Marketing Mix (4P) to Increase Sales Volume at Rumah Hijab Nayyura MSMEs

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Article Info	Abstract
	Marketing Mix Research (4P) to Increase Sales Volume of MSMEs Rumah Hijab Nayyura is to determine the influence of exogenous variables (Product, Price, Place, and Promotion) on endogenous variables (Sales Volume). The samples taken were resellers from Rumah Hijab Nayyura as many as 50 people. The results showed that Product (X1) had a positive and significant effect on sales volume of 0.581, Price had a positive but not significant influence on sales volume of 0.032, Place had a positive but not significant influence on sales volume of 0.181, and Promotion had a positive but not significant influence on sales volume of 0.141.

INTRODUCTION

With the advancement of information technology and information systems that are developing rapidly, we are faced with the demand to continue to innovate and move forward. To face fierce market competition and rapid growth of innovation, one of the steps is to increase sales and expand market share through various efforts known as marketing strategies (Tias & Rusliyawati, 2023).

Marketing strategies are needed to increase creativity to promote products to compete with competitors. The essence of an effort in the end is to achieve the greatest possible profit. Therefore, in this context, business actors are expected to understand the concept known as marketing mix (Fernos & Ayadi, 2023).

According to Kotler and Keller (2016), the marketing mix is a set of marketing tools used by a company to achieve its marketing goals in the target

market. McCarthy, in his quote, groups these marketing tools into four categories known as the 4Ps: product, price, promotion, and place. According to an explanation from Kotler & Keller (2016), product refers to a combination of goods and services presented by the company to its target market. From a price perspective, according to Hasan (2013), it is the total cost that must be incurred by consumers who are monetary in nature to acquire, buy, and use a combination of products and services offered by the product. While according to Kotler & Armstrong (2018), promotion refers to activities that communicate product advantages and encourage target customers to make purchases. Private (2001: 339) states that place indicates the location of the company in a strategic area to maximize profits (Arifuddin et al., 2023).

Current business development shows a positive trend due to the increasingly rapid industrial growth in Indonesia, both on a small and large scale. Marketing strategy becomes a key factor because it helps analyze the extent of attractiveness to consumers. For this reason, efforts are needed through a marketing program known as the marketing mix. Marketing is a vital activity in a company because it is directly related to consumers, both in finding, maintaining, and increasing sales volume (Qomaruddin & Prabowo, 2023).

Sales volume is the number of products sold by a company in a certain span of time, measured in units, total, or monetary value. According to Basu Swasta, sales volume reflects the achievement or sales target desired by a company in a certain period of time. Alamiyah and Padji suggest that a company's ability to sell its products will result in an increase in sales volume, which in turn will provide profits for the company, support growth, and maintain competitiveness amid increasingly fierce competition between companies (Suhandi, 2024).

Rumah Hijab Nayyura's sole proprietorship, located in Balikpapan, is engaged in clothing marketing. In addition to selling its products, Rumah Hijab Nayyura also plays a role in helping consumers purchase goods, both in cash and credit, at several stores in East Kalimantan and Intra Kaltim. The main objective is to support regional development programs, especially in the marketing sector. To increase the number of consumers and sales volume, Rumah Hijab Nayyura needs to plan strategic decisions in choosing a wise, effective, and efficient marketing strategy. Based on the background above, the author is interested in

researching "**Marketing Mix (4P) to Increase Sales Volume at Rumah Hijab Nayyura MSMEs**".

Previous research on Marketing Strategy Influencers on Sales Volume at UD. Amandraya sub-district partners stated that marketing strategies affect sales volume (Hulu et al., 2021). The Effect of Marketing Strategy on Increasing Land Sales Volume at PT. Modern Industrial Estate (Persero) Medan said that the pricing strategy had a positive and significant effect on increasing the volume of land sales. Price and promotion have a positive and significant effect on increasing the volume of land sales. land in PT. Modern Industrial Estate (Persero) (Sianturi & Simanjuntak, 2021). The Effect of Products, Prices, Distribution, and Promotions on Sales Volume at PT. Sari Jaya Kharisma Abadi In Jombang found that the influence of products has a significant effect on sales volume, price has a significant effect on sales volume, distribution has a significant effect on sales volume, and promotion has a significant effect on sales volume on sales volume (Afif & Krisdianto, 2020). The Effect of Marketing on Sales Volume at McDonald's Delta Plaza Surabaya Restaurants states that products, promotions, prices, and places on sales volume at McDonald's delta plaza Surabaya fast food restaurants are significant (Nurcahyo & Wahyuati, 2016).

After some of the things that have been conveyed above, the following hypothesis is taken:

H1 : Products have a significant influence on Sales Volume

H2 : Price has a significant influence on Sales Volume

H3 : Location has a significant influence on Sales Volume

H4 : Promotion has a significant influence on Sales Volume

METHODS

In this study, researchers used descriptive quantitative methods. This study is intended to determine the effect of Marketing Mix (4P) on the increase in clothing sales volume at MSMEs Rumah Hijab Nayyura in Balikpapan City. The primary data is data obtained directly from the field sourced from interviews with

its population, MSME clothing reseller Rumah Hijab Nayyura using the *Likert scale* in its questionnaire conducted in April 2023.

The population in this study is consumers at Rumah Hijab Nayyura as well as resellers and sampling with purposive sampling method totaling 50 respondents. If the study will conduct analysis with multivariate, then the number of sample members is at least 10 times the number of variables studied (Islami & Nugroho, 2022).

Product (X_1), Price (X_2), Location (X_3) and Promotion (X_4) variables as Exogenous variables and Sales Volume Variables (Y) as Endogenous variables. The indicators are as follows:

1. Product Variable (X_1), the indicator :

   $X_{1.1}$: Product Differences

   $X_{1.2}$: Product Variant Traction

   $X_{1.3}$: Product Quality

   $X_{1.4}$ Variations of Product Options

2. Price Variable (X_2), the indicator :

   $X_{2.1}$: Competitive Price

   $X_{2.2}$: Affordability

   $X_{2.3}$: Quality Perception

   $X_{2.4}$: Price Relationship with Product

3. Location Variable (X_3), the indicator:

   $X_{3.1}$: Ease of Access

   $X_{3.2}$: Environmental Conditions

   $X_{3.3}$: Availability of Smooth Road Access

   $X_{3.4}$: Visibility from the Highway

4. Promotion Variable (X_4), the indicator:

   $X_{4.1}$: Interesting, Clear and Reality-Appropriate Information

   $X_{4.2}$: There are Attractive Discounts

   $X_{4.3}$: Free Shipping Promotion with Certain Purchases

   $X_{4.4}$: The Role of Social Media in Finding Product Information

5. Variable Sales Volume (Y_1), the indicator :

   $Y_{1.1}$: Increased Sales Frequency

   $Y_{2.2}$: Sales Target Always Achieved

$Y_{1.3}$: Increasing Number of Buyers

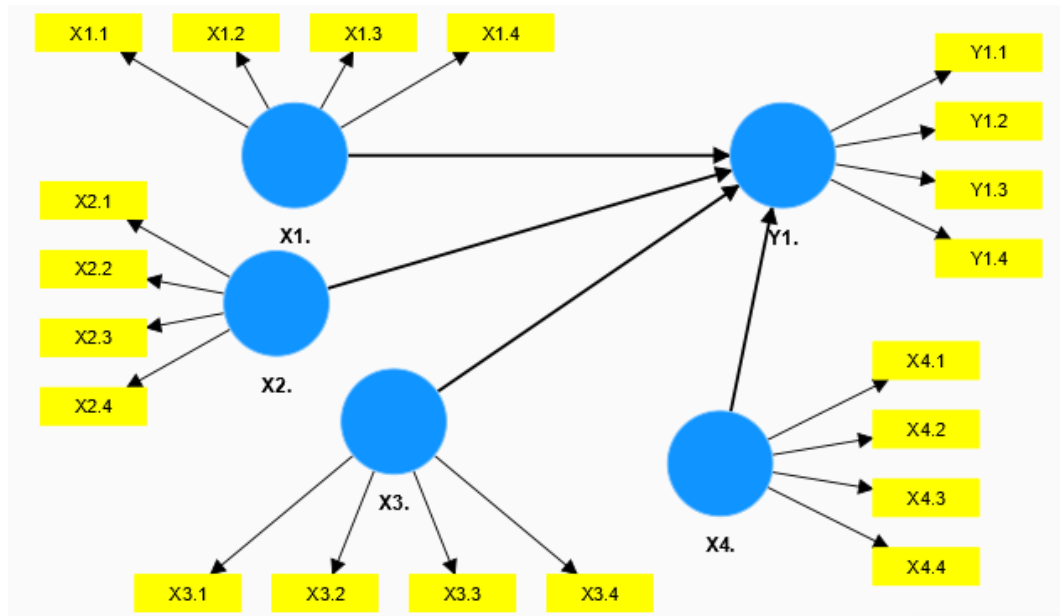$Y_{1.4}$: All Products Sold Easily

Figure 1. Research Framework

Analysis using SEM goes through two stages of testing, namely Evaluation of measurement model (Outer Model) and Evaluation of Structural Model (Inner Model). Measurement models are tested to evaluate indicators against latent variables with the aim of ensuring their validity and reliability.

The first stage in conducting an evaluation of measurement model is the Convergent validity test. Measurements are made through Loading Factor and Average Variance Extracted (AVE). The provisions are a loading factor of > 0.7 and an AVE value of > 0.5 (according to Hair et al., (2019) in (Jatmiko et al., 2023). The next thing to do is the Discriminant Validity Test. Discriminant validity is determined by Fornell Larcker and Cross Loading, where the value of loading indicators against latent variables is greater than loading indicators against other latent variables and the reliability test uses Composite Reliabiliy and Cronbach's Alpha values, where both values should be > 0.7 (Adrin Hetharie & Rieuwpassa, 2023).

The second stage is evaluation of structural model (Inner Model). The coefficient of determination test measures the sample's ability to explain the model, with an R Square > 0.19 indicating sufficient ability. The next step is to

test the hypothesis to determine the acceptance or rejection of the relationship between the proposed variables. Bootstrapping is used to assess the significance of a variable's influence, with a p-value < 0.05 signifying significance (Jatmiko et al., 2023).

The next stage carried out is Goodness of Fit (GoF) testing to evaluate the extent to which the data matches the research model used. The statistical model will reflect how well or it fits into the existing set of observations. The evaluation is carried out by observing the Standardized Root Mean Square Residual (SRMR) value, where the SRMR value is less than 0.10 indicating that the model is relatively suitable. However, another view states that SRMR values < 0.10 can still be said to be suitable results, because SRMR is used to evaluate the appropriateness of observed correlations or relationships. The next evaluation is carried out by looking at the Normal Fit Index (NFI), where the NFI value ranges between 0 and 1, the closer to 1 indicates better conformity with the model built (Adrin Hetharie & Rieuwpassa, 2023).

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RESULTS AND DISCUSSION

Working on SEM with smartPLS begins with drawing a model based on a hypothesis. The initial model consisted of 4 exogenous variables linked to several indicators, while endogenous variability was linked to indicators.

Outer loadings - Matrix					
	X1.	X2.	X3.	X4.	Y1.
X1.1	0.791				
X1.2	0.950				
X2.2		0.961			
X2.3		0.972			
X2.4		0.917			
X3.3			0.942		
X3.4			0.891		
X4.1				0.981	
X4.3				0.869	
Y1.2					0.853
Y1.4					0.942

Figure 2. Loading Factor Results

Source : data processed, 2024

After that, a Convergent Validity Test is carried out where the Loading Factor must be greater than 0.7 and the Average Variance Extracted (AVE) value > from 0.5. After being eliminated one by one, it is produced as figure 2. All that remains are indicators $X_{1.1}$, $X_{1.2}$, $X_{2.2}$, $X_{2.3}$, $X_{2.4}$, $X_{3.3}$, $X_{3.4}$, $X_{4.1}$, $X_{4.3}$, $Y_{1.2}$ and $Y_{1.4}$ which are respectively valued at > 0.7. Thus the convergent validity test of the Loading Factor is valid as seen in figure 2.

In figure 3. It can be seen that the variables X and Y of the Average Variance Extracted (AVE) value > 0.5. Thus the convergent validity test against AVE has also been fulfilled (valid). With the fulfillment of the Loading Factor and AVE tests, it means that the Convergent Validity test has been completed.

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1.	0.717	0.947	0.865	0.764
X2.	0.946	0.953	0.965	0.903
X3.	0.814	0.866	0.913	0.840
X4.	0.861	1.455	0.924	0.859
Y1.	0.771	0.876	0.893	0.807

Gambar 3. Cronbach's Alpha Grade, Compositer Reliability (rho_a and rho_c) and AVE

Source : data processed, 2024

The next thing we check is Discriminant Validity. In figure 4, the Discriminant Validity value test with Fornell Larcker has been fulfilled, where the value of the variable with that variable is greater than the variable with other variables.

Discriminant validity - Fornell-Larcker criter					
	X1.	X2.	X3.	X4.	Y1.
X1.	0.874				
X2.	0.153	0.950			
X3.	0.287	0.056	0.917		
X4.	0.094	0.072	-0.025	0.927	
Y1.	0.651	0.141	0.346	0.193	0.898

Figure 4. Fornell Larcker Test Results

Source : data processed, 2024

In the Cross Loading Test in figure 5, variable data with the indicator itself is greater than the variable with other indicators.

Discriminant validity - Cross loadings					
	X1.	**X2.**	**X3.**	**X4.**	**Y1.**
X1.1	0.791	0.134	0.337	0.065	0.358
X1.2	0.950	0.138	0.215	0.094	0.698
X2.2	0.131	0.961	0.031	0.111	0.144
X2.3	0.155	0.972	0.030	0.078	0.134
X2.4	0.151	0.917	0.104	0.009	0.123
X3.3	0.267	0.151	0.942	-0.057	0.357
X3.4	0.259	-0.082	0.891	0.024	0.265
X4.1	0.121	0.079	0.010	0.981	0.221
X4.3	0.008	0.041	-0.108	0.869	0.088
Y1.2	0.419	0.093	0.219	0.247	0.853
Y1.4	0.700	0.151	0.374	0.129	0.942

Figure 5. Cross Loading Test Results

Source : data processed, 2024

With the fulfillment of the Fornell Larcker and Cross Loading tests, the Discriminant Validity test is complete and the validity test stage is completed.

The next stage is to test reliability. In the Composite Reliability and Cronbach Alpha test results, the value is > 0.7 so that the relaibility test has also been met (Figure 6).

Construct reliability and validity - Overview				
	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
X1.	0.717	0.947	0.865	0.764
X2.	0.946	0.953	0.965	0.903
X3.	0.814	0.866	0.913	0.840
X4.	0.861	1.455	0.924	0.859
Y1.	0.771	0.876	0.893	0.807

Figure 6. Composite Reliability and Cronbach Alpha Test Results

Source : data processed, 2024

Thus the mesurement model evaluation stage has been fulfilled so that the next is the structural evaluation of the model.

The next stage is the structural evaluation of the model (Inner Model). R-Square is the value that the variable Y (Endogenous) has. In figure 7, the R-Square value is 0.4725 or 47.2% which means that the Sales Volume variable (Y) is influenced by the variables Poduk (X_1), Price (X_2), Location (X_3) and Promotion (X_4) of 47.2% while the rest is influenced by other variables that were not studied in this study.

R-square - Overview		
	R-square	**R-square adjusted**
Y1.	0.472	0.425

Gambar 7. Hasil Uji R-Square

Source : data processed, 2024

In figure 8, we get the value of the Path Coefficient all values greater than 0 which means that all variables X (Product, Price, place and Promotion) have a positive effect on Y_1 (Sales Volume).

Path coefficients - Matrix					
	X1.	**X2.**	**X3.**	**X4.**	**Y1.**
X1.					0.581
X2.					0.032
X3.					0.181
X4.					0.141
Y1.					

Figure 8. Test Results of Path Coefficents

Source : data processed, 2024

In figure 9, it is found that the value of T statistics values against Y_1 is > 1.96 so it is said to be significant, while other variables against Y_1 T statistics < 1.96 so it is said to be insignificant.

Path coefficients - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
X1. -> Y1.	0.581	0.507	0.230	2.528	0.012
X2. -> Y1.	0.032	0.082	0.190	0.170	0.865
X3. -> Y1.	0.181	0.259	0.217	0.832	0.406
X4. -> Y1.	0.141	0.126	0.155	0.913	0.361

Figure 9. T statistics Test Results

Source : data processed, 2024

In figure 10, the NFI value is 0.698 or the model is 69.8% and SRMR value is 0.084 < 0.10 which means the model is fit.

Model fit

	Saturated model	Estimated model
SRMR	0.084	0.084
d_ULS	0.469	0.469
d_G	0.373	0.373
Chi-square	112.203	112.203
NFI	0.698	0.698

Figure 10. Test Results of Model Fit
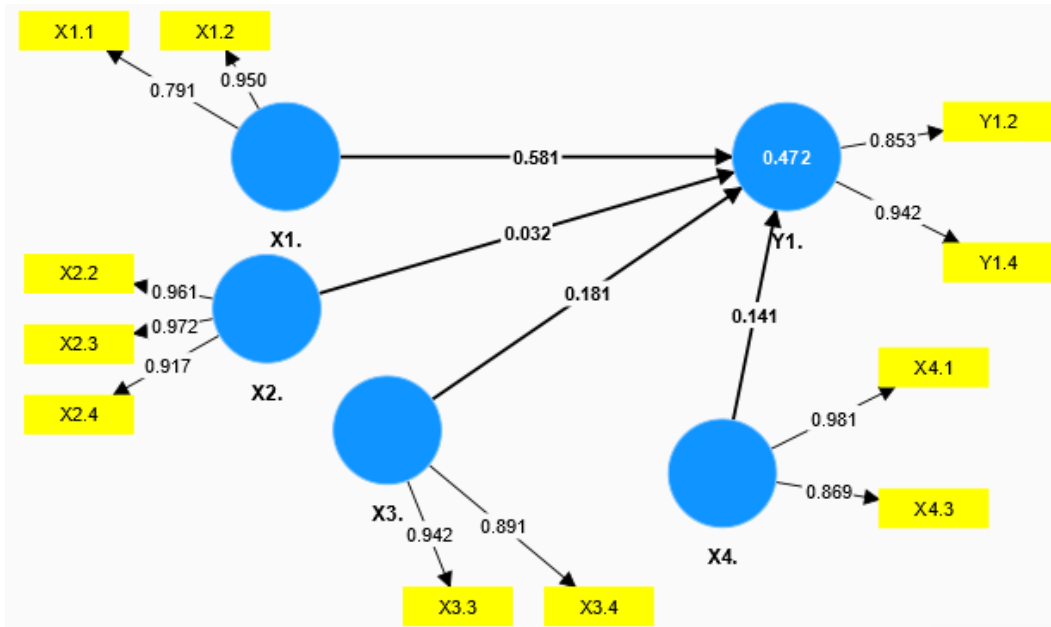
Source : data processed, 2024

Figure 11. Test Results of Structural Model

Source : data processed, 2024

CONCLUSION

Based on the things that have been conveyed above, the following conclusions can be drawn:

1. Products have a positive and significant effect on Sales Volume
2. Price has a positive but not significant effect on Sales Volume
3. Place has a positive but not significant effect on Sales Volume
4. Promotion has a positive but not significant effect on Sales Volume.

Based on the research that has been done, of course, there are still many things that can still be developed again, namely:

1. Add another indicator to the variable under study.
2. Added other exogenous indicators of variables that have not been included in this study
3. Add moderation or intervening variables.

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