Direct Selling and Promotion Strategies in Improving Sales Spare Parts and spare parts Motor UD Wodjo Motor Lumajang

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Abstract

Marketing is one of the most important functions of the company, where appropriate marketing can increase sales and the position of the company in the market. The purpose of this study was to determine direct selling and promotion simultaneously or partially. The sampling technique used in the research of sampling technique used is simple saturation where the sampling technique is when all members of the population are sampled. And the sample used was 60 respondents from consumers and customers UD.Wodjo Motor Lumajang. The data used in this study include primary data. There are two variables in this study namely independent and dependent variables. Independent variables include direct selling and promotion. Whereas acting as the dependent variable is the sales.

Keywords: direct selling, promotion, sales.

INTRODUCTION

In the era of free trade globalization and also current impact business competition is very tight, not least with companies located in Indonesia. Globalization is not only between provinces, or regions, but also trade between countries is also increasing. This is shown by the increasing economic dependence between nations. With the increasing flow of goods or services between countries would increase marketing activities. Any company can increase sales of its products by using effective marketing strategies. Effective marketing strategies the key to success of companies in increasing sales. Marketing activities can not be interpreted as a stand-alone activity, but related to other functions within the company.

Its market share is dependent upon the ability of companies to take advantage of the company's marketing strategy. With the company's marketing strategy to improve penjualanya. Companies engaged in the automotive world, especially two-wheelers, not out of the competition, where the company is required to be able to face the various obstacles that arise in managing enterprise business pemasaranya. Therefore the two-wheeler automotive companies in particular should be able to increase penjualanya. The level and type of needs and desires of consumers that can vary from one to the other. A good image and confidence in the company will make consumers lured to hold a re-purchase, and consumers will not baralih to other companies that offer similar products.

According to William J. Stanto (in Donni Prianssu June, 2005: 30) "Marketing is a total system of business activities that are designed for planning, pricing, promoting, and distributing goods and services that satisfy the desire of both to consumers today and potential consumers ". Meanwhile, according to Kotler and Armstrong (in Donni June Priansa, 2012: 30) asserts "Marketing is a social and managerial process in which individuals and groups obtain the things they need and want by
creating, offering, and freely exchanging products of value with other parties”. In a consumer company as the top priority for consumers as a subject that is able to increase the number of sales that a company can gain advantage.

Profits and customer satisfaction as well as a benchmark for the assessment of the success of the company and also the survival of the company. To achieve the success of a company should be equipped with the strategy, the company is highly dependent on the strategies used in selling their products. Craven and Piercy (in Donni Priansa June, 2013: 51) "The marketing strategy is a market-driven process of development strategies that take into consideration the changing environment and the need to offer superior customer value". The strategy has been applied in a company will illustrate the main action and decision patterns will be selected to achieve company goals. The strategy used by a company in the face of competition which is a marketing strategy and sales strategy. To face competition indispensable business marketing strategy, marketing strategy is basically a plan that is comprehensive, integrated and unified field of marketing, which provides guidance on the activities undertaken to be able to achieve a company's marketing objectives. Therefore, a company must apply the right strategy to increase sales in the company.

direct sellingnamely a strategy of direct sales to customers who take advantage of the salesperson to market products directly to consumers or customers. According to Agus Hermawan (2012: 183), "Direct selling (direct marketing) can be interpreted as a marketing approach that is free to use or distribution channels and marketing communications, which allows the company has a strategy in dealing with consumers". Meanwhile, according to Kotler and Keller (2009: 240) "Direct marketing (direct selling) is the use of direct channels to reach consumers and deliver goods and services to customers without using intermediaries marketing". Nevertheless, direct sales is not limited to the direct channel, these sales may occur between manufacturers and customers, between producers and intermediaries, and between the interface with the customer. Sales activities through the direct selling of products made in companies using distribution channels that aim to introduce products and encouraging or inducing customers to buy the products offered by the company. In this system, the salesperson should be able to persuade their potential customers through direct personal communication.

Promotion is one of the main factors supporting the success of a company to market its products. According to Agus Hermawan (2012: 127) "Promotion is the marketing activities that propose the added value of a product (for more than just existing on the value of the product) within a certain time period in order to encourage consumer purchases, the effectiveness of the sales, or encourage the efforts made by salespeople (sales force) " . In the promotion of communication that should be built by the company to the consumers / customers. By building a good and clear communication will have a positive influence between the two sides in order to build mutual trust. As for tools that can be used to promote a product called the promotion mix.

According Priansa June Donni (2017: 40), "promotion mix includes advertising (advertising), sales promotion (sales promotion), public relations (public relations), and the sale of individual (personal selling)". With the implementation of this right promotional mix is expected to stimulate the consumer to make a purchase decision. For that increases the volume of sales is required by the company. The volume is the level of corporate activity both production and sales, while sales volume is the amount of product units sold which is expressed in the number of units that must be achieved in product sales. In a company marketing objective is to increase the volume of profitable sales to generate revenue within the meaning optimally and increase profits.
One of the company's goals in implementing kegiatanya namely the achievement of the desired level of sales volume by the company in the form or service. With a sales volume of the company can generate revenue and profit is expected. So the increase in sales volumes is required by the company in order to achieve profit as well as its viability is maintained.

Sulistya Endang Rini (2013) "The Role of product floating in increasing sales" Product development (X1) very close relation to the success of a company in an effort to increase penjualanya (Y). By doing the product development opportunity for the company to acquire new customers will be even greater. When customers increase the sales will increase. Putrid Shah's Rami Indra Safri (2015) "The influence of sales promotion in increasing car sales MITSUBSHI pad PT. Pekan Perkasa Berlian Motor PekanBaru" the results showed that the sales promotion have a positive impact on increased sales of Mitsubishi cars in the company.

Marceline Livia Hedynata and Wirawan EDRadianto (2016) "promotional strategy in increasing sales luscious chocolate potato snack" results showed that Luscious Chocolate Potato Snack need of repair and improvement of the promotion of fundamental strategy at 8 models promotional mix. There are 5 models promotional mix was chosen as the focus improvement promotion strategy Luscious still a startup business, the events and experiences, direct marketing, sales promotion, interactive marketing online, and personal, public relations and publicity, and advertising, not a strategy focused promotion Luscious to be repaired or upgraded in the near term.

Miriyan Luh (2017) "Analysis of the application of direct selling strategy and its impact on the volume of sales at PT. Topical pack works tokcer village workshop in 2016 "results showed that application of direct selling strategy has an impact on sales volume in 2016 amounted to Rp 26,747,117 each month. Obstacles encountered in the implementation of the direct selling strategy that delay the purchase of a product, the system consignment in product sales, and the threat of a product from a competitor. the solution to overcome problems in implementing the strategy of direct selling is to give awards and gifts to specific customers, collect payments, and improve product quality. PT. Karya Oles tokcer village garage was implementing standard operating procedures (SOP ) in penjualanya activities.

Kamararuddin (2017) "marketing strategy to increase sales volumes of LPG economic perspective of Islam" has done marketing strategy in accordance with the rules of Islam. Because LPG agency owner always pay attention to the quality of products sold to the public. When an error in the loading and unloading of causing a reduced number of doses purchased by consumers, then the agent does not sell these tubes.

Joshua Halomoan Iulando Siregar, Sunarti, and Khalid M. Al-Mawardi (2017) "Analysis of the marketing strategy to increase export sales volume" The results showed that PT. Kaltim Prima Coal use STP strategy and marketing mix in pemasaranya. Through SWOT analysis, it is known that the company's greatest strength lies in the quality of products owned by PT. Kaltim Prima Coal is assured, while the company's biggest drawback is the high-demand markets in Asia, while the threat to the company is a competitor of China and the United States with similar products.

Apriwati Sholihat (2018) "The influence of sales promotion and service quality to purchasing decisions in Crema Koffie" The results show that the sales promotion and service quality significantly influence purchase decisions in Crema Koffie.
From some previous research, the thing that sets of the current research is the study period and the object of research. Different research period will give the results of different studies. While the object of this study is also different because it is done diobjek engaged in the field of auto parts and motorcycle spare parts. This study will be conducted at UD Wodjo Motor Lumajang which is a motorcycle parts and spare parts. UD Wodjo Motor is one of the parts and motor spare parts are quite well-known area Lumajang located in Jl.HOS Tjokroaminoto RT. 01 RW. 14, Village Tompokersan, District Lumajang Lumajang.

METHODS

Based on the purpose and nature of the problem to be researched, this type of research is quantitative research looking for a causal relationship. This research is a causal associative nature, where there is a causal relationship between the independent variable or variables that influence and dependent or influenced variable (Sugiyono, 2013: 37). In this study, the selected location is at UD Wodjo Motor Lumajang, Population is a generalization region. Where in the region include the subject and the object that has certain characteristics and a predetermined quantity of researchers to be learned so that it can be drawn the conclusion (Sugiyono, 2015: 148). The population in this research is consumer and customer of 60 people. Samples interpreted as a part of the number and characteristics possessed by a population (Sugiyono, 2015: 149). The sampling technique in this study is simple saturate a sampling technique when all members of the population used as a sample (Sugiono, 2009: 122). The samples in this study were 60 people who become buyers at UD Wodjo Motor Lumajang. This type of research is quantitative study using multiple linear regression analysis, by finding the associative relationship is causal. In quantitative research, data analysis technique used is clear, that is directed to answer the problem formulation or test the hypotheses that have been formulated in the proposal researchers(Sugiyono, 2009: 206),

RESULTS AND DISCUSSION

<table>
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<tr>
<th>variables</th>
<th>product Moment</th>
<th>Cronbach’s Alpha</th>
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<tr>
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<tr>
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<tr>
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<td>.788</td>
<td>0.717</td>
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Source: 2019 data though results

From table 1 overall item variable declaration consists of variable direct selling statement there are 4 items, promotional variable declaration consists of 4 items, and sales consisted of four items a statement that the results show that all of the items pernyataananhave rihitung value greater than rtable. It can be concluded that all items on the statement of the variable direct selling, promotions
and sales can be said to be valid. Thus whole grains question on this research variables can be declared eligible as a research instrument because it can collect data or information required. It can be seen that for a variable direct selling (X1) obtained value of Cronbach's Alpha coefficient direct selling 0.633, coefficient sale 0.792, and sales 0.717 In the opinion Yuandari and Rahman (2017: 57), a statement items in declared reliable if the value of Cronbach Alpha larger of 0.6.

<table>
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<th>Table 2 Testing Hypotheses</th>
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<tr>
<td>variables</td>
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<tr>
<td>Direct Selling &lt;Sales</td>
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<tr>
<td>Promotions&gt; Sales</td>
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</tbody>
</table>

Source: Results of data processing 2019

From table 2 T test results on the X1, namely direct selling with a significance of 0.000 using a significance limit of 5% or 0.05. So X1 with a significance level of 0.000 which is below the 0.05 limit. Then it can be concluded that direct selling did not significantly influence sales at UD Wodjo Motor Lumajang. T test results on the X2 is the promotion of the significance of borderline significance 0.008 using 5% or 0.05. So X2 with 0.008 significance level under the 0.05 limit. Then it can be concluded that promotion significantly affect sales of UD Wodjo Motor Lumajang.

Generally, this study shows the results of the descriptive analysis that direct selling does not affect the sales, while the positive effect on sales promotions in UD Wodjo Motor Lumajang, thereby simultaneously direct selling and promotion variables significantly influence sales. It can be shown from the results of the responses from UD Wodjo Motor Lumajang against each of the variables.

Results of testing the first hypothesis of the influence of direct selling sales showed a positive influence on sales between direct selling in UD.Wodjo Motor Lumajang. This means that direct selling has an important role to the direction of sales. The results showed that direct selling plays an important role in influencing sales. It can be concluded that direct selling is a positive effect on sales.

**Direct selling**namely a strategy of direct sales to customers who take advantage of the salesperson to market products directly to consumers or customers. According to Agus Hermawan (2012: 183), "Direct selling (direct marketing) can be interpreted as a marketing approach that is free to use or distribution channels and marketing communications, which allows the company has a strategy in dealing with consumers". The results of this study can be explained by the entire item statement. Some of the statements contained in the direct selling items such as The main criteria in this statement mentioned "UD.Wodjo Motor introducing products always innovating". Innovating in terms of utilizing and developing the company's existing products, so it has a more meaningful value. This innovation process occurs continuously within the company their desire to do something to be more easily and quickly. UD.Wodjo previously when introducing products to customers only with words, then UD.Wodjo innovate introduce products to benefit more products. And it has done UD.Wodjo success in introducing new products. The second criterion in this statement is UD.Wodjo Motor has a habit of offering payment term. Offers a payment term in the company UD. Wodjo Motor Lumajang, applied for a special customer who always order in large quantities. Then for the third criterion of the statement UD.Wodjo Motor always improve confidence in its products. Confidence in the products that have been believed and loved by consumers or customers. Companies in meningkatkatkan confidence in the product by giving a price according to the quality of existing products. Furthermore, the last criteria UD.Wodjo Motor reassure consumers on the
products it sells. Confidence in the products according to the criteria of individual preferences of consumers and customers about it UD.Wodjo reassure consumers by demonstrating the products it sells. As one example UD.Wodjo Motor demonstrating one meter brand x, and it was convincing consumers and customers to the product.

Results of testing the hypothesis that the effect of promotions on sales showed a positive influence between promotion to sales. This means that consumers and customers feel good promotion in increasing sales in UD.Wodjo Motor Lumajang. Promotion is an important aspect for the company, with the promotion of the company can increase product sales as much, as the company introduced a product that sells via promotion. The results showed that promotion has a significant relationship to sales. It can be concluded that the promotion of positive effect on sales.

According to Wikipedia, the promotion can be interpreted as advertise a product or brand, generate sales and create brand loyalty or brand. Meanwhile, according to Wikipedia Indonesia, namely the promotion of understanding of the seller attempts to inform or offer products or services with the aim to attract potential customers to purchase or consume. An enterprise promotion aims to achieve a certain goal.

The results of this study can be explained based on the criteria statement items on entrepreneurial learning, i.e., the first criteria item UD.Wodjo Motor Lumajang has a frequency in promotional products. Increased frequency and quantity of the sale, the way the company to raise the frequency of purchase, the first thing a company should do is count the frequency of purchase on a regular basis, in order to set a goal, then have to prepare a strategy to develop a strategy that will make consumers and customers to buy product more often. Furthermore, the second question item UD.Wodjo Motor Lumajang sale proceeds in accordance with the expected quality. When companies have the new products to be promoted then have the company targeted promotions. In that campaign targets companies always make every effort to achieve a satisfactory sale outcome. Next the third criterion on the promotion of UD statement items. Wodjo Motor Lumajang on target. Right on target in terms of each company in the promotion have a purpose and that purpose on target.

The fourth on UD.Wodjo statement items Motor Lumajang time-bound promotions. In promoting the company has a certain time limit to achieve the target of promotion. The time limits campaign aims to face stiff competition, the company should determine the segmentation, more personalized to meet diverse consumer behavior. With the time constraint sale company can achieve more targeted and effective. The time limits are too short sale if a consumer bias usually only take advantage, but if the time limit is too long then it will lose appeal to persuade consumers. Right on target in terms of each company in the promotion have a purpose and that purpose on target.

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CONCLUSION
This study aimed to determine the effect of direct selling and partially on sales promotions in UD.Wodjo Motor Lumajang. From the formulation of the problem, objectives, along with discussion of the research hypothesis the research that has been presented in the previous chapter can be deduced from this study are as follows:

a. The first hypothesis testing results indicate the direct selling no significant effect on sales in UD.Wodjo Motor Lumajang.
b. The second hypothesis testing results show a significant effect on the promotion of the sale of an interest in UD.Wodjo Motor Lumajang.

REFERENCES


