



## Analysis of the Effect of Marketing Strategy and Excellent Service on Increasing Sales Volume

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**Abstract:** Trade enterprises (UD) in Indonesia that are able to survive and thrive are usually driven by strong networks, healthy organizations, and effective competitive strategies. Along with industry development and increasingly fierce competition, companies are required to continuously adapt to changing market needs and preferences. UD Bangunan Tiara, as one of the major players in the building materials industry in East Lombok, faces challenges in increasing its sales volume. This study aims to analyze the effect of marketing strategies and excellent service on sales volume at UD Tiara, East Lombok Regency. The research method used is quantitative with multiple linear regression analysis techniques. The population in this study were all UD Tiara customers, with a sample of 60 respondents. The results showed that the F-count value of 428.603 was greater than the F-table of 3.150, which indicated that the variables of marketing strategy and excellent service simultaneously had a significant positive effect on sales volume. These findings provide insight for UD Tiara's management to continue strengthening marketing strategies and service quality to increase sales in the future.

**Keywords:** Marketing Strategy, Excellent Service, Sales Volume

### Introduction

UD Tiara is a business engaged in the sale of building materials and faces quite fierce competition with various other building shops in the region. In facing this business challenge, UD Tiara needs to optimize its marketing strategy in order to attract new customers while maintaining old customers. An effective marketing strategy includes the marketing mix, namely product, price, promotion, and distribution (Kotler & Armstrong, 2020). Proper implementation of this strategy can help companies increase product appeal, expand market reach, and increase customer satisfaction. Thus, a deeper understanding of the effectiveness of the marketing strategy implemented by UD Tiara is needed to ensure the sustainability of its business.

In an era of increasingly competitive business competition, every company, including trading businesses (UD), must be able to develop effective marketing strategies and provide excellent service to attract and retain customers. Marketing strategy is one of the important elements in increasing competitiveness and supporting business growth by introducing products to customers more effectively (Kotler & Keller, 2016). In addition, quality service is a key factor in creating customer satisfaction, which in turn can encourage loyalty and increase sales volume (Zeithaml, Bitner, & Gremler, 2018). In addition to marketing strategies, excellent service also plays an important role in increasing sales volume. Excellent service includes various aspects, such as friendliness, timeliness, responsiveness, and reliability in providing services to customers (Lovelock & Wirtz, 2019). Previous studies show that high-quality service can increase customer satisfaction, which in turn will encourage them to make repeat purchases and recommend businesses to others (Parasuraman, Zeithaml, & Berry, 1988). Therefore, evaluating the quality of service provided by UD Tiara is very important in understanding its impact on customer purchasing decisions.

Various previous studies have shown that the right marketing strategy can increase sales volume by attracting more customers and increasing their loyalty to the products or services

offered (Kotler & Keller, 2016; Kotler & Armstrong, 2020). On the other hand, excellent service also plays a role in shaping customer perceptions of a business. A study conducted by Zeithaml et al. (2018) states that customers who are satisfied with the services provided will tend to make repeat purchases and provide recommendations to others, which in turn can increase sales volume.

This study aims to analyze the extent to which the marketing strategy and excellent service implemented by UD Tiara affect the increase in sales volume. By using a quantitative approach, this study will measure the impact of independent variables (marketing strategy and excellent service) on the dependent variable (sales volume) through primary data collection in the form of questionnaires which will be analyzed statistically. The results of this study are expected to provide empirical insights for UD Tiara in developing marketing strategies and improving service quality to encourage business growth in the future.

Sales data UD Tiara in East Lombok Regency for the last 6 months

<b>N0.</b>	<b>Month</b>	<b>Sales Volume</b>	<b>Sales Target</b>	<b>Sales Percentage</b>
1	January	60.000.000	66.000.000	10%
2	February	35.000.000	40.250.000	15%
3	March	50.000.000	57.500.000	15%
4	April	62.000.000	68.200.000	10%
5	May	65.000.000	71.500.000	20%
6	June	45.000.000	49.500.000	10%

From the table above it can be seen that, sales at the UDTiara Building store have experienced fluctuating conditions in the last 6 months. Where in January to March experienced an unstable decline in sales, but in April to May experienced an increase in sales levels. Then in June it decreased again. The data obtained is not detailed and only incoming data according to the statement of Mr. Saipul as Owner or owner of UD Tiara building shop. From the fluctuating conditions of sales turnover, UD Tiara Building Shop must maintain customer loyalty and pay attention to existing competitors, be it old competitors or new traders who take turns can become competitors who can jeopardize the position of UD Building Stores.

With this research, it is hoped that UD Tiara can get a clearer picture of the effectiveness of the marketing strategy and excellent service that has been implemented, and understand the necessary corrective steps. In addition, this study can also serve as a reference for other businesses in the same industry in improving their business performance through a more effective marketing approach and the application of optimized excellent service. Thus, this study is not only beneficial for UD Tiara's business development but also for the academic world in enriching the study of marketing and customer service in the small and medium scale trading sector.

## **Method**

The population in this study were all customers who had shopped at UD Tiara and the sample used was customers who had shopped at UD Tiara, a total of 60 people who were taken using purposive sampling techniques. data collection techniques that use, observation techniques, interviews, questionnaires, documentation, and literature studies. The instrument used in this

study was a questionnaire using a Likert scale. In data analysis, researchers used multiple linear regression analysis, determination coefficient test, f test and t test.

## Result and Discussion

Dari hasil pengolahan data responden, diperoleh profil responden sebagai berikut:

Table 1. Respondent profile based on gender

Gender	Frequency	Percentage (%)
Male	40	66
Female	20	34
Total	60	100

Source: data peneliti 2024

The table above shows that respondents with male gender dominate in this study, namely 40 people (66%) and 20 female respondents (34%).

Table 2. Respondent profile based on age

Age	Frequency	Percentage (%)
15-25	3	5
26-35	19	31,6
36-45	20	33,3
46-55	16	26,6
>60	2	3,3
Total	60	100

Source: data peneliti 2024

The table above shows that respondents aged 36-45 dominate in this study, namely as many as 20 people (33.3%), respondents aged 26-35 as many as 19 people (31.6), respondents aged 46-55 as many as 16 people (26.6), ages 15-25 as many as 3 (5%), ages >60 as many as 2 people (3.3). Thus it can be concluded that most of the respondents at UD Tiara are aged 36-45.

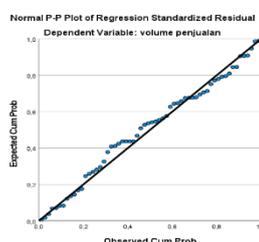
Table 3 Respondent profile based on occupation

Occupation	Frequency	Percentage (%)
Self-employed	28	46,6
Casual Laborer	7	11,6
Housewife	13	21,6
Teacher	4	6,6
Trader	5	8,3
Tailor	3	5
Total	60	100

Source: data peneliti 2024

The table above shows that respondents with self-employed jobs dominate in this study, namely 28 people (46.6). The results of filling out the questionnaire by respondents were then analyzed using Microsoft Office Excel and SPSS. Furthermore, it is calculated and processed based on the test that has been determined as follows:

Figure 1. Normality Test



1). Grafik P-Plot

Based on the p-plot graph above, it can be seen that the data points are evenly distributed around the line and follow the diagonal line pattern. Such a point distribution pattern indicates that the residual values of the tested model are normally distributed.

2). Uji One-Sample Kolmogorov Smirnov

Tabel 5 Hasil Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

N		60
Normal Parameter	Mean	,0000000
	Std. Deviation	1,58647473
Most Extreme Differences	Absolute	,110
	Positive	,110
	Negative	-,064
Test Statistic		,110
Asymp. Sig. (2-tailed) <sup>c</sup>		,071
Monte Carlo Sig. (2-tailed) <sup>d</sup>		,066
99% Confidence Interval	Lower Bound	,059
	Upper Bound	,072

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: data peneliti 2024

The Kolmogorov-Smirnov test results show a significance value of 0.071, which is greater than the 0.05 significance level. Thus, since the p value > 0.05, it can be concluded that the data in the tested regression model is normally distributed.

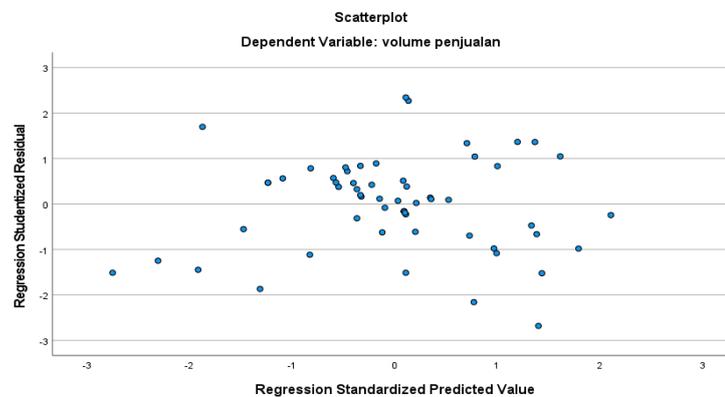
Table 6. Multicollinearity Test

Model	Unstandardized Coefficients		Standardized Coefficients <sup>a</sup>			Collinearity Statistics	
	B	Std. Error	Beta	T	Sig.	Tolerance	VIF
(Constant)	1.503	1,871		.803	,425		
strategi pemasaran	,143	,044	,160	3.278	,002	,464	2.164
pelayanan prima	1,165	,067	,845	17.366	,000	,464	2.164

Source: data peneliti 2024

Based on the multicollinearity test results, the tolerance value for the marketing strategy variable is 0.464, which is greater than the 0.10 threshold. In addition, the Variance Inflation Factor (VIF) value for this variable is 2.164, which is also smaller than the recommended limit of 10. These results indicate that the marketing strategy variable does not experience multicollinearity problems, which means that this variable can be considered independent and not affected by a strong linear relationship with other independent variables in the regression model. For the excellent service variable, the multicollinearity test results show a tolerance value of 0.464, which is greater than 0.10, and a VIF value of 2.164, which is lower than 10. This also indicates that the excellent service variable does not show symptoms of multicollinearity and can stand alone as an independent variable in the regression model.

Table 7 Heteroscedasticity Test results



Source: data peneliti 2024

From the scatterplot above, it can be observed that the residual points are randomly and evenly distributed around the horizontal line (Y-axis), both above and below the number 0. This random distribution pattern of points and does not form a systematic pattern indicates that there is no heteroscedasticity in this regression model.

Table 8. Multiple Linear Regression Analysis Test results

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.503	1,871		.803	,425		
marketing strategy	,143	,044	,160	3.278	,002	,464	2.164
service excellence	1,165	,067	,845	17.366	,000	,464	2.164

Sumber: Data Peneliti, 2024.

The multiple linear regression equation above shows that

- a. The constant value of 1.503 means that if the marketing strategy (X1) and excellent service (X2) are worth 1, the absorbed sales volume (Y) is 1.503.

- b. The coefficient value of marketing strategy (X1) of 0.143 is positive, which means that the better the marketing strategy, the sales volume will increase.
- c. The coefficient value of excellent service (X2) of 1.165 is positive, which means that the better the excellent service, the sales volume will increase.

Based on the R<sup>2</sup> test results above, it shows that the results of the coefficient of determination test obtained by the value (R Square) obtained is 0.937, which means 93.7%, which means that the sales volume at UD Tiara is influenced by marketing strategy variables and excellent service while the remaining 6.3% is influenced by other variables outside the model studied.

### **Discussion**

Based on the data processing that has been done, the research results can be explained as follows:

#### **1. Simultaneous Test Effect (F Test)**

Based on the simultaneous F test, it is known that the variable coefficient of marketing strategy, excellent service simultaneously has a significant effect on the sales volume variable because the Fcount value is (426,152) > Ftable (3,150) with a significance level of 0.000 < 0.005 so that the independent variable simultaneously affects the dependent variable, because the significance value is smaller than alpha 0.05 so H<sub>a</sub> is accepted. This is in line with the results of previous research conducted by “M. Hafidh Nasrullah and Muhammad Faizin (2020) ‘The Effect of Marketing Strategy and Service Quality on Increasing Sales at PT Ayu Indah Group Paciran Lamongan Branch’. Where in his research a conclusion was obtained that the marketing strategy variable and service quality simultaneously had an effect on increasing purchases at PT. Ayu Indah Group.

#### **2. The effect of marketing strategies on UD Tiara's sales volume**

From the partial t test results, it is known that the variable coefficient of marketing strategy has a significant effect on sales volume because the tcount value (3.278) > than the t table (1.671) and the significance value of 0.002 < 0.05. This is in line with the research of M. Hafid Nasrullah and Muhammad Faizin (2020) with the title of the influence of marketing strategies and service quality on increasing sales at PT Ayu Indah Group, Paciran Lamongan branch which shows that marketing strategies have a significant effect on increasing sales. However, this is different from the results of previous research conducted by “Alfa Rizqi et al (2022) with the title ‘the effect of marketing strategies on increasing the sales volume of sweet leather at CV. Rempah sari padang city’. Where in his research a conclusion was obtained that the marketing strategy had no significant effect on the sales volume of sweet leather at CV. Spice sari.

#### **3. The effect of excellent service on sales volume**

From the results of the individual t test, it is known that the coefficient of the excellent service variable has a very positive and significant effect on sales volume because tcount (17.366) > ttable (1.671) with a significant 0.000 < 0.05. This is in line with previous research conducted by Wijaya (2019) with the title “The effect of excellent service on sales volume in MSMEs in Jakarta”. Where in his research a conclusion was obtained that excellent service has a positive and significant effect on sales volume in MSMEs in Jakarta.

### **Conclusion**



Based on the results of the discussion and data analysis that has been carried out in this study, it can be concluded that:

1. The Effect of Marketing Strategy on Sales Volume  
Marketing strategy has a significant effect on sales volume, as evidenced by the t-count value of 3.278, which is greater than the t-table of 1.671, with a significance value of 0.002 which is smaller than 0.05. Therefore, the Ha1 hypothesis which states that there is a significant influence between marketing strategy and sales volume is accepted. This indicates that the implementation of effective marketing strategies contributes significantly to increasing sales volume at UD Tiara.
2. Effect of Excellent Service on Sales Volume  
Excellent service also has a significant effect on sales volume. This can be seen from the t-count value of 17.366 which is greater than the t-table of 1.671, with a significance value of 0.000 which is smaller than 0.05. Thus, the Ha2 hypothesis is accepted, which shows that excellent service quality has a significant positive impact on sales volume. Good service quality will increase customer satisfaction, which in turn contributes to increased sales.
3. Simultaneous Effect of Marketing Strategy and Excellent Service on Sales Volume  
Based on the results of the model feasibility test (ANOVA), the F-count value is 426.152 which is greater than the F-table of 3.150, with a significance level of 0.000 which is smaller than 0.05. This shows that simultaneously, marketing strategy and excellent service have a significant impact on sales volume. This shows that simultaneously, the variables of marketing strategy and excellent service have a significant effect on sales volume. Thus, the hypothesis Ha which states that there is a simultaneous influence between the two independent variables on the dependent variable (sales volume) is accepted. Overall, the right marketing strategy and good service excellence contribute significantly to increasing sales volume at UD Tiara.

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