

## INFLUENCE QUALITY SERVICE AND PROMOTION TO VOLUME SALE ON PT. PRIORITY RENGAT

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### **ABSTRACT**

The formulation of the problem studied is whether there is a simultaneous or partial influence between service quality and promotion of volume sale at PT. Priority Rengat. Objective research namely for know the influence quality service And promotions on sales volume at PT. Rengat Priority. Method study that is Quantitative methods are descriptive research regarding service quality and promotion on sales volume at PT Prioritas Rengat. H results study that is Coefficient Correlation is known that ( $X_1$ ) quality service and ( $X_2$ ) promotion has a positive relationship with (Y) sales volume. This can seen from mark efficiency correlation multiple R is 0.420. And furthermore tested with The coefficient of multiple determination ( $R^2$ ) is 0.176. this shows that ( $X_1$ ) quality service and ( $X_2$ ) promotion have a variation relationship with (Y) volume sale as big as 17.6 %. And the rest 82.4 % in influence by variable besides ( $X_1$ ) and ( $X_2$ ). Based on the significant value seen in the sig column, namely 0.009 means the probability of 0.009 is smaller than 0.05. This means it has a greater influence significant between quality service And promotions on sales volume .

**Keywords :** *Quality Service, Promotion, Volume Sale*

### **INTRODUCTION**

Socioeconomic changes have created new challenges in the business world. Marketing executives must can develop consumer-oriented marketing concepts. They must can fulfil demands consumer about service Which more Good And satisfactory and can provide goods or services that suit your needs and desires para consumer.

Satisfaction consumer is Wrong One factor important so that producer No lost consumers and can also increase the number of customers . Efforts taken by the company to increase volume sale is necessity strategy marketing through orientation mix marketing which includes product, price, promotion and distribution. Pricing aims to encourage sales in marketing an item And service, And Also compete in an effort to increase volume sale.

Business Which done company For fulfil need consumer at a time win competition, company must prepare strategy marketing Which appropriate For the product. Product Which offered to market must get attention For purchased, used, or consumed. Consumers will try to fulfill their needs and look for benefit certain from something product.

PT. Priority is company Which move in the field trading big. Many types of products are offered to consumers . Several factors can influencing consumers in purchasing products , namely pe quality service and intensive promotion . Promotion is a direction created to invite a person or organization to the act of creation exchange in marketing. Quality service and intensive promotion need to be implemented because of price And quality product No determine in taking decision purchase. Based on background behind problem in above , then Peru Musan problem in this research namely a pakah quality service And promotion in a way simultaneous influential to sales volume on PT. Priority Rengat?

## METHOD

Study This is study quantitative explanatory Which aim For describe influence variable independent to variable dependent through testing hypothesis ( Sugiyono , 2014). Variable X is influence quality service And promotion Meanwhile, variable Y is sales volume .

This research uses primary and secondary data, namely data obtained from results interview nor questionnaire And data company. Multiple linear regression analysis is used to measure the influence between more one independent variable (variable X1 and variable X2) to the dependent variable (variable Y) . Equality Regression :  $Y = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$

## RESULTS AND DISCUSSION

### Volume Sale

Sales volume is the number of sales that a company wants to achieve company in period time certain. (dictionary term economics, 2008) . Whereas according to Private ( 2003 ) sales volume is the number of units sold from production units There is a transfer from the production side to the consumer side a period certain.

As for factor Which influence volume sale between other:

1. Quality goods.  
A decline in the quality of goods can affect sales volume . If goods quality of goods traded may cause the buyer to suffer who are already customers are disappointed so they can turn to other stuff that the quality more Good.
2. Appetite consumer.  
Consumer tastes are not fixed and can change at any time Consumer tastes for the goods we sell change sales volume will decrease.
3. Service Consumer  
Service to customer is factor important in Facilitate sales against increasing levels of competition sharp. By providing good service to customers so can improve volume sale.
4. Competition lower price sell.  
Piece price can given with objective sale And Company profits can be increased than before. Discounts can be given to certain parties with certain conditions also.

### Quality Service

Service is something activity Which happen in interaction directly between someone and another person and provide customer satisfaction (Sinambela 2006).

Dimensions \_ in measure service Which be r quality that is (Zeithaml, 2000):

1. *Tangibility*

This can be in the form of physical appearance, equipment, and the use of assistive devices owned service provider. This is very important, society will feel more comfortable in physical facilities that are clean, neat and comfortable as well easy in identify between buyer service with person other .

2. *Reability*

Suitability between reality service Which given with service Which promised. This is important because it will affect business planning and certainty of public in get service.

3. *Responsiveness*

Ability in giving service in a way appropriate And fast. Giver services must be responsible for providing solutions to problems that problem faced public or customers.

4. *Assurance*

The skills needed to provide services so that customers are free from loss Because service yet \_ maximum .

5. *Empathy*

There is understanding between giver service with public. This can be done by loading capable communication access makes it easier communication between giver service can know the community/customers well and the wishes of the community can understandable. in progress service .

### Promotion

Promotion is a company's attempt to influence ( *persuasive Communication* ) potential buyers, through the use of all marketing reference elements. (Assauri, 2008). Promotion is seen as a one-way flow of information or persuasion created to direct a person or organization to creative action deep exchange marketing". (Swastha, 2003).

Promotion is an activity aimed at introducing something goods with influence candidate buyer so buy the item.

Activities \_ promotion consists from that is

1. Advertising ( *Advertising* )

Advertising as following “*Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor*” (Kotler, 2008)

Advertising is process Which produce And distribute stimulation through letter news, magazine, radio, television, other advertising venues and attempts to influence behavior candidate buyer For buy. (As'ad, 2003).

The aim of advertising viz

- a. Advertisement Information (*Informative Advertising*)  
To provide information to consumers about a new product and for build demand primary.
  - b. Advertisement Reminder (*Reminders Advertising*) So consumer still remember certain products.
  - c. Advertisement Persuasive or Persuade (*Persuasive Advertising*)  
To build a request with convince consumers of product quality best value for money they took it out.
2. Sale Individual (*Personal Selling*)  
Sale individual is connection between two person or more in a way face to face with build connection communication between producer and consumers. (Assauri, 2008).  
Sale individual own quality specifically, namely:
1. Stare advance in a way individual (*Personal Confrontation*)  
Sale individual involve something connection the living, direct, And interactive between two person or more.
  2. Fertilization or familiarity (*Cultivation*)  
Sale individual possible the sales relationship continues to something personal relationship Which deeper.
  3. (*Response*)  
Buyer feel obliged For hear talks seller And give reaction.
3. Promotion Sale (*Sales Promotion*)  
Promotion sale is stimulation period short For encourage purchases or sales product or service. (Kotler, 2008).

According to Kotler ( 2009 ) promotional characteristics sale that is a.  
Communication (*Communications*)

D can increase attention And information product and introduce to buyer .

b. Stimulation (*Incentives*)

M pushing help or give mark to consumer.

c. Invitation / Invitation (*Invitations*)

Ajakan \_ special For invite consumerto hold transaction.

4. Publicity (*Publicity*)

Publicity is the stimulation of demand for a good or service, with how to make news that have meaning commercial. (Assauri, 2008).

The advantage of publicity is that its costs are lower in comparison promotion other, can interesting attention audience And give message Which more complete. Weaknesses \_ publicity ie companies cannot fully control the messages delivered, the time they are broadcast, so it is difficult for companies to plan front .

Table 1  
Regression (Descriptive Statistics)

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,891	,716		2,642	.011
	Kualitas Pelayanan	,395	.153	,342	2,582	.013
	Promosi	,176	.128	,183	1,380	,174

a. Dependent Variables: Volume Sale

From the table above, the Multiple Linear regression value is  $Y = 1.89 + 0.395 X_1 + 0.176 X_2$

**Table 2**  
Multiple Correlation Analysis (R) And Determination Efficient (R<sup>2</sup>) **Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,420	,176	,142	,36855

a. Predictors: (Constant), Promotion, Quality Service  
b. Dependent Variables: Volume Sale

Based on table on that mark efficiency correlation (R) is 0.420 and his determination (R<sup>2</sup>) is 0.176.

Analysis Hypothesis

**Table 3**  
Test hypothesis in a way simultaneous (Test Hypothesis with Test "F")

**ANOVA<sup>b</sup>**

Mode	Sum of Squares	Mean Square	F	Sig.
1				

1	Regression	1,421	2	,711	5,233	,009
	Residual	6,655	49	.136		a
	Total	8,077	51			

a. Predictors: (Constant), Promotion, Quality Service

b. Dependent Variables: Volume Sale

Based on in the table above, the calculated F is 5.233, while the F table can be obtained using table F with residual degrees of freedom (df) which is 49 as df denominator and df Regression (treatment) which is 2 as df numerator with level significant 0.05 , so the F table is 3.18. because F count (5.233) > F table (3.18) then Ho is rejected and Ha is accepted. Based on the significant value of the sig column, namely 0.009, it means that the probability of 0.009 is smaller than 0.05. This means has a significant influence between service quality and promotion on sales volume.

## CONCLUSION

Based on research results then conclusion as following multiple regression equation from SPSS data that constant (a) is 1.89 . And coefficient  $X_1$  ( $b_1$ ) is 0.395 And coefficient  $X_2$  ( $b_2$ ) is 0.176. Equality regression multiple is  $Y = 1.89 + 0.395 X_1 + 0.176 X_2$ . Meaning: a= if service quality and promotion are the same with Zero (0) then the sales volume value is equal to 1.89.  $b_1$ = if there is an increase of 1 unit in the quality of service then this will occur enhancement on volume sale as big as 0.395. And  $b_2$  = If happen enhancement 1 unit on promotion so will happen enhancement on sales volume of 0.176.

From equality Efficient correlation is known that ( $X_1$ ) quality service And ( $X_2$ ) promotion have connection positive with (Y) volume sale. Here  $r_{ad}$  is 0.420. And furthermore tested with Keofisien determination multiple (R is 0.176. Matter This menuujukka that ( $X_1$ ) quality service And ( $X_2$ ) promotion Already together – The same exists connection variation to (Y) volume sale as big as 17.6 %. And the rest 82.4 % in influence by variable besides ( $X_1$ ) And ( $X_2$ ).

Based on the partial test: T calculated for service quality is 2.582, in the T table with db 49 and a significance level of 0.05, 1.67 was obtained. T count > than T table then Ho is rejected while the significance in table B is 0.013, which means the probability is 0.013, because the probability is less than 0.05 then between quality service own influence Which significant to volume sale. And the calculated T for the promotion variable is 1.38, in the T table with db 49 and a significance level of 0.05, 1.67 was obtained. because T count < from in T table then Ho is accepted while it is significant in table B 0.174, which means a probability of 0.174, because the probability is more than 0.05 then between promotion No own influence Which significant to volume sale.

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