (at a significance level of 5%) then the statement is declared valid. The results of the validity and reliability tests of each variable statement item in this study can be seen in Table 3.

Table 3 shows that all the indicators used to measure the variables used in this study have a correlation coefficient that is greater than r table = 0.197 (r table value for n = 100). So that all indicators of this research variable are valid. And the results of the reliability test show that all the variables in the study have a fairly large alpha (α) coefficient, namely > 0.60 so that it can be said that all measuring concepts for each variable from the questionnaire are reliable, which means that the questionnaire used in this study is a questionnaire that reliable.

Furthermore, multiple linear regression analysis was carried out which aims to determine the direction and how much influence the independent variables have on the dependent variable (Ghozali, 2013). Statistical calculations in the multiple linear regression analysis used in this study were using the SPSS for Windows version 17.0 computer program. The results of data processing can be seen in table 4.

Based on the calculation results in table 4, the regression equation is obtained as follows:

$$Y = 0.173X1 + 0.295X2 + 0.292X3 + 0.263X4$$

The regression equation can be explained that the independent variable Product (X1) has a positive effect on Sales with a coefficient value of 0.173. The independent variable Price (X2) has a positive effect on Sales with a coefficient value of 0.295. The independent variable Place (X3) has a positive effect on Sales with a coefficient value of 0.292. And the promotion independent variable (X4) has a positive effect on Sales (Y) with a coefficient value of 0.263.

Furthermore, an analysis of the coefficient of determination (R2) was carried out to measure how far the model's ability to explain variations in the dependent variable (Ghozali, 2005). The value of R2, which is getting closer to 1, means that the independent variables provide almost all the information needed to predict the independent variables. The results of calculating the value of the coefficient of determination (R2) can be seen in table 5.

Based on table 5, it can be seen that the Adjusted R Square value is 0.694. This shows that 69.4% of sales volume of silk products is influenced by variations of the four independent variables, namely Product (X1), Price (X2), Place (X3), and Promotion (X4). While the remaining 30.6% is influenced by other variables not examined.

Furthermore, hypothesis testing is carried out to see how the effect of the independent variables on the dependent variable. This hypothesis testing consists of a partial hypothesis test and simultaneous hypothesis testing. The F statistical test basically shows whether all the independent variables included in the model have a joint effect on the dependent variable. The test results can be seen in table 6.

Based on Table 6, the results of testing the regression model for all variables show a calculated F value = 57.183 with a significance of 0.000. By using a significance limit of 0.05, the significance value is less than 0.05. With a positive coefficient direction, it is thus obtained that the hypothesis states that the variables Product, Price, Place, and Promotion as a whole have a significant influence on Sales. Therefore, the existing data can be used to realize the value of Y (the dependent variable).

Next, namely the partial test (t test), aims to determine the partial effect of each independent variable product, price, place and promotion on sales, which is presented in table 7.

Based on Table 7, the results of the regression test for the Product variable on Sales show a t count = 2,262 with a significance value of 0.026. By using a significance limit of 0.05, the significance value is less than 0.05, then the hypothesis can be accepted. Thus there is a positive and significant influence of the product variable on sales. The results of the regression test for the price variable show the t value = 3.494 with a significance value of 0.001. Thus there is a positive and significant influence of the product variable on sales. While the place variable shows a calculated t value = 4.018 with a significance value of 0.000. Thus there is a positive and significant effect of the price variable on the sales variable. And the promotion variable shows t count = 3.701 with a significance value of 0.000. Thus there is a positive and significant influence of the Place variable on the Sales variable.

Discussion
Effect of Products on Sales of Silk Fabrics

The results of hypothesis testing indicate that the product variable has a positive and significant effect on the increase in silk sales to the Silk Craftsmen of BNI Sengkang Village, Wajo Regency. The product is the central point of marketing activities because the product is

the result of a company that can be offered to the market for consumption and is a tool for a company to achieve the goals of the company. A product must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty, and taste in order to attract consumers to try and buy the product. In the product quality assurance program, the company will always try to carry out intensive quality control activities on the components of the product's basic ingredients, production processes, and the final product. As for what is meant by quality control is an activity to ensure whether the policy in terms of quality (standards) can be reflected in the final result. In this quality control, products are checked according to standards and all deviations are recorded and analyzed, the results of which will be used as feedback for implementers in carrying out corrective actions in the future. The research results show that the product has a significant effect on sales. This means that every increase in sales turnover is influenced by the product. The results of this study are in line with research (Musa & Rotinsulu, 2019; Pristyo, 2013) which found that products have a positive and significant effect on sales.

Effect of Prices on Sales of Silk Fabrics

The results of hypothesis testing indicate that the price variable has a positive and significant effect on the increase in silk sales to the Silk Craftsmen of BNI Sengkang Village, Wajo Regency. This means that the provision of appropriate prices can influence consumer behavior to wear and use silk cloth so that it increases sales volume to BNI Sengkang Village Silk Craftsmen, Wajo Regency. Prices that are in accordance with quality, and can be reached by consumers affect the loyalty of these consumers to continue to wear and use silk fabrics. Price is the amount of money consumers have to pay to get a product or service. In business life, price is one of the important factors that influence the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product. So that the price offered becomes a special consideration, before they decide to buy goods or use a service. Marketing mix, price is one of the important factors that influence the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product, so the price offered is a special consideration, before they decide to buy goods or use a service. From the habits of consumers, the pricing strategy is very influential on the sales and marketing of the products offered. The results showed that the price has a significant effect on sales turnover. This means that every increase in sales turnover is affected by that price. The results of this study are in line with research (Gaghana et al., 2017; Neisia et al., 2018; Rofi'i, 2019) which found that price has a positive and significant effect on sales.

The Effect of Promotion on Sales Crape

The results of testing the hypothesis indicate that the promotion variable has a positive and significant effect on the increase in silk sales to the Silk Craftsmen of BNI Sengkang Village, Wajo Regency. This shows that by doing the right promotion, the increase in sales will increase in sales of silk fabrics. In essence, promotion is a form of marketing communication. What is meant by marketing communications is marketing activities that seek to disseminate information, influence or persuade, and remind the target market for its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. Promotion is the best strategic combination of advertising, personal selling, and other promotional tools, all of which are planned to achieve sales program objectives. Promotion is communication from sellers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or obtain a response. The results of this study are in line with research (Jasmani, 2019; Suryani, 2016) which found that promotion has a positive and significant effect on sales.

The Effect of Place on Silk Cloth Sales

The results of hypothesis testing indicate that the place variable has a positive and significant effect on the increase in silk sales to the Silk Craftsmen of BNI Sengkang Village, Wajo Regency. Location or place is a place to serve consumers, can also be interpreted as a place to display merchandise. Determination of place/location is the main strategy in retail business. A strategic location will be the opening road that determines the success of a retail business. Many retail entrepreneurs sometimes do not understand the importance of location when opening a retail business, so they do not conduct a location survey and develop the right strategy in selecting the location. One of the strategies that need to be considered by the company is the selection of a place/location, both the factory location for manufacturing companies or business locations for service/retail companies as well as office locations. Location selection is needed when a company establishes a new business, expands an existing business or moves the company's location to another location. Location selection is very important because it relates to the size of operating costs, prices and competitiveness. The results of this study are in line with research (Karim et al., 2014; Rofi'i, 2019) which found that location/place has a positive and significant effect on sales.

5. Conclusion

Based on the results of the research and discussion previously described, it can be concluded that the marketing mix consisting of the 4Ps (product, price, place, promotion) has a positive and significant effect on increasing silk sales to Silk Craftsmen of BNI Sengkang Village, Wajo Regency. Products are determined by the quality of weaving and silk motifs. Prices are determined by the set price of the product. The location of distribution is determined by the strategic location of product sales. Promotion is determined by the discount and the frequency of promotions carried out. Among the marketing mix, the price strategy has the most dominant influence on silk sales to Silk Craftsmen of BNI Sengkang Village, Wajo Regency, based on the results of statistical analysis, the value of the regression coefficient shows the highest value among the other independent variables.

Based on these conclusions, the suggestions that the researcher can give are, first, it is suggested that decision makers at BNI Sengkang Village Silk Craftsmen, Wajo Regency, need to further improve the marketing mix in increasing sales, by increasing the application of other marketing mix strategies. Second, attention needs to be paid to improving the marketing mix by inserting a small budget for product promotion and distribution so that it is better known by the public by demonstrating the quality of the products produced.

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