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Marketing Strategy Analysis in Increasing Sales and Product Quality to Improving Sales of Suzuki Motorcycles Indonesia

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Abstract: The marketing strategy is very important for companies where the strategy marketing is a way to achieve the goals of a company, because of the potential for sell proposition limited on amount people who know Thing the. Study this aims to analyze marketing strategies in increasing sales of Suzuki motorcycles on Indonesia. The research method is method quantitative with analysis regression. The conclusion is that the marketing strategy (Product, Price, Place and Promotion) partially or jointly have a significant effect on the Increase Sale. It is recommended that PT management Sunindo Gemilang should further optimize the aspects of product, price, place, promotion. This is done so all these aspects have a better effect so that the increase in sales continues increase and are expected to continue to compete with other companies. So that PT management Sunindo Gemilang Indonesia should further optimize increasing sales through aspects of people, physical evidence, and processes, in addition to product aspects, price, place, promotion.

Keyword: Marketing Strategy, Sales, Product Quality

INTRODUCTION

The rapid development of the business world today has been colored by various kinds of competition in the motorcycle sales business. Seeing these conditions causes the motorcycle sales business to be increasingly required to have the right strategy in meeting the sales target volume. Economic growth and advances in science and technology, especially in the business world, with the emergence of various companies trying to create products and services to meet consumer needs. Changes that occur in the business world are a natural thing because throughout the history of marketing, the market has been in a state of flux, so companies must move with the market, namely by changing the marketing system in accordance with changing situations and conditions of consumers. Currently the motor vehicle industry is developing very rapidly, not only in developed countries but also in developing countries, including Indonesia. This is because the Indonesian state has a very wide plain so that there are many transportation routes that connect one area to another that require vehicles as a means of transportation. Given the importance of vehicles as a means of transportation that is sufficient to support activities, the demand for vehicles is increasing. This illustrates that there is an increase in income as well as social welfare.

At present, the state of competition is increasingly competitive which is marked by the increasing number of similar companies offering similar products in the market. To win the competition, companies must have a promotion strategy and formulate one that is consumeroriented, so that the products offered by the company and marketed can be accepted by consumers. Besides that, every company is always faced with various problems that arise from various factors, whether it is internal factors and external factors of the company that must be considered, so that the position of its products in the market is able to compete. The marketing strategy is very important for companies where the marketing strategy is a way to achieve the goals of a company, because the potential to sell a proposition is limited to the number of people who know it. In the marketing strategy there is a basic action that leads to the marketing activities of a company in conditions of competition and an ever-changing environment in the hope of achieving goals. Before a company determines a marketing strategy that will be used, it must first look at the situation and market conditions and assess its position in the market. The goal is to determine what marketing activities are suitable to be implemented. In essence, every company has the same goal, namely to get as much profit as possible to support the survival of a company.

Formulation Problem

LITERATURE REVIEW

Definition Marketing

Marketing is one of the main activities carried out by entrepreneurs in an effort to maintain the continuity of the development and expansion of the company. Marketing is positioned between producers and consumers, meaning that marketing is a connecting tool between producers and consumers. Seeing the development of the economy as it is today without effective marketing activities to support the company's business, it is possible that the goal to be achieved, namely maximum profit, will be very difficult, so that it can be said that success or failure in achieving business goals depends on the expertise of the company's management in the field of marketing. Many marketing experts define the meaning of marketing in their own opinion. "According to Evans and Berman marketing is anticipating, managing and satisfying demand through an exchange process" (Fandi Tjiptono, Gregorius Chandra and Dedi Adriana, 2008:3)

Definition Strategy Marketing

The marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidelines on the activities to be carried out in achieving company goals through advertising, promotional programs, sales, product programs and distribution. According to Buchari Alma, marketing strategy is selecting and analyzing the target market which is a group of people that the company or business wants to reach and creating a marketing mix that is suitable and can satisfy the target market. Marketing strategy is a set of goals and objectives, policies and rules that give direction to a company's business and marketing from time to time, at each level and reference and location, especially in response to the company's ever-changing.

Market

Market is arena exchange potential both in physical form as a place where people gather or meet sellers and buyers, or not shaped physical, which possible implementation exchange, because fulfilled condition exchange, that is interest and image as well as power buy" (Assuri, 2010:99). Market is bunch people/ family or agency that has need and power buy. Market on in fact could shared in four class that is: 1. Market Consumption (Consumers market) Is a market for goods and services which bought or rented by individual or family for use personal (no for business). 2.Pasar Industrial (Industrial/Producer Market) Is a market for goods and services which bought or rented by individual or organization for used in the production of goods or service other, good for for sale or leased (for more business processes carry on) 3. Resale Market (Reseller market) Is a market that consists of individual and organization, usually called trader-trader medium (Middlemen). 4. Market Government (Government market) 5. Market International (International market)

Sale is something effort which integrated to develop plan strategic which directed on effort satisfaction need and desire buyer, To use get sale which produce profit. Sale is source life a company, because of sales could obtained profit as well as something effort alluring consumer which worked on for know power pull they so you can know the results of the product generated. Sales are part marketing itself is one part from whole system marketing. Sales volume is a factor that influence the magnitude of capital work or component-component capital work. From the definition, one could conclude that something company embeds part of the funds in working capital because working capital is needed for support activity operational which grows on sale.

Framework Think

As for the conceptual framework study this is:



Figure 1. Theoretical Concept Framework

- 1. The Suzuki Fu motorcycles sold by PT. Sunindo Gemilang, are selling more.
- 2. The increased sales of Suzuki Fu motorcycles at PT. Sunindo Gemilang are impacted by prices.
- 3. The location has an impact on PT. Sunindo Gemilang's increased sales of Suzuki Fu motorcycles.
- 4. A promotion at PT. Sunindo Gemilang has a positive impact on the growth of sales of Suzuki Fu motorcycles.
- 5. Product, price, location, and advertising all have an impact on Suzuki Fu motorcycle sales, according to PT. Sunindo Gemilang.

RESEARCH METHODS

The positivist philosophy underpins the quantitative research method, which is based on sampling and population analysis, the use of random samples for data collection (random sampling), the use of research instruments for data collection, and the testing of given hypotheses through quantitative data analysis. Research that has a question or a statement with a choice of replies in the form of numbers or numbers that represent each score is known as quantitative research. The study was carried out at PT.Sunindo Gemilang. The 29th of September 2022 through the 12th of October 2022 saw the completion of this study.

The population is an entire group of things, people, or events that share certain traits, making it the focus of research because it can be thought of as a research universe (Paramita et al., 2021). The population of this study is made up of the patrons of PT. Sunindo Varia Motor Gemilang.

The sample is a representation of the size and characteristics of the population, according to (2009: 91). When a population is big and there are resources, time, or manpower constraints that prevent researchers from studying everything that exists in the population, for instance, research can employ samples from that population. The Slovin formula was applied to determine the sample size (Umar, 2008:78).

n = N / N (d)2 + 1 n = n 1 + (n)(e) 2 n = 2719 1 + (2719) (e 0,1)2n = 100

Thus the number of samples is 100

When used to test a symptom at many times, a tool is considered to be trustworthy if the results are always the same. Therefore, a tool that is trustworthy and consistent produces results of the same size. Cronbach's Alpha is a commonly used reliability test method (Priyatno 2013:30).

Making decisions for test dependability, according to Sekaran in Priyatno (2013:30), should go as follows: 1. Cronbach's alpha 0.6 indicates poor dependability. 2. Accept reliability as 0.6-0.79 Cronbach's alpha.

Cronbach's alpha of 0.8 indicates strong reliability. Classic Test Normality Assumption

The goal of the test is to determine whether the residual own distribution or the bully regression variable is normal. There are two approaches.

n = to detect whether residual $1+n \in 2$ n = 1+ (2719)(e0,1) 2 n= 100 With thus total sample is 100 people.

Test Test validity Technique Analysis Data Validity and Reliability

Arikunto in Priyatno (2013:19) states that validity is a metric that demonstrates the level validity of an instrument research. A instrument research which valid have validity which tall, alternatively the instrument is less valid implies possess the validity low. With chart analysis and statistical tests, we can determine whether the distribution is normal or not. A method that is reliable compares distribution cumulative from real data with distribution cumulative from distribution normal using a see normally probability plot. Plotting residual data will contrast with the line diagonal because the normal distribution will form a single line straight diagonal. If distribution data are residually normal, then the diagonal will in fact be followed by the line that describes the data (Ghozali 2013:160-161).

A Multicollinearity test

Test multicollinearity is existent something connection linear which perfect Among a number of or all variable independent. Ghozali (2013:105) states that the purpose of the test for multicollinearity is to determine whether the model regression identified a correlation between free (independent) variables. Regression models that are effective should prevent correlation between variables that are independent.

Heteroscedasticity Test

Test heteroscedasticity aim test is in model regression happen inequality variance from residual one observation to observation other. When the difference between a residual from one observation and another is constant, it is referred to as homoscedasticity, and when it differs, it is referred to as heteroscedasticity. According to Ghozali (2013): 139, a good model regression is one in which homoscedasticity or no heteroscedasticity occurs.

Equality the regression as following:

Y' = a +b 1 X 1 + b2 X 2 _ + b3 X 3 _ + b4 X 4 _

Information:

- Y' = Enhancement Sale
- a = constant b 1, b 2, b 3, b 4 = coefficient regression X 1 = Product
- X 2 = Price
- X3 = The place
- X4 = Promotion

FINDINGS AND DISCUSSION

Results Variable Descriptive

Table 1 Descriptive Variable							
	Ν	Min	Max	Means	std. Deviation		
X 1	100	6	19	13.91	3,696		
X 2	100	6	14	10.08	2,751		
X 3	one hundred	7	nineteen	14.30	3.389		
x4_	one hundred	7	eighteen	14.21	3.911		
Y	one hundred	2	nine	7.24	1.859		

As seen in the table above, the product variable with the number of data points (N) 100 has an average value of 13.91, a score minimum of 6, a score maximum of 19, and a large standard deviation of 3,696. Variable Price with a total of 100 observations has a nlai average of 10.08, a value range of 6 to 14, and a large standard deviation of 2.751. Variable The location with a total of 100 data points (N) has an average value of 14.30, a score range of 7 to 19, and a large standard deviation of 3.389. Variable The average value of a promotion with 100 total data points (N) is 14.21, and the minimum value is 7. The highest value is 18, while the largest standard deviation is 3.911. Differential Enhancement Sale with complete data (N) of 100 has an average value of 7.24, a score range of 2 to 9, and a standard deviation of 1.85.

Testing for Validity and Reliability Test reliability

The value of r items is produced by correcting all items with a value greater than 0.361 based on the results of the validity test. The questions that were employed in the product variable (X1), price (X2), venue (X3), promotion (X4) and enhancement sale (Y) were all so indicated to be valid and usable.

Reliability of Tests

Cronbach's Alpha value > value coefficient dependability yields an outcome of 0.806 >0.6. With these Variable Instruments, it is possible to say that the Product (X 1), Price (X 2), Location (X 3), Promotion (X 4) and Enhancement Sale (Y) are reliable. Analyse normality



Figure 2. Results of the Normality Test

Graph neither a normal probability plot nor data based on an image from a histogram. It was evident from the histogram that the data was shaped like a bell. When a normal probability plot has deployment points around the line diagonal and its spread follows the direction of the line diagonal, the data are said to be normally distributed.

	Table 2. Results Test Multicollinearity						
Model	Unst	andardized	Standard	t	Sig.		
	Coe	efficients	Coeffice				
	В	Std. Error	Beta				
1 (const)	.035	.242		3.146	.004		
(X1)	.040	.028	.080	1,850	.015		
(x2)	.157	.037	.232	4.270	.000		
(X3)	.241	.024	.439	9,978	.000		
(X4)	.342	.021	.719	16.026	.000		

As can be seen from the chart above, the quality of the service and the location each own their own VIF scores, which are smaller than 10 (VIF >10). For the respective variables, the score tolerance is 1, accordingly. Thus, it could be said that no symptom multicollinearity occurs.

Test Heteroscedasticity



Figure 3. Scatter plots in a chart Test Test F for Heteroscedasticity

Regression outcomes could be known as having a score of F as shown in the table below. Table. 3 Results Test F

Model	sum of Squares	df	Means Square	F
	316,142	4	79,035	287,694
residual	26,098	95	.275	
Total	342,240	99		

Ho was rejected because F count exceeded F table (287,694 over 3,683), indicating that there is a substantial interaction between product, price, location, and promotion that works to increase sales. Therefore, it can be inferred from the circumstances that Product, Price, Location, and Promotion all work in concert to increase sales.

Data Gathering Technique

The data gathering strategy in this study uses both primary and secondary data sources, depending on the data source. primary data information gathered straight from the source. While secondary data is information that is already on hand and acquired through indirect data sources. Then, when it comes to data collection methods, you have the option of using questionnaires, observation, literature studies, or a combination of the three. The method of gathering data consists of two steps: interactive means, such as observations and interviews, and non-interactive methods, such as documentation. To get the data required for the research, data collecting was done.

The following are the data collection methods applied in this study: Questionnaire The questionnaire is a method for gathering data that involves asking the respondent a series of questions or written statements and then getting their responses. Random sampling was used to collect the data, and Google Form was used to disseminate the questionnaires. The purpose of using this questionnaire is to collect the data required for and helpful to a study. Likert scale-based research questionnaires. This approach is used to learn more about the assessments provided by the respondents and collect data in order to make conclusions (Pranatawijaya et al., 2019). Each response from the tool comprises a combination of positive and negative responses on the Likert Scale. To assess the aforementioned variables using a five-level Likert scale, such as:

Table 4. Likert Scale	
Question	Score
Strongly Disagree (STS)	1
Disagree (TS)	2
Neutral (N)	3
Agree (S)	4
Strongly Agree (SS)	5

Source: Primary Data, 2022

Observation

Observation is an activity or activity in data collection that is carried out directly on the environmental conditions of a research object that can support a research, in order to get a clear reflection of the condition of the research object. Research makes observations by looking directly and does not ask questions. This was done in order to obtain data regarding the situation of the object of research including facilities located in the company's territory

Data Collection Method

Library Studies is a data collection technique using journals, literature, and studying, reading, and studying books related to research problems. In this research, there are three

criteria used, namely purity, relevance, and up-to-date. Purity is a theory that is conveyed in accordance with the problem under study. Purity is authenticity in research sources. Up-to-date is an update to the theory or reference used

Variable Definitions

Independent Variables (Exogenous Variables) Independent variables are variables that can influence or cause changes or the presence of endogenous (bound) variables. In this study, it has three exogenous variables, namely Marketing Strategy (X1), Product Quality (X2).

Dependent Variable (Endogen Variable) This endogenous variable is also called the dependent variable. The dependent variable is the variable that is affected or which causes an effect in the presence of an independent (exogenous) variable. In this study, the dependent variable (endogenous) is increasing sales.

Definition of Variable Concept

Marketing Strategy (X1)

Marketing strategy is a strategy designed to promote goods or services with the aim of making a profit.

Product Quality (X2)

Product quality is the physical condition, function and characteristics of a product, both goods and services based on the expected quality level, such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying the needs of consumers or customers.

Increase Sales (Y).

Increasing sales is increasing production and expedite the process of selling a good/service either using brokers or not.

Operational definition

Operational is based on the definition of characteristics that provide an overview of observations. Operational definitions often provide the information needed to measure the variable under study.

VARIABLE	DIMENSIONSI	INSTRUMENT	SCALE
	Strategy Marketers	increasesale (X1, P3)	Ordinal
		Quality productfor know shape, size, or structure product physical (X2, P1)	
Variable exogenous	QualityProduct	Quality productin features for know characteristics (X2, P2)	
(X2)		Quality product in performance for know aspect functional an item $(X_2, P_3) A$	
		Product quality in the accuracy to define the customer's desire	
VARIABLE	DIMENSIONSI	INSTRUMENT	SCALE
Variable	risesay it Sale	In increase sale Wemust determine that price set	Ordinal
endogenous		(Y, P1)	
(Y)		In increase our sales must promote n/offer a product what we wanttrading (Y, P2).	

 Table 5. Definition operational Variable

Method of Data Analysis Detailed Analysis

Descriptive analysis is a research technique that examines the relationship between differences with other variables in order to ascertain the presence of independent variables or on one or more (independent) variables without comparison or analysis. In conducting this analysis, the following formula was used to discuss how Suzuki motorcycle sales could be increased through product quality and marketing strategy:

• Mean or average count

The term "mean" refers to a method of group definition based on the average value of the group. The formula for the mean is as follows:

 $\begin{array}{l} X = \Sigma \ Xi \\ n \\ \\ \text{Information:} \\ X = \text{Mean (average)} \\ \Sigma \ Xi \ = \text{Total value of X to i to n} \\ n = \text{Number of samples or lots of data} \\ \\ \text{Standard Deviation} \\ \\ \text{The standard deviation or standard deviation of data collected in frequency distribution tables} \\ \text{or grouped data can be calculated using the following formula:} \\ S = (n - 1) \\ \\ \text{Information:} \\ S = \text{Standard Intersection} \\ \text{Xi = Value of X to i to n} \\ \text{X = Average value} \\ n = \text{Number of samples} \end{array}$

Monitoring Analysis

Hypothesis testing was used in the verification analysis to ascertain the link between the variables. Researchers in this work used SmartPLS 3 (Software Partial Least Squares) to carry out a verification examination. PLS-SEM is capable of analysing constructs made from reflective and formative indicators. Algorithms with flexibility and large dimensions can examine a wide range of indications.

Test for Validity and Reliability of the Measurement Model (Outer Model)

Answers to the questionnaire provided by the respondent are the data processed in this study. The authenticity and trustworthiness of the survey data must be checked in advance. When a measuring device performs as intended and yields the intended results, it is said to be valid. If a measuring device is said to be invalid, it is useless because it cannot measure or perform the intended function. In order to determine whether the data collection tool exhibits a level of accuracy, precision, or consistency for expressing certain symptoms from a group of people even when it is supplied at the appropriate time, reliability tests are conducted. different. The calibre of the collected data can be used to determine the validity and dependability level. One can say that the criteria utilised to choose a statement or question are valid and trustworthy.

Evaluation of the Inner Structural Model

Several indicators can be seen when measuring the inner model, including: The R-square (R2) coefficient of determination conducted to gauge the degree to which endogenous and exogenous variables interact. According to Ghozali and Latan (2020:75), the R2 value is 0.75 strongly, 0.50 moderately, and 0.25 weakly.

Forecasting Relevance (Q2)

The R-square between endogenous latent variables, which has a regression-like interpretation, can be used to measure it: As a structural model, Q-Square predictive relevance may assess how positively the observed value is influenced by the model and its estimated parameter values. If the Q-square value is more than 0, the model has predictive relevance; on the other hand, if the Q-square value is less than 0, the model does not. Q2 = 1-(1-R12) (1-R22). (1-Rp2) is the formula for calculating Q-square. In the equation model, R12, Rp2 represents the endogenous R-Square variable (Maulidya, 2020). - Goodness of Fit Test for Models A model fit test is performed to determine whether the data collected is consistent and fits the model. If the model does not match the data, it is vital to identify the model's flaws and explore model-modifying options to improve data fit. According to goodness of fit, a model is correct and good if it can explain the data. The table below provides a summary of model measurements in PLS: Table F.4 Measurement of PLS Model Fit Test Criteria Model SRMR > 0.90 rms, 0.08 NFI Theta 0.12 Source: 2019 Dawam

Standard Root Mean Square Residual (SRMR), based on the transformation of the sample covariance matrix and the covariance matrix that is believed to be a correlation matrix, is employed as a measurement of the absolute value of the average residual covariance. The difference between the actual correlations and the implied correlation matrix model is known as SRMR. As a result, one can evaluate the level of the average discrepancy between observed and expected correlations as a strict indicator of model fit criterion. less than or equal to 0.10 or 0.08. As a PLS-SEM compliant matrix that can be used to prevent model identification problems, RMR has been introduced. The Normed Fit Index (NFI), which is determined by calculating the Chi2 value for the proposed model, does not offer enough details to evaluate the model's fit. The Normed Fit Index (NFI) is calculated as 1 minus the proposed model's Chi2 value divided by the null model's Chi2 value. NFI therefore returns values in the range of 0 and 1. The match will be more favourable the closer the NFI is to 1. If the NFI value is greater than 0.90, the fit is good; otherwise, it is marginal. The covariance matrix of mean squared residues from exogenous model residues is known as RMS theta. RMS theta determines how closely connected exogenous model residues are. For a model to fit well, the scale must be nearly zero, which indicates that there is little to no connection between the exogenous model's residuals. A model is appropriate or viable if its RMS value is less than 0.12; otherwise, it is mismatched.

test of hypotheses

The research problem formulation, which has been presented as a question or a statement, has a temporary solution in the form of the hypothesis. Test t. G. By assuming that the independent variables do not change, the t test was used to establish the level of significance of each independent variable's influence on the dependent variable.

$$t = \frac{\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t = t test value Pearson's correlation coefficient r2 = Coefficient of determination n = Number of samples Test F. H.

Through a comparison of the Fcount value with the F-table, the F test is used to ascertain the simultaneous (together) effect of exogenous latent variables on endogenous latent variables (Moeno, 2020).

The measurement model's (outer model) evaluation

A measurement model evaluation looks at how variables, constructs, and their indicators relate to one another. By using the PLS Algorithm process in the SmartPLS Software, it is possible to obtain the measurement model to verify the validity and reliability of the equation model. The display results of the PLS Algorithm process can be shown in Figure 4.1 below:

Figure 2: Measurement Model Display (Outer Model)



Figure 4. Self-processed data as of 2023

Results of Validity Tests

Convergent validity and discriminant validity are the two criteria that can be used to judge the validity test for SmartPLS 3.0. The value of the loading factor can be used to assess convergent validity, whereas the Average Variance Extracted (AVE), square root of AVE, and cross loadings can be used to assess discriminant validity.

Table 6. Convergent valuery rest (Louding Factor)					
Declaration Number	Test result	Validation Description			
Marketing Strategy	Statement				
X 1 . 1	0.855	Valid			
X1.2	0.833	Valid			
X1.3	0.885	Valid			
X 1 . 4	0.858	Valid			
X 1 . 5	0737	Valid			
Product Quality Sta	atement				
X 2 . 1	0.792	Valid			
X 2 . 2	0.885	Valid			
X 2 . 3	0896	Valid			
X 2 . 4	0.886	Valid			
X 2 . 5	0.844	Valid			
Sales Boost Statem	ent				
Y 1 . 1	0.902	Valid			
Y 1 . 2	0.842	Valid			
Y 1 . 3	0.851	Valid			
Y 1 . 4	0.765	Valid			
Y 1 . 5	0.938	Valid			

 Table 6. Convergent Validity Test (Loading Factor)

Source: self-processed data in 2023

Table 4's convergent validity test findings indicate that the indicators are declared valid because the value is > 0.5 and allows for the processing of all of them.

Table 7. Value of Average Variance Extracted (AVE)						
Variable/Construct	Average Variance Extracted (AVE) (>0.5)					
Marketing Strategy (X1)	0.742					
Product Quality (X2)	0.743 _					
Increase Sales(Y)	0.695					
Source: self-processed data in 2023						

In Table 5 it can be seen that the AVE value of each variable is above 0.5 so that it can be said to be discriminantly valid based on AVE.

Table 6. Renability Testing Results for Each Variable					
Т	'est result	Information			
Cronchbach's alpha()	Composite reliability()	Reliability			
0.940	0.954	reliable			
0.903	0.928	reliable			
0.891	0.920	reliable			
	Cronchbach's alpha() 0.940 0.903 0.891	Conchability Testing Result Cronchbach's Composite alpha() reliability() 0.940 0.954 0.903 0.928 0.891 0.920	Test result Information Cronchbach's Composite Reliability 0.940 0.954 reliable 0.903 0.928 reliable 0.891 0.920 reliable		

Table 8. Reliability Testing Results for Each Variable

Source: self-processed data in 2023

Based on Table 6, it can be inferred that all of the constructs in this study are reliable because the Cronbach's alpha value of each variable is greater than 0.7 and the composite reliability of each variable is greater than 0.5.

Evaluation of the Inner (Structural) Model

To determine the significant value of the research model and the link between variables/constructs, inner model or structural model testing is done. Based on the t-statistic value, the significant value of the structural model is assessed. You can use the boothstrapping procedure to view the outcomes of the evaluation of the Inner model in the SmartPLS 3.0 programme. The output display from the structural model following boothstrapping is shown in the figure below:

Display Boothstrapping Output (Inner Model) in Figure 3. Based on Table 6, it can be inferred that all of the constructs in this study are reliable because the Cronbach's alpha value of each variable is greater than 0.7 and the composite reliability of each variable is greater than 0.5.

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Figure 5. Display Boothstrapping Output (Inner Model)

Self-processed data as of 2023

The t-statistic values from indicators to variables as well as from exogenous variables to endogenous variables are shown in Figure 3. The findings of the t-statistic values from the study displayed in Table 9 are as follows:

		Table 9. The t-Statistic			
variable/ Construct	Indicat	or	T-Statistics	P- Values	Ket Sig
Strategy	X1.1	PT. SUNINDO GEMILANG is a provider for purchasing Suzuki brand motorbikes which are easy to find and have spread throughout Indonesia?	13,555	0.000	Sig
Marketing (X1)	X1.2	PT. SUNINDO GEMILANG provides excellent service and products?	17,529	0.000	Sig
	X1.3	PT. SUNINDO GEMILANG has a quality product compared to its competitors?	32,927	0.000	Sig
variable/ Construct	Indicat	or	T-Statistics	P- Values	Ket Sig
Strategy Marketing (X1)	X1.4	When using a Suzuki motorbike from PT. SUNINDO GEMILANG I can feel the best product quality and give the impression of the message from the products offered?	22,969	0.000	Sig
()	X1.5	PT. SUNINDO GEMILANG able to apply marketing strategy	17,421	0.000	Sig
Product quality	X2.1	PT SUNINDO GEMILANG's product results are very satisfying	34,452	0.000	
	X2.2	PT SUNINDO GEMILANG Sells products that are not easily damaged	14,665	0.000	
variable/ Construct	Indicat	or	T-Statistics	P- Values	Ket Sig
	X2.3	PT SUNINDO GEMILANG's products are useful for many people	16,425	0.000	Sig
Product quality (X2)	X2.4	I feel that the color choices of PT SUNINDO GEMILANG products are very innovative	13,072	0.000	Sig
	X2.5	PT SUNINDO GEMILANG sells very high quality products	29,568	0.000	Sig
Increase Sales (Y)	Y. 1	PT. SUNINDO GEMILANG in sales of its products always increases every year	20,496	0.000	
	Y.2	PT. SUNINDO GEMILANG often provides attractive promos and prizes when making sales?	15,159	0.000	
variable/ Construct	Indicat	or	T-Statistics	P- Values	Ket Sig
	Y.3	Type of product from PT. SUNINDO GEMILANG is diverse and acceptable to customers	13,838	0.000	Sig
(Y)	Y.4	Purchase of Suzuki motorcycle products at PT. SUNINDO GEMILANG more than competitors?	11,941	0.000	Sig

	Y.5	PT. SUNINDO GEMILANG in selling its products annually releases new products			
variable/ Construct	Indicat	or	T-Statistics	P- Values	Ket Sig
In one of a lag	Y.3	Type of product from PT. SUNINDO GEMILANG is diverse and acceptable to customers		0.000	Sig
(Y)	Y.4	Purchase of Suzuki motorcycle products at PT. SUNINDO GEMILANG more than competitors?		0.000	Sig
	Y.5	PT. SUNINDO GEMILANG in selling its products annually releases new products	11,668	0.000	

Based on the table, it can be seen that all the T-statistic indicators have a value of more than 1.96 so that it can be concluded that all indicators of the variables of school facilities, quality of educators and teaching methods are significant. Table 8. Significance Test Results from Variable to Variable (Inner Model) Based on Table 8 it can be seen that the t-statistic value of Advertising and Sales Products is more than in line with the significance criteria in the Rule of Thumb Evaluation of the Measurement Model (Outer Model) table in table 10, so it can be concluded that Advertising and Sales Products have a significant effect on employee performance and Compensation has a significant effect on performance.

Table 10. Measurement Model						
Variable/0	Construct	T-Statistics	P-Values	Description of		
				Significance		
Product quality à I	ncrease Sales	6,249	0.000	Significant		
Marketing strategyà Increase Sales		0.780	0.436	Significant		
Measurement	Cri	teria	Results	Ket		
Models			Testing			
SRMR	< 0.08 (Henseler et. al, 2014)		0.077	Fit models		
NFIs	> 0.90 (Lohmöller, 1989)		0.712	Fit models		
rms Theta	< 0.12 (Lohmöller, 1989)		0.238	Fit models		

The SRMR, NFI, and rms Theta values are known to match the required criteria based on the test findings in Table 10, which indicates that the data gathered is reliable and fits the model according to the Goodness of Fit.

Theorem test

From the initial sample value of the path coefficient, it is possible to determine the extent of each exogenous variable's (partially) individual influence on the endogenous variable. The external variable influences the endogenous variable positively if the initial sample value is positive. The external variable affects the endogenous variable negatively if the initial sample value is negative. The original sample value from the study is as follows:

Table 11. Original Samples				
Variable/Construct	Original Sample			
Marketing Strategy (X1)	0.336			
Product Quality (X2)	0.610			
Source: self-processed data in 2023				

It is clear from Table 10 that all of the variables have positive values. Product quality has a 0.610 impact on PT. Sunindo Gemilang's production volume and a 0.336 impact on marketing strategy.

Table 12. R Square and Adjusted R Square			
Endogenous Variables	R Square	Adjusted Square	R
Sales Volume	0.872	0.867 _	

Source: self-processed data in 2023

The data analysis yielded an R-square score of 0.872 for Sales Volume. The coefficient of determination, which may be used to determine the influence of exogenous variables on endogenous variables, can be calculated using this R-square value. The endogenous Coaching variable can be explained by the exogenous variables used in the model, namely Digital Learning (X1) and Action Learning (X2), by a coefficient of determination of 71.1%, with external variables accounting for the remaining 28.9% of the explanation. these studies. The performance of SMEs in the Province of Medan City is impacted by digital learning (X1) variables, action learning (X2) through coaching (X3) variables, and other factors to the extent of 77.1%.

H1: Marketing Strategy significantly and favourably affects sales volume. The original sample has a positive value of 0.336, according to the test findings in Table 4.13, and Table 4.11 displays a T-statistic value of 2.014, which is greater than 1.96 in accordance with the 5% significance threshold, allowing it to be deemed significant. From the test results, it is clear that the Marketing Strategy considerably increases Sales Volume by 0.336. These findings support the conclusion that H1 is accepted.

H2: The impact of compensation on sales volume is favourable and large. Based on the test findings in Table 4.13, it can be concluded that the original sample has a positive value of 0.610 and that it is significant because Table 4.11 shows a T-Statistic value of 2.014, which is more than 1.96 and meets the 5% significance threshold. The test results can be used to demonstrate why the Compensation positively affects Sales Volume by 2,014 in a significant way. These findings allow for the conclusion that H2 is acceptable.

CONCLUSIONS

It can be concluded from the research's findings that The marketing strategy (Product, Price, Place, and Promotion) partially or jointly have a substantial impact on the increase in sales, according to the findings. The management of PT Sunindo Gemilang is urged to further optimise the factors of product, pricing, location, and promotion. This is done to ensure that the effects of all these factors are maximised, allowing for further sales growth and projected competition from other businesses. In order to further optimise rising sales, PT management Sunindo Gemilang should consider aspects of people, tangible proof, and procedures in addition to aspects of the product, price, site, and promotion.

Product quality has a significant impact on sales growth, and PT. Sunindo Gemilang is a good example of this. 1.Partially positive and significant effects of product quality on sales growth. 2. Marketing strategy has a modest but considerable impact on boosting sales.

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