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Research Paper

Analysis of The Effect of Promotional Mix Strategies on Marketing Performance Pt. Hadji Kalla Toyota

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ABSTRACT: *An Analysis on the effect of promotional mixture strategies on marketing performance of PT.Hadji Kalla Toyota (supervised by Haris Maupa and Indrianty Sudirman)*
The aim of this research is to analyse the effect of promotional mixture strategies on the marketing performance of PT. Hadji Kalla Toyota.This research was an observational analytic study with cross sectional study design. The population were all consumers of PT. Toyota Hadji Kalla makassar in three branches, i.e Cokro, Urip and Alauddin from 2013-2017consisting of 25,768 people. The sample was selected using proportional random sampling technique consisting of 138 respondents. The Data analyses were univariate and bivariate using chi-square test. The results of the research indicate that the sales promotion variable (p = 0.872), public relations (p = 0.177), and personal selling (p = 0.112) have no effect on performance assessment. Meanwhile, advertising marketing variable is the only variable having effect on performance assessment with p-value (0.001 <0.05).
KEYWORDS: *Promotional Mix, Performance, Advertising Marketing*

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I. PRELIMINARY

The business environment in the current era of globalization is a competitive, turbulent business environment. In essence the purpose of establishing a company is to make the maximum profit possible. The success of a company in achieving that goal is greatly influenced by the company's ability to market its products. The success of marketing strategies is influenced by several factors, namely market research and analysts, product decisions, pricing, promotion and distribution.[1] The combination of promotional elements is known as promotional mix, which consists of advertising, sales promotion, publicity and sales of individuals / salespeople. In determining the most effective promotional mix element and combining these elements is the task of marketing management.[2]

Communication is a process of delivering information by involving two or more parties (communicators and communicants) to achieve the goal by expecting feedback through certain media.[3] communication can be effective if the message is received and understood as intended by the sender of the message, then the message is followed up with an action by the recipient of the message and there are no obstacles to it. Marketing communication is a form of interaction (communication) between companies and business partners and consumers that aims to strengthen the marketing strategy (promotion) and communication applications for products or services and approaches to the company.[4]

No.	Branch	2013		2014		2015		2016		2017		Jumlah		total
		Cash	kredit	Cash	kredit	cash	Kredit	cash	kredit	Cash	kredit	Cash	kredit	
1	Urip	892	1727	853	1307	625	1176	719	951	466	952	3555	6113	9668
2	Cokro	656	1408	582	1051	479	915	594	845	489	897	2800	5116	7916
3	Alauddin	536	1483	536	1032	372	1102	552	1022	408	1141	2404	5780	8184
TOTAL														25768

Table 1. 1. Toyota Car Sales Volume in 2013 up to 2017 at PT. Hadji Kalla

Based on table 1. 1, the volume of Toyota car sales at PT. Hadji Kalla in every branch of Makassar City from 2013 to 2017 is volatile in sales. changes in sales volume occur every year due to the intense competition due to the emergence of several competing companies offering the same products.

In connection with the importance of marketing strategies, the authors chose the object of research at PT. Hadji Kalla in Makassar, which is a company engaged in the Toyota car dealership. So the author is interested in examining the marketing strategy used by PT. Hadji Kalla Toyota related to the performance of the marketing department in increasing the volume of products produced. The research objective was to analyze the effect of Promotional Mix on Marketing Performance of PT. Hadji Kalla Toyota

II. LITERATURE REVIEW

2.1 understanding of marketing

Philip Kotler (1993: 5) states marketing is a social and managerial process with individuals and groups obtaining what they need and they want by creating and bringing together products and values of each other. According to that definition, Philip Kotler (1993: 5) use the terms desires, product requests, exchanges, transactions and markets. The definition is that at first humans must find a need first then try to fulfill it by establishing relationships. Wiyadi, et al (1995: 3) state the marketing of an entire system from business activities aimed at planning, pricing, promoting and distributing goods and services that satisfy the needs of both existing buyers and potential buyers. As for Hendar (2010: 60) argues that the marketing concept is a business philosophy which states that satisfying consumer needs is an economic and social requirement for the survival of the company.

2.2 **Promotional Mix**

According to Indriyo Gitosudarmo, (1995: 240) what is meant by Promotional Mix is the combination of the best strategies of advertising variables, personal selling, and other promotional tools, all of which are planned to achieve the sales program objectives. From the definition it can be concluded that there are four Promotional Mix variables, namely

a. Advertising

Advertising is a form of non-individual communication with a number of costs with certain media carried out by companies, non-profit organizations or individuals. The main purpose of advertising is to increase demand for the products offered. While the benefits of advertising are:

1) Allows sellers to communicate with many people at once.
2) Allows sellers to disseminate information about products and companies.
3) Allows sellers to dramatize the company and its products through the use of prints, sounds and colors that attract attention

b. Personal Selling

Personal Selling is an attempt to introduce a product through direct communication (face to face) so that consumers are interested in buying the products offered. As a variable from personal selling promotions allows sellers to:

1) Establish a direct relationship with prospective buyers so that sellers can better observe the characteristics and needs of the buyer.
2) Obtaining responses from prospective buyers.
3) Fostering various relationships with buyers both in business relationships and close friendships.

So, in personal selling there is a direct interaction, face to face with each other between buyers and sellers, so that it can be known straight away the desires, behaviors and motives of purchase from consumers, while being able to see consumer reactions. Thus changes can more immediately make adjustments

c. Publicity

According to Basu Swastha (2000: 273), publicity is a number of information about a person, goods, or organization that is disseminated to the public through media without charge, or without supervision from sponsors. When compared to other promotional tools, publicity has some goodness, including:

1) More reliable, because it is in the form of a news not an advertisement
2) Can reach people who don't want to read advertisements
3) Much cheaper, because without costs
4) Can be placed on the front page of a newspaper or in another prominent position

d. Sales Promotion

Sales promotion is a marketing activity besides personal selling, advertising and publicity that encourages the effectiveness of purchasing consumers and traders by using tools such as exhibitions, exhibitions, demonstrations and so on. Here are the sales promotion methods:

1) Free samples of goods, this is one of the sales promotion tools that are considered the most expensive but also the most effective.
2) Prize coupons, this method is very effective because it makes people easily interested.
3) Rebates, is a reduction in prices given to buyers
4) Discounts, exhibitions, exhibiting items at certain times, places and situations.

2.3 The purpose of Promotional Mix

The objectives of Promotional Mix are four:

a. Behavioral motives

Promotional activities or promotion mix will always try to change behavior and opinions and strengthen existing behavior.

b. Telling you

This activity is carried out to inform the market that will be addressed about the company's product offerings.

c. Persuade

Persuading the target will be important if competitors offer the same products. The company not only tells the customer that the product is available, but also has to persuade customers to buy.

d. Remember

This activity is used if the customer has a positive attitude towards the company's product offerings. This goal can be very important, because even if they are interested and buy the product offered, they are still the target of the competitors' promotion, so reminding them to return to satisfaction can keep them from turning to competitors.

III. POPULATION AND SAMPLE

the population in this study were all consumers in three PT. Hadji Kalla Toyota Makassar City namely urip branch, alauddin branch, cokro branch as many as 25,768 people. The sample is a portion of the subjects in the population studied, who are certainly able to represent the population representative (Sabar, 2007). the formula for sampling Lemeshow, 1997 in Syarief, 2014 as follows:

$$n = \frac{N.Z^2.p.q}{d^2(N-1) + Z^2.p.q}$$

Information:

n = minimum sample size
N = Total Population
Z = Normal standard deviation / significance level (1.96) with 95% CI
p = The population target proportion is 0.9 (Azhar, K.2011).
q = 1 - p = 1- 0.9 = 0.1
d = the degree of accuracy used by 95% or 0.05

Based on the formula, it can be seen the number of research samples are as follows

$$n = \frac{N.Z^2.p.q}{d^2(N-1) + Z^2.p.q}$$

$$n = \frac{25768.1{,}96^2.0{,}9.0{,}1}{0.05^2(25768-1) + 1{,}96^2.0{,}9.0{,}1}$$

$$n = \frac{(25768)(3{,}8416)(0{,}09)}{0{,}0025(25767) + (3{,}8416)(0{,}09)}$$

$$n = \frac{8909{,}131392}{64{,}4175 + 0{,}3457}$$

$$n = \frac{8909{,}131392}{64{,}7632}$$

n = 137,56 =138

So, the research sample is 138 respondents using a proportional random sampling system, which is a sampling system by randomly sampling each sub-population taking into account the size of the sub-populations.

Thus the details of respondents based on company branches are as follows:

a) Urip Branch 9668 / 25768 x 138= 52
b) Cokroaminoto Branch 7916 / 25768 x 138= 42
c) Alauddin Branchn 8184 / 25768 x 138 = 44
Amount = 138

IV. DEFINITION OF OPERATIONAL RESEARCH VARIABLES

1. independent variable

the independent variable used in this study is the variable advertising / advertising, sales promotion / sales promotion, public relations / public relations and publicity, personal selling / personal selling

2. dependent variable

the dependent variable used in this study is the marketer performance variable

The operational definitions and indicators can be seen in the following table:

No.	Variable	Dimension	Indicator	Measurement Scale
1.	Advertising	presentation of material or messages persuasively to the public through mass media which aims to promote products or services sold by the company:	a. Fill in the message delivered in the ad b. Number of times an Ad is displayed c. Broadcast media (radio, television) d. Print media (newspapers, catalogs),	Likert Scale
2.	Sales Promotion	a set of incentive tools mostly short-term, designed to stimulate the purchase of certain products or services faster and bigger by consumers or traders .	a. Product launching b. Gift-giving c. Discounts, d. Lottery coupons,	Likert Scale
3.	Public Relations and Publicity	efforts made to trigger positive interest in certain companies and their products by sending new news through press conferences, carrying out special events, and sponsoring activities that are suitable for third parties.	a. Good Image Owned by PT. Hadji Kalla Toyota b. Relations with customers / consumers c. PT.Hadji Kalla Toyota Becomes a Sponsor at Various Events d. . Organizing CSR (Consumer Social Responsibility) events	Likert Scale
4.	Personal Selling	direct communication (face to face) between the seller and prospective customers to introduce a product to prospective customers and shape customer understanding of the product so that they will then try to buy it .	a. aoffering products to consumers b. explain the benefits of the product c. convince consumers to make a purchase	Likert Scale
5	Marketer performance	performance measures obtained from the overall marketing process activities of a company or organization	a. Employee ability and mastery of the products offered b. Fast and easy product purchase service c. Post-product purchase service d. product quality	Likert Scale

V. MATERIALS AND METHODS

The type of research used was observational analytic with a cross sectional study design. This research was conducted at PT. Hadji Kalla Toyota Makassar which is divided into three (3) branches in the city of Makassar, namely: Cokroaminoto Branch, Urip Branch, Alauddin Branch from September to November 2018. The research population is all Consumers at PT. Toyota City Hadji Kalla in three branches for the last 5 (five) years (2013-2017) were 25768 people. Sampling using proportional random sampling. The sample of this study is some consumers in the three branches with a sample size of 138 respondents. Data analysis carried out was univariate and bivariate with chi-square test. Presentation of data in table form along with narration.

VI. DATA ANALYSIS

The data analysis technique uses the SPSS application by conducting Univariate analysis and Bivariate analysis. Univariate analysis was performed on each variable from the results of the study. This analysis will produce distribution and presentation of each research variable. Bivariate analysis is done by testing the hypothesis, which is tested is the null hypothesis (H0). Bivariate analysis aims to see the relationship between 2 research variables, namely the dependent variable and the independent variable using cross tabulation and Chi Square statistical tests. The hypothesis is tested with a significance level of $\alpha = 0.05$, if:

a. p-value ≤ 0.05, then statistically shows that there is a significant relationship between the independent variable and the dependent variable.
b. p-value> 0.05, then statistically the calculation shows that there is no meaningful relationship between the independent variable and the dependent variable.

VII. RESULTS

Most of the respondents were male (76.1%), with the most age found in the age group 41-50 years (37%), the highest level of education at the level of Academy / College (52.9%), employment most respondents work as entrepreneurs (39.1%), and most religions adhere to Islam (86.2%) (Table 1). There were 36.2% (50 people) of respondents stated that the assessment of marketing performance was still lacking (Table 2).

Respondents who stated that the advertising market was good were 102 people (73.9%) and there were 36 people (26.1%) who stated that the ad marketers were still lacking (Table 2). The results of the analysis using the chi-square test, obtained p value of 0.001 because p value $<\alpha$ (0.05) so that Ho is rejected and Ha is accepted (Table 3). The respondents who stated that there were still fewer sales promotions were 95 people (68.8%) and those who stated that good sales promotion were 43 people (31.2%) (Table 2). The results of the analysis using the chi-square test, obtained the value of p value of 0.872 because p value> α (0.05) so that Ho is accepted and Ha is rejected (Table 3).

The variable Public Relations shows that there are 103 people (74.6%) who state that community relations are good and only 35 people (25.4%) state that community relations are still lacking (table 2). The results of the analysis using the chi-square test, obtained p value of 0.177 because p value> α (0.05) so that Ho is accepted and Ha is rejected (Table 3). The respondents who stated that Personal Selling was still lacking were 76 people (55.1%) and 62 people (44.9%) who said Personal selling was good (table 2). The results of the analysis using the chi-square test, obtained a value of p value of 0.112 because p value> α (0.05) so that Ho is accepted and Ha is rejected (Table 3)

VIII. DISCUSSION

Based on the results of the study show that of the four independent variables studied only one variable has an influence on marketing performance. The influential variable is Advertising Marketing while the variables that are not influential are sales promotion, public relations and personal selling

Advertising is all forms of nonpersonal presentation, and promotion of ideas, promotion of goods or services paid by sponsors. [5] Most respondents stated that it was good for advertising marketing and only 36 people stated that advertising marketing was still lacking. The results of this study state that there is an influence of marketing promotion / advertising promotion mix strategy on marketing performance at PT. Hadji Kalla Toyota.

The results of the research obtained are in line and supported also by research conducted by Nanik Ekayanti, 2000 at PT Mayangsari Berlian Motor in Jember which states that advertising has a small and significant effect on sales volume as indicated by the results of the t-test which shows that tcount is 2.6111 is greater than ttable 2.859, with a partial coefficient of determination (r^2) of 0.1095 (small effect of 10.95%). [6]This is not in accordance with the theory put forward by Tjiptono (2008: 225), "advertising is a form of indirect communication based on information about the advantages and benefits of a product that is arranged in such a way that creates a pleasant feeling will change one's mind to make a purchase.[7]

Sales promotion or sales promotion is a collection of incentive tools, which are mostly short-term, designed to stimulate the purchase of certain products or services faster and bigger by consumers or traders.[8] most of the respondents stated lack of sales promotion (sales promotion) and only 43 people stated that the sales

promotion was good. The results of this study state that there is no effect of promotion promotion sales strategy (sales promotion) on marketing performance at PT. Hadji Kalla Toyota

The research conducted is in line with the research conducted by Nur Aini Rohmah, 2015 stating the significance value of the Salles Promotion variable of 0.748 which is greater than α (0.05) and the t test value of 0.323 is smaller than t table of 1.2906, so that it can be said that the Salles Promotion variable empirically has no effect and is not significant on the variable increase in the number of customers in the Salatiga City BMT Kab. Semarang. [9]The difference in the results of the research obtained by Nanik Ekayanti, 2000 at PT Mayangsari Berlian Motor in Jember which states that sales promotion has a significant and significant effect on sales volume is indicated by the results of the t-test which shows that tcount is 3.852 greater than ttable 2.447 and the partial coefficient of determination (r^2) is 0.7121 so that the influence can be said to be large, namely 71.21%[6]

Public Relations as a series of activities organized in such a way as a campaign effort that takes place continuously and regularly. [10]Whereas According to Kotler & Keller community relations are covering various programs designed to promote or protect the company's image or individual products. It is clear that communication with the wider community through public relations can affect the impression of a company or organization and the products or services offered.[11] most of the respondents (103 people) stated both on public relations and publicity / public relations and publicity and only 35 people stated that public relations and publicity were still lacking. The results of this study state that there is no effect of the strategy promotion mix Public Relations and Publicity on marketing performance at PT. Hadji Kalla Toyota.

The results of the research obtained are not in line with the research conducted by Nur Aini Rohmah, 2015, which is known the significance value of public relations variable of 0.086 which is at an error rate of 10% and the t test value of 1.736 is greater than t table of 1, 2906, so that it can be said that empirically the publicity variable has a positive and significant effect on the increase in the number of BMT customers in Salatiga City and Kab. Semarang.[9]

Personal Selling is the interaction between individuals, meeting each other which is intended to create, improve, control, or maintain exchange relations that are mutually beneficial to others.[12] Personal selling is communication carried out in two directions between the seller and prospective buyers face to face to introduce the product offered, so that a decision can be made that is beneficial for both parties.[13] It is known that 76 respondents stated that they lacked Personal Selling and only 62 people stated that Personal Selling was Good. The results of this study state that there is no effect of the Personal Selling promotion mix strategy on marketing performance at PT. Hadji Kalla Toyota.

The results of the research obtained are not in line with the research conducted by Nur Aini Rohmah, 2015 which is known the significance value of the personal selling variable of 0.015 which is smaller than α (0.05) at a 5% error rate and t test value of 2.484 greater than ttable 1,2906, so that it can be said that empirically the personal selling variable has a positive and significant effect on the variable increase in the number of BMT customers in Salatiga City and Kab. Semarang.[9] The results of the study were also not in line with the research conducted by Ayu Putriyani, 2015 which stated that there was a partial positive and significant effect of the personal selling variable on the sales volume of agate at Serayu Stone Pasar Wage as evidenced by the tcount> t table (7.012> 1.996). This means that personal selling has a role in increasing the sales volume of agate at Serayu Stone Pasar Wage Banyumas. .[14]

IX. CONCLUSIONS AND RECOMMENDATIONS

The results showed that of 138 respondents there were 50 respondents (36.2%) who stated that marketing performance was still lacking. Based on the results of bivariate analysis shows that there is an influence between advertising marketing on performance appraisal with p-value (0.001 <0.05) and there is no influence (p> 0.05) between sales promotion (p = 0.872), Public Relations (p = 0.177), and Personal Selling (p = 0.112) towards performance appraisal.

The company is expected to be able to maintain or even improve promotional mix (advertising marketing, sales promotion, public relations and personal selling) companies so that consumers' interest in repurchasing. It should be realized that retaining customers is far better and more profitable than finding new customers to become customers.

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ATTACHMENT

Table 1. Characteristics Of Respondents At PT. Hadji Kalla Toyota

Characteristics of Respondents	**Frequency**	
	N	**%**
Age (Years)		
11-20	3	2,2
21-30	17	12,3
31-40	43	31,2
41-50	51	37,0
51-60	24	17,4
Gender		
Man	105	76,1
Woman	33	23,9
Level of Education		
Primary School	2	1,4
Junior high school	2	1,4
Senior High School	46	33,3
Academy/ College	73	52,9
Postgraduate	15	10,9
Work		
Civil Servants	32	23,2
Entrepreneur	54	39,1
Private employees	40	29,0
BUMN employees	4	2,9
others	8	5,8
Religion		
Islam	119	86,2
Christian	15	10,9
Hindu	1	0,7
Buddha	3	2,2
Total	**138**	**100**

Source : Primary Data, 2018

Table 2. Distribution of Research Variables at PT. Hadji Kalla Toyota

Variable	Frequency	
	n	%
Branch		
Alauddin	44	31,9
Urip	52	37,7
Cokro	42	30,9
Marketer Performance		
Less	50	36,2
Well	88	63,8
Advertisement		
Less	36	26,1
Well	102	73,9
Sales Promotion		
Less	95	68,8
Well	43	31,2
Public Relations		
Less	35	25,4
Well	103	74,6
Personal Selling		
Less	76	55,1
Well	62	44,9
Total	**138**	**100**

Source : Primary Data, 2018

Table 3. Effect of Independent Variables on Marketing Performance at PT. Hadji Kalla Toyota

Independent Variable	Performance Assessment				Total		Statistical test result
	Less		Well				
	n	%	N	%	n	%	
Advertisement							
Less	21	58,3	15	41,7	36	100	p=0,001
Well	29	28,4	73	71,6	102	100	
Sales Promotion							
Less	34	35,8	61	64,2	95	100	p=0,872
Well	16	37,2	27	62,8	43	100	
Public Relations							
Less	16	45,7	19	54,3	35	100	p=0,177
Well	34	33,0	69	65,7	103	100	
Personal Selling							
Less	32	42,1	44	57,9	76	100	p=0,112
Well	18	29,0	44	71,0	62	100	

Source : Primary Data, 2018

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