

Marketing Mix Analysis In Increasing Furniture MSMEs Sales Volume In Cirebon District

Diana Octa, Rifa Rohidatul Aisya, Ramlah Puji Astuti

Universitas Swadaya Gunung Jati Cirebon, Indonesia

Email: ramlah.puji.astuti@ugj.ac.id

*Correspondence: ramlah.puji.astuti@ugj.ac.id

ABSTRACT: The era of globalization requires companies to have smart and adaptive economic management strategies in order to overcome various challenges that arise at the international level. This research aims to determine and analyze the marketing mix such as product, price, place and promotion on furniture sales volume in Cirebon Regency. This research was conducted with the hope of increasing sales volume for furniture MSMEs in Cirebon Regency. This research uses quantitative research. The data used in the research uses primary data collected by distributing questionnaires to 100 MSME owners in Cirebon Regency. The method used in the research is Random Sampling. Data were analyzed using Partial Least Squares Structural equation modeling (SEM-PLS) with the Smart-PLS 3.0 application. Research findings show that Product and Promotion have a negative impact on sales volume. Apart from that, the Price and Place variables have a positive effect on sales volume. The research confirms that the product variable is not significant. MSMEs in Cirebon district are trying to increase sales volume by improving the quality of the products they offer to increase consumer satisfaction and lead to customer loyalty.

Keywords: MSMEs, product, price, place, promotion

INTRODUCTION

The era of globalization requires companies to have smart and adaptive economic management strategies in order to overcome various challenges that arise at the international level (Nasution, 2023). Micro, Small and Medium Enterprises (MSMEs) play an important role in supporting sustainable economic diversification, MSMEs are productive businesses to be developed to support macro and micro economic development in Indonesia and influence other sectors to develop (Hamza & Agustien, 2019). Micro, Small and Medium Enterprises (MSMEs) through their business activities increase awareness of local products and create business opportunities for economic actors, encourage economic growth, and play a role in realizing national stability which plays a role in the process of equalizing and increasing people's income. (Fidela, Pratama, & Nursyamsiah, 2020).

According to data on micro, small and medium enterprises (MSMEs) in Indonesia from statistical data from the Ministry of Cooperatives and UMKM, there are 64 million micro, small and medium enterprises (MSMEs) in Indonesia (central statistical agency, 2023). One of the regions in Indonesia that has the potential for MSMEs is in Cirebon Regency. Due to Cirebon Regency's regional strategic location, the development of MSMEs has increased significantly every year. Cirebon Regency is home to various types of world-class MSMEs, including batik MSMEs, processed foods, rattan, fisheries and others.

The presence of MSMEs in Cirebon Regency contributes to regional economic growth, especially in the furniture trading industry. Furniture MSMEs in Cirebon Regency are well known in ASEAN countries. Furniture MSMEs will experience an increase in 2021 (El, 2023). With the increase in the number of furniture MSMEs in Cirebon Regency, there are still many problems. Problems that are obstacles faced by the "Furniture" business group in developing its business. The problem often experienced by MSMEs is the decline in product sales, which affects product sales turnover (Islami, N. W., Supanto, F., & Soelroyo, 2021).

Table 1. Total data for all MSMEs and furniture industries in Cirebon Regency.

INFORMATION	2020	2021
Number of MSME Data in Cirebon Regency	19.455	18.053
Number of Furniture Industries in Cirebon Regency	1480	1502

Source: (BPS, 2022)

The decline in sales of MSME actors is the most basic problem. This is a consideration for researchers when conducting research. The decline in sales can be caused by several important factors, such as trend changes that affect the demand for types and shapes, as well as rising raw material prices. This makes it difficult for sellers to make sales. Competition from similar products makes the price and quality of products difficult. This inhibiting factor must be quickly identified and overcome by the management of an MSME so that in the process of MSME development it moves more forward and adds value to be achieved later (Febriani & Harmain, 2023). By understanding and identifying the factors that affect the decline in sales of Furniture MSMEs. Companies need to adapt specific sales as well as adapt relevant marketing strategies (Mariam & Ramli, 2023). Therefore, MSME actors need to implement their marketing strategies in order to increase sales volume (Cay & Irnawati, 2020).

The success of a company is greatly influenced by the company's marketing strategy in selling its products. Simamora (2023) provides the definition of "Marketing strategy refers to an integrated decision pattern of an organization that determines important choices regarding products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchange with the organization to achieve certain goals". (Harahap & Ahsanah, 2023) stated that in today's competitive business environment, there are four concepts in the marketing mix with the term 4P which consist of product (product), price (price), place (place), promotion (promotion) or what product is produced, how much price is determined, what promotional activities are used, and ideas for customer and client satisfaction.

According to (Alfiah, Suhendar, & Yusuf, 2023), Price is an element in the marketing mix that not only determines profitability, but also as a signal to inform it about the proportion of value of a product. Price is one of the marketing factors that must be considered by company management Price has its own attraction for buyers, so manufacturers must be careful in setting prices on each product (Firdos, Setyaningsih, Ikhwan, Riono, & Zaman, 2022). A product is the totality of offers made to consumers in providing merchandise that is then purchased by customers, which has the characteristics of a product in its ability to meet certain needs (Montolalu, Tumbel, & Walangitan, 2021). Although the number of similar competitors is a challenge for companies, companies must still prioritize the quality of the products sold so that customers remain satisfied (Naini, Santoso, Andriani, Claudia, & Nurfadillah, 2022). (Azis, 2019) in his research explained that satisfied customers want to buy again and tell others about their good experience, this can increase sales volume.

In addition, location or distribution is also important in the marketing mix. "Location means related to where a company must be headquartered and carry out its operations or activities" (Rifai & Tuti, 2022). Distribution channels are very important in company activities (Putri, Syahputra, & Rahmadiansyah, 2020). Distribution is a marketing activity that seeks to facilitate and facilitate the delivery or distribution of goods and services from producers to consumers, so that their use is in accordance with what is needed (type, quantity, price, place, and when needed). Companies must carefully consider the distribution channels that will be used to market their products (Hurselpuny, G., Sinaga, S., & Hasugian, 2023). Distribution channels are also intermediaries that help connect producers and consumers, of course, effective promotion is needed to achieve these goals.

Promotion is a series of activities to communicate, educate and convince people about a product, as well as bind minds and markets in the form of loyalty to the product (Sahroma & Anasrulloh, 2021). Meanwhile, according to (Astuti & Setyawan, 2023) in their research, promotion is an element of the marketing mix that focuses on informing, persuading, and reminding consumers about the Company's brands and products. Therefore, this study focuses on all elements of marketing strategies that affect sales volume. Because the 4 elements of marketing strategy consisting of product, price, place, and promotion are interconnected and affect in the marketing mix (Ningrum, 2020).

RESEARCH METHODOLOGY

This research uses a quantitative approach, which is based on positive philosophy and is used to research on a specific population or sample (Sugiyono, 2019). The research methodology was carried out through questionnaires distributed to furniture industry stakeholders. This research was carried out for approximately 2 months. The population of this study is in accordance with the number of furniture MSMEs in Cirebon Regency which amounted to 1502. The sample of this study was obtained from calculations using the Slovin formula. The Slovin method is used if the population is known using the Slovin formula and the sample size obtained is 100 people involved in Furniture MSMEs in Cirebon Regency.

$$\eta = \frac{N}{1 + N(e)^2}$$

$$\eta = \frac{1502}{1 + 1502(0,01)^2}$$

$$\eta = 100,00 \text{ roundeld up to } 100$$

Information :

η = Number of samples

N = Total Population

E = Margin Error (error limit = 10%)

The data analysis of this study ensures the validity and reliability of the data collection instrument by using validity and reliability tests to ensure that the data used is consistent and accurate. PLS-SEM is a research framework that uses pathway analysis and is suitable for a small number of samples. This study uses Partial Least Square Structural Equation Modeling (PLS-SEM) as a data analysis technique, by using SMARTPLS as an analysis tool that examines the relationship between Marketing Mix (4p) and sales growth in the furniture industry in Cirebon Regency.

RESULT AND DISCUSSION

Respondent Characteristics

This study analyzed 100 respondents who were furniture industry players in Cirebon district. This study collects data on the Last Education of Furniture Entrepreneurs, gender and

monthly sales turnover in their furniture business. The characteristics of the respondents are described below. Table 2 presents the results of the analysis which shows that the majority of respondents are entrepreneurs who have the last high school education of 55%, followed by undergraduate education at 30%, entrepreneurs with the last junior high school education at 11% and the smallest elementary school at 4%. In terms of gender, 74% of respondents are male entrepreneurs and 26% are female entrepreneurs. In addition, in sales turnover, entrepreneurs who earn less than IDR 50,000,000 are 65%, IDR 50,000,000 - 75,000,000 is 17%, then with a turnover of IDR 75,000,000 and above is 18%. The length of time the company was established is 5-7 years 25%, 7-10 years 38%, 10 years and above 37%.

Table 2 Characteristics Respondent

Characteristics	Category	Frequency	Percentase (%)
Respondent's Latest Education	Primary School	4	4
	Junior High School	11	11
	Senior High School	55	55
	S1	30	30
Sex	Man	74	74
	Woman	26	26
Sales Turnover Per Month	IDR < 50 million	65	65
	IDR 50 million-75 million	17	17
	IDR > 75 million	18	18
Company	7. year	25	25
	7-10 years	38	38
	>10 years	37	37

Data Analysis Result**Validity Test****Table 3 Outer Loading**

	Product	Price	Promotion	Place	Sales Volume
PR1	0.582				
PR2	0.914				
PR3	0.740				
PR4	0.714				
PR5	0.704				
PR6	0.911				
PRC1		0.859			
PRC2		0.841			
PRC3		0.873			
PRC4		0.871			
PRC5		0.821			
PRC6		0.849			
PRM1			0.578		
PRM2			0.866		
PRM3			0.757		

PM4	0.717
PRM5	0.707
PLC1	0.606
PLC2	0.861
PLC3	0.768
PLC4	0.747
PLC5	0.713
VLM1	0.883
VLM2	0.822
VLM3	0.734

Twenty-five indicators have outer loading values in the range of 0.7 to 0.9 and three indicators are below 0.7, but still above 0.5. This value has met the outer loading criteria (the recommended value is >0.7 ; 0.5-0.7 is still acceptable) (Mohd Dzin & Lay, 2021).

Table 4 Average Variance Extracted (AVE)

Average Variance Extracted (AVE)	
Product	0.593
Price	0.726
Place	0.553
Promotion	0.534
Sales Volume	0.665

Specifically, the product variable has a value of 0.593, the price variable has a value of 0.726, the place variable has a value of 0.553, the promotion variable has a value of 0.534 then the last one, the sales volume indicator has a value of 0.665. All reflective constructs used in this study had an AVE value greater than 0.5. AVE measures the amount of variance captured by construction indicators. The AVE value should be 0.5 or higher (Mohd Dzin, N. H., & Lay, 2021).

Reliability Test

Table 5. Reliability Test

	Cronbach's Alpha	Composite Reliability
Product	0.857	0.895
Price	0.925	0.941
Place	0.796	0.859
Promotion	0.780	0.849
Sales Volume	0.746	0.855

Based on the results of the calculation of construct reliability which includes Cronbach's Alpha and Composite Reliability, it can be concluded that all variables meet the criteria set in this study. The Cronbach Alpha value in the table above shows a value of >0.7 for each of its variables which defines a high internal consistency in the measurement of "acceptable values of 0.7 or 0.6" (Taber, 2018). In addition, all variables with composite reliability values that exceed the limit of 0.70 or higher are preferred which indicates high internal consistency.

Test The Hypothesis

Table 6. Direct Effect Test Results

Hypothesis	Relationship	Path Coefficients	P Values	Information
H1	Product -> sales volume	0.118	0.604	Insignificant
H2	Price_ -> sales volume	0.322	0.000	Significant
H3	Place -> sales volume	0.451	0.023	Significant
H4	Promotion -> sales volume	0.121	0.237	Insignificant

The results of the hypothesis test can be explained from the results of the path coefficient test presented in Table 6 and the visualization in Figure 1

Hypothesis 1: product has a positive but not significant effect on sales volume

Furniture products have a positive but not significant effect on sales volume. The results of the survey data analysis based on Table 6 show that the path value of the influence coefficient of furniture products on consumer satisfaction is 0.118, which is greater than 0, and the p value is 0.604, which is less than 0.05. It can be concluded that there is an insignificant effect between the variable of furniture products and sales volume. In other words, Hypothesis 1 is not accepted.

However, the Company in producing its products must be improved at all times. The above results are in line with previous research which proves that products have no effect on increasing sales, or purchases made by consumers (Karina & Sari, 2023).

Hypothesis 2: Furniture prices have a positive and significant effect on sales volume.

The results of the analysis of the research data, based on Table 6, show that the value of the coefficient of the path of influence of furniture prices on sales volume is 0.322, which is greater than 0, and the p value is 0.000, which is less than 0.05. It can be concluded that there is a positive and significant influence between furniture price variables and sales volume. In other words, Hypothesis 2 is accepted.

Companies must be able to adjust between consumer demand and the price we give to consumers because when the price given by the company increases, sales decrease and when the price given by the company decreases, sales increase or increase. So it can be concluded that the influence of price is very influential and very decisive to increase sales in the Company. The above results are in line with previous research that price has a positive and significant effect on sales volume (Fauziah, U. U., Elldinel, A., & Sumel, 2019).

Hypothesis 3: Place has a positive and significant effect on sales volume.

The results of the analysis of the research data, based on Table 6, show that the value of the coefficient of the influence path of place on sales volume is 0.451, which is greater than 0, and the p value is 0.023, which is less than 0.05. Therefore, it can be concluded that there is a positive and significant influence between the place variable and the sales volume. In other words, Hypothesis 3 is accepted.

This is due to the influence of a strategic location and easy access to be one of the consumer determinations to choose and buy furniture products. Companies need to pay attention to these two things in order to win the hearts of consumers and compete with companies that offer similar products with easy access to the location and range of existing places. This is in line with research conducted by (Agustini, 2023) (Pradela, Aprianto, Suyadi, & Idayati, 2022).

Hypothesis 4: Promotion has a positive but not significant effect on sales volume.

The results of the analysis of the research data, based on Table 6, show that the path coefficient value of the influence of Promotion on Sales Volume is 0.121, which is greater than

0, and the p-value is 0.237, which is less than 0.05. Therefore, it can be concluded that there is a positive but insignificant influence between the promotion variable and sales volume. In other words, Hypothesis 4 is not accepted

Furniture MSMEs have obstacles in carrying out promotional activities because of the limited budget they have. Insufficient budgets can significantly hinder the creation of effective promotional campaigns, and businesses do not understand the impact of promotions on buying interest that affects sales volume. This is in line with previous research conducted by (Qadafi, M. A., Latielf, F., 2023).

DISCUSSION

Product Influence on Furniture Sales Volume in Cirebon Regency

The results of the analysis of the research data, based on Table 6, show that the path coefficient value of the influence of Promotion on Sales Volume is 0.121, which is greater than 0, and the p-value is 0.237, which is less than 0.05. Therefore, it can be concluded that there is a positive but insignificant influence between the promotion variable and sales volume. In other words, Hypothesis 4 is not accepted

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The Influence of Product Prices on Furniture Sales Volume in Cirebon Regency

The results of the study show that price has a partial and significant influence on the increase in sales volume. Wise pricing is a major factor influencing consumers' purchasing decisions. Consumers are more likely to buy if the price is considered reasonable and commensurate with the value of the product. If the price given is too high, this can help the product become less attractive and encourage consumers to look for cheaper alternatives. Furniture MSMEs must be able to consider pricing strategies that are in line with their business goals. A proper understanding of consumer price sensitivity allows companies to achieve an optimal balance between product appeal and sales volume. Therefore, price is not only a transactional factor, but also a strategic tool that can affect consumers' perception of sales success.

The Influence of Place on Furniture Sales Volume in Cirebon Regency

The results of the study show that the influence of sales places is partially positive and significant on the volume of furniture sales in Cirebon Regency. Places have a great influence on furniture sales because the existence of a business in the right location can provide good access to the target market. A strategic location can increase exposure to the product and make it easy to find. In addition, the demographic and cultural characteristics of a region can influence consumer preferences. By understanding well the characteristics and needs of the market, furniture MSMEs need to optimize their marketing strategies to significantly increase sales volume. As a result, choosing the right place is not only a strategic consideration, but can also be the key to success in achieving a sales target.

The Effect of Promotion on Furniture Sales Volume in Cirebon Regency

The results of this study show that sales promotion has an insignificant negative effect related to the volume of furniture sales in Cirebon Regency. Furniture MSMEs have obstacles in carrying out promotional activities because of the limited budget they have. An insufficient budget can significantly hinder creating an effective promotional campaign. In addition, in some situations, MSMEs may consider promotional activities as a cost that does not directly

provide definite results. This perception arises if business actors have not had time to understand the positive impact that promotions can have on sales volume.

However, it should be reminded that even if the budget is limited by not doing a promotion, it can risk reducing the visibility of the business and the attractiveness of the product. Therefore, companies can look for more cost-effective promotional strategies, such as utilizing social media to promote each other in order to help optimize the use of limited budgets to achieve maximum results.

CONCLUSION

This study presents a comprehensive analysis of the relationship between products, prices, places, and promotions of furniture MSMEs located in Cirebon Regency. The research confirms that the product variable is not significant. MSMEs in Cirebon district are trying to increase sales volume by improving the quality of the products they offer to increase consumer satisfaction and lead to customer loyalty. Price variables have a significant influence on sales growth. This shows that a marketing strategy that focuses on setting the right price can make a significant contribution to the success of furniture MSME sales in Cirebon Regency. Prices must remain affordable to all levels of society, and prices must reflect product quality and pay attention to consumer interests. It can be concluded that Place has a positive influence on sales volume. The more strategic the location of a product, the better its image in the eyes of consumers, and the more likely it is to increase sales. It can be concluded that promotions do not have a significant effect on sales volume. Furniture MSMEs in Cirebon Regency must continue to make efforts to increase promotions to attract consumers by utilizing online media such as websites, blogs, and social media. The study acknowledged its limitations, such as specific location and scope, and encouraged future research to expand geographic areas and increase sample sizes. This research offers valuable insights for furniture MSME owners in Cirebon district.

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