
Product Marketing Strategy for Maximizing Sales

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Abstract: *Micro, small, and medium enterprises are one of the leading driving forces in economic development in Indonesia. Marketing strategy is a form of plan that is outlined in the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the field of marketing, including strategies for facing competition, price, and promotion strategies. The purpose of this research is to analyze product marketing strategy for maximizing sales. The research approach used in this research is a quantitative approach. The population in this study was 50 Micro, Small, and Medium Enterprises in Medan City. Sampling was taken using a saturated sample of 50 Micro, Small, and Medium Enterprises entrepreneurs in Medan City. To answer the problem formulation in research using partial (t) testing. The results of research using the t test show that there is a partially significant effect of price on maximizing sales in Micro, Small, and Medium Enterprises in Medan City. There is a partially significant effect of promotion on maximizing sales in Micro, Small, and Medium Enterprises in Medan City.*

Keywords: *Price, Promotion, Product Marketing Strategy, Maximizing Sales.*

1. INTRODUCTION

The increasingly rapid economic development in Indonesia makes competition between companies increasingly tight. Starting from the development of technological advances, trading systems, and increasing consumer interest. This competition occurs as a result of globalization and the existence of a free market economy. Economic development is



characterized by changes that cause companies to face various obstacles in their business development (Alimuddin et al., 2023).

Micro, small, and medium enterprises are one of the leading driving forces in economic development in Indonesia. Considering the large role shown by the existence of this business, efforts must always be made to develop it so that every business of this type is able to overcome the problems it faces and develop in a better, more advanced and independent direction so that its role in economic growth becomes greater. The movement of the micro, small, and medium enterprise sectors is very vital to create growth and jobs. Able to create jobs faster than large business sectors.

Medan City as the capital of Sumatera Utara Province is the largest city in the eastern region of Sumatra Island. Medan City area borders directly with Deli Serdang Regency to the west, east and south and the Malacca Strait to the north. Administratively, Medan City consists of 21 sub-districts. In the national urban system, Medan City has been designated as the center of national activities.

Empowering micro, small, and medium enterprises is one of the Mayor of Medan City priority programs. The Mayor of Medan City has made various efforts to promote and revive micro, small, and medium businesses. Apart from providing guidance in product development as well as business management and technology adoption, marketing guidance is carried out by the Mayor of Medan City. The form of marketing guidance for micro, small, and medium enterprises carried out by the Mayor of Medan City is by holding regular events which can become a forum for micro, small, and medium enterprises to market their products. As in the series of events held to celebrate Medan City's birthday, various activities ranging from fashion carnivals, folk entertainment and collaborative gymnastics, have a positive impact and bring blessings to micro, small, and medium businesses.

Medan City is very densely populated, various businesses and ventures are run to earn money. One of the most common businesses is the culinary business. This is because the culinary business is considered to have promising profit potential. The large number of people opening culinary businesses has caused competition to become increasingly fierce. Not a few businesses do not develop because they are unable to compete and cannot follow market tastes. Therefore, business actors must have advantages and improve the marketing performance of their products.

Marketing strategy is a form of plan that is outlined in the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the field of marketing, including strategies for facing competition, price, and promotion strategies. Marketing strategy is a fundamental tool that is planned to achieve a company's competitive advantage through the markets it enters and the marketing programs used to serve the target market (Hendro, 2017).

Sales is an activity or business in selling products or services. Sales activity is very important for the company. Sales is an activity that aims to find buyers, influence and provide guidance so that buyers can adjust their needs to the production offered and



enter into an agreement regarding a price that is profitable for both parties. Sales are transactions involving goods or services sent by customers in exchange for cash, an obligation to pay (Nitisusantro, 2016).

The purpose of this research is to analyze product marketing strategy for maximizing sales.

2. RELATED WORKS

Marketing is a system of business activities designed to plan, determine prices, promote and distribute products that can satisfy desires in achieving company goals. The elements in consumer-oriented marketing principles must be able to determine consumer wants and needs, select certain target groups as sales targets, determine good marketing programs, conduct research on consumers about their character and attitudes, determine and implement marketing strategies. Well-coordinated marketing can provide satisfaction to all parties (Riofita, 2015).

Price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place. Price interacts with all other elements in the marketing mix to determine the effectiveness of each element and the overall element. Companies set prices to maximize unit sales, because higher sales volumes will result in lower unit costs and higher long-term profits (Firmansyah, 2019). Marketers can determine the level of flexibility of results by determining a single price policy or a flexible pricing policy or different variables. One price policy means that products are sold at the same price or sales terms to all consumers who are at the same distribution channel level. Seller terms mean time and method of payment and discounts allowed.

Promotion is one of the important factors in determining success in a company. No matter how good a product is made, if consumers don't know it, they won't buy the product, so promotion is needed to introduce the product to consumers so that consumers are interested in buying. Because promotional activities are a form of marketing communication activity that seeks to disseminate information, influence, remind the target market to be willing to accept, buy and be loyal to the products offered by the company concerned. Promotion is one of the variables in the marketing mix which is very important for companies to market their products in order to increase sales volume. Promotional activities not only function as a communication tool between the company and consumers, but also as a tool to influence consumers in purchasing or using products in accordance with needs and desires. Promotional activities and promotional costs are closely related and must be considered. The implementation of promotional activities carried out by the company includes advertising, personal sales sales promotions, and publicity. This promotional activity is expected to maintain brand fame by using the right strategy (Pakpahan, 2009).



3. METHODOLOGY

The research approach used in this research is a quantitative approach. A quantitative approach is a systematic, factual, and accurate description of an activity in a particular area (Pandiangan et al., 2023; Tambunan et al., 2024). Quantitative research methods can be defined as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collecting data using research instruments, and quantitative or statistical data analysis, with the aim of testing predetermined hypotheses.

Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn (Pandiangan, 2023). The population in this study was 50 Micro, Small, and Medium Enterprises in Medan City. Sampling was taken using saturated samples. Saturated sampling is a sampling technique when all members of the population are sampled, this is done when the population is relatively small, or the research wants to make generalizations with very small errors (Pandiangan et al., 2024). So, the sample in the research was 50 Micro, Small, and Medium Enterprises entrepreneurs in Medan City.

To answer the problem formulation in research using partial (t) testing. The t test basically shows how much influence an explanatory or independent variable individually has in explaining the dependent variation (Kurdhi et al., 2023). In this study, researchers conducted a t test by comparing the significant t value with alpha (0.05) to test whether the independent variable was significantly related to the partially dependent variable.

4. RESULTS AND DISCUSSION

General Description

Medan City as the capital of Sumatera Utara Province is the largest city in the eastern region of Sumatra Island. The Medan City area borders directly with Deli Serdang Regency to the west, east, and south and the Malacca Strait to the north. Administratively, Medan City consists of 21 sub-districts. In the national urban system, Medan City has been designated as the center of national activities.

Micro, small, and medium enterprises play a very large role in advancing the community's economy. Apart from being an alternative new job opportunity, micro, small, and medium enterprises also play a role in encouraging the rate of economic growth and employment opportunities for the community. An entrepreneur must know how to make his business develop and be successful according to his desired goals. One way is to understand the management strategy that is suitable for the business. Strategy has the same meaning as tactics or tactics.

The types of micro, small, and medium businesses in Medan City are businesses in the culinary, fashion, and service sectors. With the development and empowerment of micro,



small, and medium enterprises carried out by the government, the continued threat of population growth, especially in Medan City, will be overcome and will play an important role in aspects of economic growth. Therefore, of course, with the development and empowerment of micro, small, and medium enterprises carried out by the government, especially Medan City, it is able to give hope to the community to be able to develop their businesses.

Number of micro, small, and medium business units registered as assisted businesses by Medan City Micro, Small, and Medium Enterprises Office. Data shows that the development of micro, small, and medium businesses in Medan City, micro businesses are the highest and on the other hand there are very few medium businesses. This is a joint task with the government to be able to raise the class of business actors from micro businesses to small businesses and from small businesses being maximized to medium businesses, this can be achieved when the government is serious about carrying out its vision and mission. Medan City consists of 21 sub-districts, of which there are 3 sub-districts with a number of medium businesses, namely Medan Johor District, Medan Baru District, and Medan Tembung District. The following is the development of the number of medium-sized businesses in Medan Johor District, Medan Baru District, and Medan Tembung District.

The culinary business in Medan City is quite large, this can be seen from the large number of micro, small, and medium business entrepreneurs who are opening businesses in this field, this shows that the business opportunities for the culinary business are quite promising. However, if you look at the data, culinary businesses in Medan Baru District are still below those of micro, small, and medium businesses in Medan Johor. It can be seen that competition for culinary businesses is still very tight, so it is necessary for business actors to come up with innovative ideas in order to develop their business and remain viable in running their business.

Micro, small, and medium businesses that sell food in the Medan Baru District area already sell a lot of food, where several micro, small, and medium business entrepreneurs feel that the opportunities for the businesses they run are quite large. This is due to the location in the busy Medan Baru District area which is visited by many people, however the level of competition for businesses selling other food is also quite high. So, micro, small, and medium culinary business actors need to carry out strategies by developing creative ideas in selling food so that they are able to survive and can develop their businesses to move further forward.

Partial (t) Test

Table 1. Partial (t) Test

Variable	Sig.
Price	0.045
Promotion	0.033



The results of research using the t test show that there is a partially significant effect of price on maximizing sales in Micro, Small, and Medium Enterprises in Medan City. Price is the amount of money charged for a particular product. Companies set prices in a variety of ways. In small companies, prices are often set by top management. In these companies, top management establishes general pricing goals and policies and often approves prices proposed by lower-ranking management. Companies set prices to maximize unit sales because higher sales volumes result in lower unit costs and higher long-term profits.

There is a partially significant effect of promotion on maximizing sales in Micro, Small, and Medium Enterprises in Medan City. Promotion is communicating product superiority and persuading targets to buy a product and service offered. This activity cannot be separated from the costs incurred to achieve effective results, therefore companies must budget promotion costs as best as possible to avoid losses by adjusting the form of promotion. which is conducted. Promotion is one of the variables in the marketing mix that is very important for companies to market their products to increase sales volume. Promotional activities not only function as a communication tool between the company and consumers, but also as a tool to influence consumers in purchasing or using products needs, and desires. Promotional activities and promotional costs are closely related and must be considered. The implementation of promotional activities carried out by the company includes advertising, personal sales sales promotions, and publicity. It is hoped that this promotional activity can maintain the brand's fame by using the right strategy.

5. CONCLUSION AND SUGGESTION

The results of research using the t test show that there is a partially significant effect of price on maximizing sales in Micro, Small, and Medium Enterprises in Medan City. There is a partially significant effect of promotion on maximizing sales in Micro, Small, and Medium Enterprises in Medan City.

Suggestions that can be given from this research are for Micro, Small, and Medium Enterprises in Medan City to maintain sales volume by maintaining competitive prices and increasing promotions because it has been proven to influence sales volume.

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