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Marketing Mix Implementation on Sales Levels

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Abstract: Marketing mix is a tactical tool for companies in establishing a strong position in the market. The marketing mix combines four main elements: product, price, place, and promotion, to achieve the company's marketing goals and provide value to consumers. This article outlines the importance of each element in achieving optimal sales levels. Through data collection and analysis methods, it is concluded that effective implementation of the marketing mix can increase sales and the company's position in the market.

Keywords: Marketing Mix, Product, Price, Place, Promotion, Sales Level

INTRODUCTION

The marketing mix is a company's tactical means of determining a strong positioning in the target market. An effective marketing program combines all elements of the marketing mix into an integrated marketing program and is designed to achieve the company's marketing goals by delivering value to consumers. Philip Kotler and Keller (1992) Marketing strategy development requires discipline, flexibility and sustainability. Marketing must also always improve strategies for a number of products and services within the organization. Marketing consumer needs and wants is the essence of marketing. The goal of every business is to deliver customer value to generate profits. Marketing strategy is marketing logic implemented with the hope that business units will achieve marketing targets. This marketing strategy consists of specific strategies for target markets, product positioning, marketing mix, and marketing expenditure levels. A good and appropriate marketing strategy is an important factor, because strategy has a direct influence on the smoothness and success of market control. Analysis of effective marketing strategies can be useful as a tool to determine the strengths and weaknesses of a company, so that the company can improve its weaknesses and increase its strengths. This marketing strategy must also be able to face the challenges of environmental changes and this marketing strategy must be able to face increasingly fierce competition in the market.

The world of marketing is a dynamic world and has a very wide reach. Goods and services must go through various stages of activity before they reach the hands of consumers. Along with the development of the marketing concept, experts have now simplified this broad

scope into 4 (four) marketing policies which are commonly called marketing mix or 4P, namely product, price, place, and promotion. (Cannon, Perreault and McCarthy, 2008)

Sales is an integrated effort to develop strategic plans aimed at satisfying the needs and desires of buyers, in order to obtain sales that generate profits and if production volume increases, this will affect production costs, which means the production costs required to make the product will be bigger. (Jannah, 2018). So this article discusses the marketing mix which consists of product, price, place and promotion on sales levels.

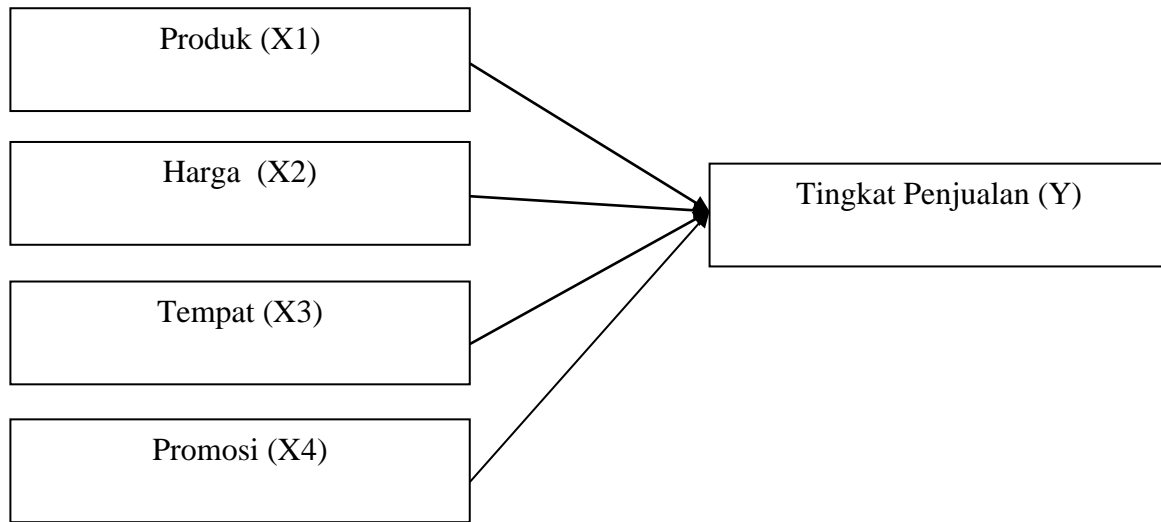
Variables from the Marketing Mix with sales levels are no longer new because many studies have raised cases in the form of these variables, so there is a lot of research that confirms this in this article.

Table 1. Results of previous marketing mix research relevant

No	Author (Year)	Previous research results	Similarities to this article	Differences with this article
1.	Budiwati (2012)	The marketing mix implementation that has been carried out has an influence on consumers' decisions to buy products	Marketing mix implementation	The influence uses the buyer's decision
2.	Manic (2015)	Analyzing the influence of product quality, price and promotion on sales levels at Serpong Garden housing	Analyze the influence of product quality, price and promotion on sales levels	Variables don't take up space
3.	Batubara and Hidayat (2016)	The influence of pricing and promotions on sales levels. The variables observed in this research consist of three variables, namely pricing, promotion and sales level.	Analyze price, promotion and sales level variables	Does not analyze Product and Place variables
4.	Siregar and Imsar (2022)	marketing mix (marketing mix) with the 7P concept, namely product (product), price (price), promotion (promotion), place (place), people (people), process (service) and physical evidence (physical evidence) in increasing consumer interest.	Analyzing products, prices, places and promotions	Analyzing usage interest
5.	Oroh, Nelwan, and Lumintang (2023)	Implementation of the 7P marketing mix creates customer satisfaction and increases sales and the company's position in the market.	Analyze the influence of product quality, price and promotion on sales levels	Using more variables in use
6.	Alexandro et al. (2021)	Maintaining the 7P marketing mix system by marketing various and quality electronic equipment products according to consumer desires, as well as providing convenience in purchasing.	Analyze the influence of product quality, price and promotion	Analyzing makes purchasing easier.

Figures

Based on relevant previous research and discussing the influence of variables, the framework for this article is as follows.



Source: Research Results
Figure 1. Conceptual Framework

Based on the conceptual framework above, the marketing mix of product, price, place, promotion, influence the level of sales. This research is in line with research conducted by Karim, Sepang, and Lumanauw (2014) case study with an associative research method which aims to test the influence between variables, and collect and retrieve data using a survey. Sampling used purposive sampling, and data analysis used multiple linear regression. The results of the research can be concluded that product, promotion, price and place simultaneously and partially influence the volume at PT. Manado Sejati Perkasa Group with the title "Marketing mix influence on sales volume at PT. Manado is a true mighty group." The research results show that there is a real influence of marketing mix variables on sales volume at PT. Manado Sejati Perkasa Group, by simultaneously testing the marketing mix variables, namely product, price, distribution channels and promotions on sales volume, product and price strategies which do not contribute to increasing sales volume so that the overall marketing strategy can provide an optimal contribution.

METHOD

Research in this journal uses several methods, namely data collection and analysis carried out by searching literature and observation. In this case, the theoretical basis for the research was obtained through a literature search from books, other journals or other trusted sources. Apart from that, analysis of the data and information used was carried out using the observation method, namely implementing a marketing mix consisting of product, price, place and promotion on sales levels.

RESULTS AND DISCUSSION

1. Marketing Mix

Kotler (1993) defines the marketing mix as: a series of controllable variables and variable levels used by the company to influence the target market. The four elements or variables of

the marketing mix, or what are called the four p's, are as follows: Product Strategy, Price Strategy, Channeling / Distribution Strategy, Promotion Strategy.

The marketing mix is very important to pay attention to when starting a restaurant or restaurant business. The restaurant or eatery business should be handled in terms of food costs, labor, rent (if the business location is not privately owned), promotions and advertising, food quality, customer service, profits and of course the attitude to continuing this type of business. The marketing mix includes:

1. Product

Product quality according to Kotler and Armstrong (1996: 274) is that a product is anything that is offered to the market to get attention, be purchased, be used and that can satisfy a want or need.

Handayani (2019) states that the product strategy factor is the factor that will make the biggest contribution to increasing sales levels at Bank CIMB Niaga West Bekasi.

2. Price

Tjiptono, Chandra, and Adriana (2008) say that: A set price has a very important meaning for a company, especially to face increasingly tight levels of competition and consumer tastes which are always changing with the times. Price is a marketing mix that is flexible, meaning changed quickly. According to previous research, Dharasta (2017) said that the variable that dominates influencing sales levels is pricing.

3. Place

Suryana and Bayu (2014) An attractive place for consumers is the most strategic, pleasant and efficient place. Indicators of place/distribution are marketing channels, collection and location arrangement, inventory and transportation. Indicators of place/distribution are location, transportation and distribution channels.

4. Promotion

According to Kotler (1993) also explains that promotional activities are marketing efforts that provide various short-term intensive efforts to encourage the desire to try or buy a product or service. All promotional activities aim to influence purchasing behavior, but the main promotional objectives are to inform, persuade and reminds and according to Layanah and Ali (2023) The aim of promotional activities is to increase sales volume by making decisions by consumers to provide the products offered. When carrying out promotional actions to potential consumers, someone does not just provide a series of information, such as how to use it, manufacturing materials, product expiry, and so on. The marketing mix variable that has the most dominant influence is the promotion variable, this is because the promotion variable has the largest regression value (Handayani and Prihartono, 2022)

2. Sales Level

Sales Level or Sales Volume is a response to the company's marketing activities. Sales concepts vary according to the context. According to P Kotler (1990) sales is often misunderstood as the act of selling goods or services, while marketing focuses more on the results or income from company sales in a certain period, market demand can be measured in physical volume or monetary value. In this context, sales volume can be measured based on the number of product units sold or the value of sales turnover.

CONCLUSION

Marketing mix has a significant influence on the level of sales of a product or service. The marketing mix consists of four main elements: product, price, place, and promotion. Each of these elements must be managed effectively in order to achieve the company's marketing goals and provide value to consumers.

Analysis of effective marketing strategies can help companies identify their strengths and weaknesses, as well as improve their strategies to face environmental challenges and increasingly fierce market competition.

Through collecting and analyzing data from various sources, this article concludes that implementing a good marketing mix can increase sales and a company's position in the market.

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