

## Marketing Strategy in Furniture Business in Takalar District

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**Abstract.** This study aims to explain marketing strategies including product, price, place, promotion, their effects simultaneously or partially on purchasing decisions in furniture business in Takalar Regency. This study uses quantitative methods with survey research techniques to obtain primary data using multiple linear regression analysis through the statistical program SPSS for windows version 21. The results show that product, price, place, and promotion partially and simultaneously have a significant effect on decisions. purchase. This shows that the product, price, place, promotion are strategic factors to determine how much consumer interest in the products offered and as a basis for furniture business owners to increase sales.

**Keywords:** Product, price, place, promotion, purchase decision

### INTRODUCTION

Running a line of business, offering products or services to attract many consumers is one of the keys to success. It takes a qualified marketing strategy so that consumers know and recognize the product or service being offered. A poor marketing strategy, of course, will find it difficult to develop the business to its full potential. In fact, the risk of losing competitiveness with other entrepreneurs is very possible if you do not have a good marketing strategy. The varied needs and desires of consumers serve as guidelines for every company to design the right marketing strategy in order to meet consumer expectations.

Marketing strategy is a plan in terms of marketing a product or introducing a product to the wider community to obtain optimal results. The scope of the marketing strategy is quite widely applied, including product, price, place, and promotion, commonly known as 4P.

Marketing strategy is oriented towards creating added value by understanding market needs including consumer desires, conducting customer and market research, organizing marketing information and consumer data, building integrated marketing methods and providing added value, building mutually beneficial relationships in creating consumer satisfaction.

Marketing in the business industry is something that is very important, because if the company cannot market its products properly to consumers, it will only get losses. The right marketing can determine the increase in sales and a company's position in the market. Every company certainly hopes that the company will continue to run smoothly without any obstacles caused by the lack of interest in the products offered. To achieve this, of course, a strategy is needed in marketing the products that will be offered to consumers.

Maldina (2016) describes an Islamic marketing strategy in increasing sales at the Calista Boutique. The conclusion in this study states that the Calista Boutique has been appropriate to apply the theory and concepts of Islamic marketing strategies and has implemented Islamic content which consists of the first three main points, the application of Islamic marketing characteristics; application of Islamic business ethics; imitating the marketing practices of the Prophet Muhammad SAW. Based on the characteristics of the Prophet Muhammad, namely: Shiddiq, Amanah, Fathanah, and Tabligh.

Furthermore, Makmur (2015) about marketing strategies in increasing sales volume (study at S-Mart Supermarkets Pasir Pengaraian). The results showed that S-Mart supermarkets have strategies to increase sales volume, namely product strategies that are used to complement all types of products, price strategies are used to provide low prices by reducing the profitability of an item, distribution strategies are making information media about lottery products with prizes such as banners, billboards, via radio, etc., and strategies for providing good services such as neat arrangement of goods shelves, beautifying the shape of buildings, etc. Based on the internal and external analysis along with the cartesius diagram carried out at the S-Mart supermarket, it can be found that the Pasir Pengarain S-Mart supermarket is in the Growth strategy. Where the decision to be taken is to develop the company by increasing the quality and completeness of the product and reproducing all forms of promotion.

Makmur (2015) focuses on research on companies that are oriented towards increasing sales with the object at S-Mart Supermarkets Pasir Pengairan. As for Maldina (2016) also focuses on research on companies that are oriented towards increasing sellers. Another difference in research is that Maldina (2016) uses Islamic marketing strategies, while the author's research uses conventional marketing strategies. The research will develop on different objects in the furniture business. The main problem is that the creation of product models is still limited, high price competition, and limited market access (BPS, Takalar 2017).

Apart from price, consumers certainly want the best quality of the products they buy. Location is also a factor that determines the success of a business. The strategic location makes it easier for consumers to reach the place. Strategic location with consumer attraction to purchase a product is of course influential in increasing income. The location chosen must be close to crowds and community activities and easily accessible to consumers. A great and quality product if it is not introduced or not known by consumers, no one will buy the product. Companies must try to influence consumers so that the products offered are sold. This effort can be done through promotional activities. The process includes the way the company serves the demands of each customer. This study aims to explain the effect of marketing strategy (product, price, place, promotion) simultaneously or partially on purchasing decisions furniture business in Takalar Regency.

## **RESEARCH METHODS**

This research uses quantitative data and qualitative data. Sources of data come from primary data and secondary data using observation data collection methods, interviews, questionnaires, and documentation. The population used is consumers who have made purchases at furniture business in Takalar Regency and then a number of samples were drawn 50 respondents. The data analysis technique used in this research is descriptive statistical analysis and representative statistics. The data collected was then edited and tabulated in tables and a descriptive discussion was carried out. Descriptive measure is the giving of numbers both in the number of respondents and in percentage figures. Meanwhile, representative is a sample whose characteristics are almost the same as that of the population, meaning that the items sampled are similar to the items not sampled.

## **RESULT AND DISCUSSION**

### **Respondent Characteristics**

Descriptive results of respondents from this study obtained that the characteristics of the respondents at furniture business in Takalar Regency based on gender dominated by women, amounting to 29 people (58%) and the rest male as many as 21 people (42%). The characteristics of respondents based on the age of the majority are 38 people aged 18-23 years (76%). The characteristics of respondents based on the majority of occupations are students or students as many as 31 people (62%). Then, the characteristics based on the purchase intensity, the majority have made purchases more than 5 times as many as 19 people (38%).

Table 1. Description of Research Variables

No.	Variable	Description
1.	<i>Product</i> (X1)	Respondents' responses to the Product variable are in the fulfillment range of 188. This value means that the product variable has fulfilled the desires or demands of consumers

	based on the respondent's statement on the research questionnaire.
2. Price (X2)	Respondents' responses to the price variable are in the affordable range of 191. This value means that the price variable has an affordable price based on the respondent's statement on the research questionnaire.
3. Place (X3)	Respondents' responses to the place variable are in the strategic range of 195. This value means that the place variable has a strategic location or location based on the respondent's statement on the research questionnaire.
4. Promotion (X4)	Respondents' responses to the promotion variable are in an attractive range of 207. This value means that the promotion variable has an interesting technique or promotion based on the respondent's statement on the research questionnaire.
8. Purchase Decision (Y)	Respondents' responses to the purchasing decision variable are in the high range of 197. This value means that at furniture business in Takalar Regency high level of consumer purchasing decisions based on respondents' statements on the research questionnaire.

Table 2. Test Instruments

Validity test	Reliability Test
All indicators on all research variables produce a corrected item total correlation value whose value is greater than r table so it can be said that the question items measuring each research variable are declared valid.	It is known that the value of Cronbach's alpha in each research variable is greater than 0.60. Thus the question items that measure the research variable are declared to meet the reliability requirements.

Table 3. Classic Assumption Test

Normality test	Multicollinearity Test	Heterokedastistics test
The research data is in the normal distribution regression model, this can be seen from the line that describes the data following a diagonal line or it can be said that the data distribution is spread around a straight line.	Based on the results of the study, it was explained that the value of each variable has a tolerance value > 0.10 and VIF < 10.00. This means that in this test there is no multicollinearity problem.	Based on the research results from the scatterplot graph, it can be seen that the dots are spread randomly and scattered so that they do not form a certain pattern and it can be concluded that there is no heteroscedasticity in this test.

## Multiple Linear Regression Test

In this study, the multiple linear regression analysis model consists of several variables, namely product (X1), price (X2), place (X3), promotion (X4) and purchase decision (Y). as for the form of the equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Table 4. Correlation Analysis and Multiple Determination Analysis

Model	R	Adjusted R Square
1	.816	.663

Based on the table above, it states that the correlation coefficient (R) column is found to be 0.816, at 0.80 - 1,000. From these results it can be concluded that the relationship of the independent variables (product, price, place, promotion, people, process, physical evidence) has a very strong level of relationship.

To find out whether there is an effect of the independent variable simultaneously with the dependent variable, it can be seen in the Adjusted R Square 0.663. This means that the ability of the independent variable in explaining the dependent variable is 66.3%, the remaining 33.7% is explained by other variables not discussed in this study, brand image, product quality, loyalty, customer satisfaction, and others.

Table 5. F Test (Simultaneous Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	618,303	4	94,585	22,140	.000b
	Residual	314,177	45	6,438		
	Total	932,480	49			

Based on data analysis performed using the computer program tool SPSS for Windows version 21, it was found that the value of fcount was 22,140 with a significance of 0.000, so the result was Ho rejected and H8 was accepted because it had an fcount of 22,140 > ftable of 2.81 with a significance value of 0.000 < 0.05. The conclusion is that product (X1), price (X2), place (X3), promotion (X4) simultaneously have a significant influence on purchasing decisions (Y).

Table 6. T Test (Partial Test)

Variable	Thitung	Significance
Product (X1)	4,142	0,000
Price (X2)	2,369	0.022
Place (X3)	1,228	0.226
Promotion (X4)	2,842	0.007

From the table above, we can conclude that the product test results show that the results are Ho rejected and H1 accepted. The price test results show that Ho is

rejected and H2 is accepted. The results of the place test show that  $H_0$  is rejected and H3 is accepted. The results of the promotion test show that  $H_0$  is rejected and H4 is accepted. Thus we can conclude that partially product, price, place, and promotion each have a significant influence on purchasing decisions. This is because the value of  $t_{count} > t_{table}$  is 2.014 and a significance value of  $<0.05$ .

## **DISCUSSION**

Based on multiple linear regression analysis, it is known that product, price, place, promotion simultaneously have a significant effect on purchasing decisions in the furniture business in Takalar Regency. The results of the correlation coefficient analysis show that the relationship that the independent variables (product, price, place, promotion) to the dependent variable (purchasing decisions) have a very strong level of relationship. It can be concluded that the marketing mix can effectively realize what the managers want in order to get the maximum possible profit by satisfying and retaining consumers which in turn will increase the purchasing decisions made. To find out the magnitude of the influence of each independent variable on the dependent variable, it will be described as follows:

### **1. Product Influence on Purchasing Decisions**

Based on the comparison of values, it is stated that in the product variable the value of  $t_{count} > t_{table}$  with a significant value, meaning that partially the product variable has a significant effect on purchasing decisions at Triple 8 The Riverside Resort. The product variable is a variable that has a positive influence on purchasing decisions, meaning that if the value of the product is more satisfying, the purchase decision will increase. The results in this study are in line with research conducted by Arum Puspa Utami (2016) which proves that products have a significant influence on consumer purchasing decisions at the KOPMA Minimarket, Yogyakarta State University.

### **2. Effect of Price on Purchasing Decisions**

Based on the comparison of values, it is stated that the variable price  $t_{count} > t_{table}$  with significant value, meaning that partially the price variable has a significant effect on purchasing decisions in the furniture business in Takalar Regency. The price variable is a variable that has a positive influence on purchasing decisions, meaning that if the price is more affordable, the purchasing decision will increase. The results in this study are in line with research conducted by Arum Puspa Utami (2016) which proves that price has a significant influence on consumer purchasing decisions at the KOPMA Minimarket, Yogyakarta State University.

### **3. Effect of Place on Purchasing Decisions**

Based on the comparison of values, it is stated that in the place variable the value of  $t_{count} > t_{table}$  with significant value, meaning that partially place has a significant effect on purchasing decisions at Triple 8 The Riverside Resort. The

insignificant influence of the place variable on the decision of this study is assumed to occur because of the different perceptions of each consumer. The place variable is a variable that has a positive influence on purchasing decisions, meaning that if place is more strategic, purchasing decisions will increase. The more the place or location fits the market, the buying decision will increase. The results in this study are in line with research conducted by Arum Puspa Utami (2016) which proves that place has a significant influence on consumer purchasing decisions at the KOPMA Minimarket, Yogyakarta State University.

#### **4. Effect of Promotion on Purchasing Decisions**

Based on the comparison of values it is stated that the variable promotion value  $t_{count} > t_{table}$  with significant value, meaning that partially the promotion variable has a significant influence on purchasing decisions in the furniture business in Takalar Regency. The promotion variable is a variable that has a positive influence on purchasing decisions, meaning that if the promotion value is higher, the purchasing decision will increase. The results in this study are in line with research conducted by Arum Puspa Utami (2016) which proves that promotion has a significant influence on consumer purchasing decisions at the KOPMA Minimarket, Yogyakarta State University.

#### **CONCLUSION**

1. *Product*, price, place, promotion partially, each of which has a significant influence on purchasing decisions on furniture business in Takalar Regency.
2. *Product*, price, place, promotion simultaneously have a significant influence on purchasing decisions on *Triple 8 The Riverside Resort*.

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