

The Effect of Marketing Mix on NMAX Motorcycle Sales Volume at Yamaha Putera Agung Dealership, South Jakarta

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ABSTRACT

The study aims to determine the effect of price, product, distribution and promotion on the sales volume of NMax motorcycles at Yamaha Putera Agung dealers in South Jakarta. With product and promotion variables it is assumed not to affect the sales volume variable. In this study, the price variable uses a proxy for down payment and installment period, while for the distribution variable uses a proxy for the amount of leasing. This research uses a qualitative approach. The type of data in this study is secondary data using time series data. The population in this study is unknown by taking 1 (one) research sample. The analysis method used in this study is a multiple linear regression analysis method processed by SPSS 24.0 software. The results of this study show that down payments and installment periods which are proxies of prices negatively affect sales volume, while the amount of leasing which is a proxy of distribution has a positive effect on sales volume.

Keywords: Price, Product, Distribution, Promotion, Down Payment, Installment Period, Leasing and Sales Volume

INTRODUCTION

Motorized vehicles have become a basic necessity for various levels of society in carrying out their daily lives. People are required to move quickly to carry out various activities over varying distances. Congested traffic conditions are one of the challenges that motorists must face in order to complete their work. This condition often makes it difficult for them to complete the work according to the estimated time. So that the work carried out can run easily and smoothly and in accordance with the estimated time expected, the right alternative solution to answer this challenge is to ride a motorbike.

Motorbikes are a practical and very economical means of transportation. This is what makes people tend to prefer using motorbikes over using other means of transportation. Apart from being practical and economical, the cost of maintenance and accessories for motorbikes is also quite cheap. Choosing the type of motorbike that will be used is also an important thing to consider. Apart from needing motorbikes that are practical and economical, people also need motorbikes that are safe and comfortable to minimize fatigue when traveling.

One of the motorbikes that offers this solution is the NMax motorbike produced by the Yamaha Indonesia Motor Manufacturing (YIMM) Company. NMax is an *automatic type motorbike* with an engine cylinder capacity of 155cc which can give a comfortable and elegant impression. NMax is also the first locally produced motorbike to use *Variable Valves Actuation (VVA)* technology to maintain maximum torque and power at every engine speed. The front and rear lights are equipped with energy-saving LEDs. There is

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also a digital instrument panel and an *Anti-lock safety system Braking System (ABS)* which is claimed to be able to prevent the rear wheels from locking due to sudden braking. The *body* design of the NMax motorbike is designed to be relatively large in size, thereby increasing comfort for users when riding. Moreover, the handlebar design of this Yamaha motorbike is also designed to be much higher than the seating position so that users do not have to bend over when riding it.

At the start of its appearance in 2015, the sales volume of NMax motorbikes reached 24 5 units. In 2016 the sales volume of NMax motorbikes increased rapidly to reach 54 4 units. However, in 2017, the sales volume of NMax motorbikes decreased quite significantly number 4 36 units.

Assauri (2015) states that one of the strategies often implemented by companies is the marketing mix strategy which is a combination of variables or core activities of the marketing system. These variables can be controlled by the company to influence the reactions of buyers or consumers which include product, price, distribution and promotion (4P). This strategy is related to determining how the company presents its product offerings along with other supporting strategies in the form of pricing strategies, distribution channels and promotional strategies in certain market segments which are its target market.

According to Sunyoto (2012) price is the amount of money charged for a particular product. In sales, there are two payment systems for NMax motorbikes, the first is a *cash system* and the second is a credit or installment system. Currently, people tend to prefer the credit or installment system when purchasing NMax motorbikes. This is because people do not need to spend large amounts of money at the start of purchasing each new motorbike. The down payment for each product also varies. If the consumer does not want the installment period to be too long, then the consumer will tend to choose a relatively large down payment, but if the consumer does not really want the installment period to be too long, the consumer will tend to choose a relatively small down payment.

Promotions also affect the sales volume of NMax motorbikes. Kotler and Keller (2016) state that promotions are various ways to inform, persuade and remind consumers directly about a product or *brand* being sold. In promoting their products, *dealers* make more use of automotive exhibitions. Within a year, the Yamaha Putera Agung *dealer* holds exhibitions four times. The low frequency of exhibitions caused sales of NMax motorbikes to decline in 2017. Effective promotion will be very influential in increasing the sales volume of these motorbikes.

Yamaha Putera Agung is a Yamaha brand motorbike *dealer located in the Ciganjur area, South Jakarta*. One of the flagship products from this *dealer* is the NMax motorbike. Yamaha Putera Agung has several competitors, both from fellow Yamaha *dealers* and competitors from other products which can affect the sales volume of its products.

The aim of this research is to analyze the influence of product, price, distribution and promotion on the sales volume of NMax motorbikes at the Yamaha Putera Agung dealer, South Jakarta. This research aims to understand the extent to which each factor contributes to the level of sales of NMax motorbikes, so that it can provide deeper insight for dealers in optimizing marketing strategies and improving sales performance.

RESEARCH METHODS

Object of research

The object of this research is the sales volume of NMax motorbikes at the Yamaha Putera Agung *dealer*, South Jakarta, which is influenced by product, price, distribution and promotion.

POPULATION AND SAMPLE

Population

According to Sugiyono (2014) population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study is an unknown number of *dealers in South Jakarta by taking 1 dealer sample*.

Sample

The sample is part of the number and characteristics of the population. If the population is large, and it is impossible for research to study everything in the population, for example limited funds, energy and time, then research can use samples taken from that population (Sugiyono, 2008). The population in this study is unknown. According to Wubisono in Ridwan and Akdon (2013), the formula for calculating samples for an unknown population is as follows:

$$n = \left(\frac{Z_{\alpha/2} \sigma}{e} \right)^2 = \left(\frac{(1,96) \cdot (0,25)}{0,05} \right)^2 = 96,04$$

In this way, the researcher is confident with a 95% confidence level that a sample size of 96.04 \approx 97 will provide an estimate difference x of μ less than 0.05.

RESULTS AND DISCUSSION

Description of Research Data

The data used in this research is secondary data. Secondary data is data obtained directly from original sources (without intermediaries) in the form of sales volume data records that are available to *dealers* which are adapted to needs that were not previously published. The object of this research is the sales volume of NMax motorbikes at the Yamaha Putera Agung *dealer*, South Jakarta, which is influenced by price, product, distribution channels and promotions, where in the previous chapter it was explained that product and promotion variables were assumed not to influence the dependent variable, namely sales volume. Therefore, in this research there are two independent variables that influence the dependent variable, namely price variables and distribution channels.

In this research, the price variable explained in the previous chapter has a proxy for down payment and installment period. The down payment represents a price variable where in the sale of NMax motorbikes the sales system carried out by *the dealer* is an installment sales type. *The dealer* sets the price on a predetermined down payment. To determine the price for the down payment, it will also depend on the installment period.

In the distribution channel variable explained in the previous chapter, it has a proxy for the number of leases involved in the sale of NMax motorbikes. Where the role of leasing is as a provider of capital and products so that sales continue.

Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	,47425163
Most Extreme Differences	Absolute	,066
	Positive	,052
	Negative	-,066
Test Statistic		,066
Asymp. Sig. (2-tailed)		,200 ^{c,d}

Sumber : Sumber: Hasil olah data dengan SPSS 24

Based on the table above, the *Kolmogorov – Smirnov Test* above can be seen that the *unstandardized residual Kolmogorov Asymptotic significance (2-tailed)* value is 0.200 is greater than 0.05 ($0.200 > 0.05$) so it can be concluded that the data in the research variables above are normally distributed.

F test

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71,117	3	23,706	102,205	,000 ^b
	Residual	22,267	96	,232		
	Total	93,384	99			

Sumber: Hasil olah data dengan SPSS 24

Based on the table above, it can be seen that the *calculated F value* $>$ *F table* is 102.205 $>$ 2.70 and the significant value is 0.000 $<$ 0.05, so H_0 is rejected and H_a is accepted, namely that the variables for down payment, installment period and leasing amount are simultaneous or together. Has a significant effect on the sales volume variable, and it can be concluded that the regression model in this research is acceptable and valid enough to be used as an analytical tool for research because the sign value is 0.000 $<$ 0.05.

Coefficient of Determination Test (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,873 ^a	,762	,754	,48160

Sumber: Hasil olah data dengan SPSS 24

In the table above, the correlation coefficient (R) value is 0.873, which means that there is a very strong correlation between the down payment variables, installment period and leasing amount on sales volume. The value of the *adjusted coefficient of determination* (adjusted R²) is 0.754 or 75.4%, which means that the independent variables can explain changes in the sales volume variable of 75.4% while the remaining 24.6% is explained by other factors *outside* this research.

Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,016	4,580		2,187	,031
	LN_UM	-3,084	,977	-1,425	-3,158	,002
	LN_MC	-1,680	,966	-,785	-1,739	,083
	LN_L	1,199	,102	,586	11,756	,000

Sumber: Sumber: Hasil olah data dengan SPSS 24

Based on the table above, it can be said that the linear regression line equation is expressed as follows:

$$\ln VP = 10.016 + \ln -1.425 UM + \ln -0.785 MC + \ln 0.586 L$$

Information:

VP = Sales Volume

UM = Down Payment

MC = Installment Period

L = Leasing

The analysis of the linear regression equation above is as follows:

1. Down payments have a regression coefficient of -1.425, meaning that the down payment variable has a negative effect on sales volume. If the down payment variable is reduced by 1%, then sales volume will increase by 1.4 % . Ceteris paribus.
2. The installment period has a regression coefficient of -0.785, meaning that the installment period variable has a negative effect on sales volume. If the installment period variable is reduced by 1%, then sales volume will increase by 0.8 % . Ceteris paribus.
3. Jumlah Leasing has a regression coefficient of 0.586, meaning that the Jumlah Leasing variable has a positive effect on sales volume. If the Leasing Amount variable is increased by 1%, then the sales volume will also increase by 0.6 % . Ceteris paribus.

Hypothesis Test (t Test)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10,016	4,580		2,187	,031
	LN_UM	-3,084	,977	-1,425	-3,158	,002
	LN_MC	-1,680	,966	-,785	-1,739	,083
	LN_L	1,199	,102	,586	11,756	,000

Sumber: Sumber: Hasil olah data dengan SPSS 24

From the table it can be concluded that:

- a. down payment variable has a calculated t value of -3.158, with a significance value of $0.02 < 0.05$ and has a negative beta value, which means that in this study the

- down payment variable has a negative and significant effect at $\alpha = 95\%$ on sales volume .
- b. period variable has a calculated t value of -1.739 with a significance value of 0.085 > 0.05 and has a negative beta value, which means that in this research the installment period variable has a negative but not significant effect at $\alpha = 95\%$ on sales volume.
 - c. The variable number of leases has a calculated t value of 11.756, with a significance value of 0.000 < 0.05 and has a positive beta value, which means that in this study the variable number of leases has a positive and significant effect at $\alpha = 95\%$ on sales volume.

CONCLUSION

Based on the research results, it can be concluded that the down payment and installment period have a negative and significant effect on the sales volume of NMax motorbikes at the Yamaha Putera Agung dealer. Lowering the down payment and shortening the installment period can increase sales. On the other hand, the number of leases has a positive and significant effect on sales volume, indicating that the involvement of more leases can increase sales. For companies, it is recommended to provide more affordable down payments with shorter installment periods. In addition, increasing cooperation with leasing institutions can increase sales volume. For further research, it is recommended to consider other factors and variables that can provide more varied results and involve more theories to broaden understanding.

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