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Impact Promotion on Awareness Product and Organizational Performance: Case Study of the Mineral Water Industry

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Abstract: Research This aim For investigate impact promotion on awareness product, goal organization, determination price products, and revenue sales in the mineral water industry on Lombok Island, with focus on PT. Narmada Drinking Water. Study use method survey with data collection via questionnaire to 121 respondents who were staff company. Research result show that promotion own significant relationship with all variables studied. First, promotion impact positive on awareness product, where changes by 1% in activity promotion can cause change of 52.7% in awareness product. This shows the importance of promotional strategies in introduce product to market and create awareness more products high among consumer. Second, promotion also has an impact significant for the purpose organization, with change by 1% in promotion can cause change of 89.6% in achievement objective organization. This confirms that promotion is tool important in reach objective organization in a way whole. Third, results study indicated that promotion influence determination price product or brand company. Companies need consider promotional strategies they in connection with price product For reach optimal and maximizing balance mark brand they. Lastly, promotion own impact positive on income sale company, which confirms that the promotional strategy is effective can help increase performance sale. Study This give outlook important about role promotion in reach various objective business. The implications is that company need designing and implementing appropriate promotional strategies For reach objective they. along with market and technological developments, companies must Keep going reviewing and updating promotional strategies them to stay relevant and effective in reach objective business that has set.

Keywords: Promotion, Awareness Product, Goal Organization, Determination Price, Income Sale of Mineral Water

INTRODUCTION

Every business oriented organizations own desire For creating a conducive and easy medium accessed through which goods and services they known and traded by the target market. This matter will give room for achievement goals that have been set (Haass et al., 2023). Therefore that's very important For say that organization business established For reach

goals that have been set like profit, satisfaction customers, awareness product, improvement market share, expansion, growth, and so on, because That organization must set mechanism For reach goals that have been set (Gibson et al., 2012). However, the goal Can varied, important For state necessary / required goals that must achieved by each organization.

In context understanding importance reach objective business, research This aim For study impact promotion to awareness product or brand, with focus on one organization leading in Mineral water industry on Lombok Island. The main purpose study This is For understand How promotion influence level awareness product in context Mineral water industry. In an attempt reach objective the research This own a number of the goal will be chased. First, research This will evaluate impact promotion to awareness product in Mineral water industry. Second, research This aim For determine the extent of the mix promotions used by PT. Narmada Drinking Water is available help reach objective organization. Next, research This will evaluate effect activity promotion company to determination price brand company. Lastly, research This will evaluate effectiveness promotion in increase income sale products produced by PT. Narmada Drinking Water.

With Thus, research This will discuss How promotion become element important in reach objective business and how effort promotion can impact on knowledge customer about product or brand. Next, research This will explore How mix marketing, which involves elements like planning product, determination price, brand, channel distribution, personal selling, advertising, promotion, packaging, display, service, handling physics, and discovery and analysis fact, yes become tool important in reach objective organization. With Thus, research This will give more understanding in about How organization can optimizing promotion and mix marketing they For reach objective established business.

LITERATURE REVIEW

According to Lim (2021), Mix Promotion is method directly used by a organization For communicate with various target audience. It consists of the five elements Main: Advertising, promotion sales, personal sales, public relations, and marketing direct. Kotler & Keller, Lane (2016) consider promotion as communicating activities superiority product and convincing target customers for buy it. Mix promotion can seen as mixture special from tools advertising, promotion sales, public relations, and marketing directly used by the company For reach objective the marketing. Promotion strategy covers all the way in which a company communicate benefits and value the product as well as convincing targeted customers For buy it (Kotler & Keller, Lane, 2016).

Promotion is the company's strategy For managing the communication process marketing needs interaction between two or more individual or group, involving sender, message, medium, and recipient (Cheung et al., 2015). Promotion covers all single communication marketer Possible use in the market. Promotion own four different elements: advertising, public relations, personal selling, and promotion sale. Happen a number overlapping overlap moment promotion use four element main This together, which is common happen in film promotion. Advertising covers all paid communications, start from advertisements in cinemas, radio and internet advertisements, up to print and board advertising advertisement. Public relations is communication is not paid direct and encompassing press releases, sponsorship deals, exhibitions, conferences, seminars, exhibitions trade, and events. According to Keller et al. (2019), promotion is effort marketing that works For give information or convincing customer actual or potential about superiority something product or service For objective push consumer who knows For start buy or Keep going buy product or service company the.

For communicate with individuals, groups, and organizations, to name a few type method promotion can used. Combination special from method promotions used covers advertising, personal selling, promotion sales, and public relations.

- 1) Advertising: Advertising is promotional nature not personal to groups paid by identified sponsors. It focuses on groups of people rather than individual. This is form communication mass possible marketer For reach a number big target consumers with cost low per engaged consumer.
- 2) Promotion Sales: Promotion sale is activities and/ or acting material as incentive direct, offer mark plus or incentive For product to intermediary, seller, or consumer.
- 3) Public Relations: Marketer involved in public relations for develop good image about product organization in the eye public. They direct activity This For tempt target consumers.
- 4) Selling: personal selling is presentation oral about ideas about product or service with objective For convincing candidate buyers to buy product or service the Forget satisfaction maximum.

Promotion is one of the element mix marketing, which is known as the 4Ps of marketing. From the corner look Hendrayani et al. (2021), promotional strategy objectives something organization is For bring existing and potential customers to level relative awareness about product organization. They opinion that organization must plan mixture promotion they with effective For create awareness. Powers & Loyka (2010) look at mixed strategies promotion as method For bring customer from circumstances ignorance become circumstances adopt product in a way active. This is method For communicate with individuals, groups, and organizations For facilitate exchange information and reassurance One or more audience For accept product organization.

Promotion, which is element fourth in mix marketing, now more often called as "communication marketing". Communications marketing can defined as " way company try For give know, convince, and remind customers directly or no about their products and services sell (Kotler & Keller, Lane, 2016). Communication marketing is about convey information about products and services company to customer Because customer No can buy products that don't they know, and deep the process, creating more Lots two- way relationship with customer than in general happen in promotion traditional. Something iteration conceptual more carry on is term promotion (IMC), which is "coordination and integration all tools, paths, and sources communication marketing in something company to in a seamlessly designed program For maximizing impact communication to consumers, businesses, and other parties in something organization (Keller et al., 2019).

METHODOLOGY

Methodology study This based on approach possible survey use questionnaire For collect data from respondents. According to Burchett (2014), design study is plan or detailed guide how the data is related with problem study must collected and analyzed. Research design This give framework Work procedural For implementation study This.

Population study This is all over staff from a mineral water business unit in Lombok. Study This carried out at PT. Narmada Drinking Water, West Lombok, West Nusa Tenggara. In order to taking samples, as many as one hundred four twenty (140) respondents chosen in a way random For fill in questionnaire. From the amount of these, 121 questionnaires has filled in and returned. Use sample This is appropriate representation from population actually, remembering related obstacles with more population wide.

Data used in study This sourced from primary and secondary sources. For collect relevant data, use it questionnaire as tool main. Use questionnaire This chosen For overcome potency frequent problem happen in data collection and ensuring that results study This objective and free from bias.

Deep data analysis study This involve use table frequency, Likert scale, pie chart, statistics distribution such as mean and deviation standard, as well testing hypothesis use

regression double. Approach This chosen For process the data obtained of 121 respondents with various characteristics.

Study This submit four hypothesis as following:

H1: Yes connection significant between promotion and awareness product.

H2: Yes connection significant between promotions and goals organization.

H3: Yes connection significant between activity promotion and appointment price brand / company.

H4: Yes connection significant between promotion and revenue sale.

RESULTS AND DISCUSSION

Research result show profile respondents as following: from a total of 121 respondents, 63 respondents (52.1%) were male, while 58 respondents (47.9%) were woman. In connection with group age, 46 respondents (38.0 %) aged 18 to 24 years, 16 respondents (13.2%) aged 25 to 34 years, 34 respondents (28.1%) aged 35 to 44 years, 24 respondents (19.8%) aged 45 to 54 years, and 1 respondent (0.8%) was 55 years old to on. In terms of marital status, 60 respondents (49.6%) stated that they Still single, 50 respondents (41.3%) have married, 4 respondents (3.3%) divorced, and 7 respondents (5.8%) had marital status other. Related level education, as many as 104 respondents (86.0%) had B.sc/HND degree, 15 respondents (12.4%) had MSc degree, and 2 respondents (1.7%) had title P.hd.

Hypothesis testing

Table 1. Promotion to Awareness Product

Variable	Mean	Std. Dev.	N	R	p	Note.
Awareness product	4,308	0.491	121	0.527	000	Significant
Promotion	4,573	0.283				

Source: processed data, 2023

This shows that there is connection significant between promotion and awareness product. ($r = .527^{**}$, $N = 121$, $P < .01$). Implications from results This is that change by 1% in promotion will cause change of 52.7% in awareness product. Therefore that, you can concluded that promotion influence awareness product in study This.

Table 2. Promotion towards Organizational Goals

Variable	Mean	Std. Dev.	N	R	p	Note.
Awareness product	4,587	0.423	121	0.897	000	Significant
Promotion	4,572	0.283				

Source : processed data , 2023

This matter indicated that there is connection significant between promotions and goals organization. ($r = .897^{**}$, $N = 121$, $P < .01$). Implications from results This is that change by 1% in promotion will cause change of 89.6% in objective organization. Therefore that, you can concluded that promotion influence objective organization in study This.

Table 3. Promotion to Pricing

Variable	Mean	Std. Dev.	N	R	p	Note.
Awareness product	4,622	0.363	121	0.878	000	Significant
Promotion	4,573	0.283				

Source : processed data , 2023

This shows that there is connection significant between promotion and appointment price brand / company. ($r = .878^{**}$, $N = 121$, $P < .01$). Implications from results This is that change by 1% in promotion will cause change of 87.4% in determination price brand / company.

Therefore that, you can concluded that promotion influence determination price brand / company in study This.

Table 4. Promotion to Income sale

Variable	Mean	Std. Dev.	N	R	p	Note.
Awareness product	4,507	0.311	121	0.497	000	Significant
Promotion	4,573	0.283				

Source : processed data, 2023

This shows that there is connection significant between promotion and revenue sale. ($r = .497^{**}$, $N = 121$, $P < .01$). Implications from results This is that change by 1% in promotion will cause change of 49.6% in income sale. Therefore that, you can concluded that promotion influence income sale in study This.

Research result show that there is significant relationship between promotion and awareness product. This matter in line with findings study previously supported importance promotion in increase awareness products among consumer (Almås et al., 2022; Odunlami & Akinruwa, 2014). In context This is promotion works as tool effective communication For introduce product to the target market. This result underline the importance of an effective promotional strategy in reach objective awareness product.

Next, results research also shows that promotion own significant relationship with objective organization. The implications is change by 1% in promotion can impact significant impact on achievement objective organization amounting to 89.6%. Findings This in line with other research shows that promotion can become tool important in reach objective organization (Almås et al., 2022; Vedel et al., 2020). In context This is promotion No only role in increase awareness products, but also in reach objective organization in a way whole.

Next, results study show that promotion relate significant with determination price brand / company. This matter indicated that promotion can influence price product or brands offered by the company. This result support findings study previously highlighted role promotion in influence price product (Fadli et al., 2022; Yusuf & Sunarsi, 2020). The implications is company need consider with Careful promotional strategy they in connection with price product to achieve optimal balance.

Lastly, results study show that Promotion is also related significant with income sale. This matter show that promotion can impact positive on income sale company. The implications is that company need pay attention to effective promotional strategies For increase income sale they. Findings This in line with study previously highlighted importance promotion in increase performance sale company (Nesia & Darma, 2015; Sujata et al., 2016).

In all, results study This give contribution important in understand role promotion in reach awareness product, goal organization, determination price products, and revenue sale. The implications is that company need designing the right promotional strategy For reach various objective This. Additionally, research This give more views in about How promotion can become element important in marketing strategy company. along with market and technological developments, companies must Keep going reviewing and updating promotional strategies them to stay relevant and effective in reach objective they.

CONCLUSION

Study This describe significant relationship between promotions and a number factor key in the mineral water industry, especially at PT. Narmada Drinking Water. First, the results study show that promotion own influence strong positive to awareness product or brand among consumer. This result give support strong For the importance of an effective promotional strategy in introduce product to the target market and create awareness more products tall.

Next, research this is also revealing that promotion impact significant for the purpose organization. Change by 1% in activity promotion can cause change of 89.6% in achievement objective organization. This confirms that promotion No only as tool For increase awareness product, but also as tool important in reach objective organization in a way whole.

Study this is also revealing that promotion own influence positive on determination price product or brand company. This result indicated that company need consider with Careful promotional strategy they in connection with price product For reach optimal and maximizing balance mark brand they.

Lastly, results study show that promotion impact positive on income sale company. It delivers confirmation that the promotional strategy is effective can help company increase performance sale they.

In overall, research This give contribution important in understanding about How promotion become element key in reach awareness product, goal organization, determination price, and income sale. The implications is that company need designing and implementing appropriate promotional strategies For reach various objective business they. along with market and technological developments, companies must Keep going reviewing and updating promotional strategies them to stay relevant and effective in reach goals that have been set.

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