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INFLUENCE OF PRICE AND PRODUCT QUALITY TOWARDS SALES VOLUME OF PT OTANI

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Abstract

Product quality is one of the factors that influences increasing sales volume. Product quality is an important factor in realizing a company's sales goals. With good product quality, it is hoped that consumers will be interested in trying it and will then make the decision to buy the product so that there will be an increase in sales.

This research aims to: (1) Know and analyze the effect of price on product sales volume at PT. Otani Medan; (2) Knowing and analyzing the effect of product quality on product sales volume at PT. Otani Medan; (3) Knowing and analyzing the effect of product price and quality on product sales volume at PT. Otani Medan.

The number of samples used was 84 people. Data collection techniques through library research and field research. The data sources used are primary data sources and secondary data sources. The data tests carried out are validity and reliability tests, classic assumption tests which include normality tests, multicollinearity tests, heteroscedasticity tests, linearity tests, and autocorrelation tests. Data analysis techniques used include: multiple linear regression analysis, t-test, F test, and coefficient of determination (R2).

From the results of the research that has been carried out, it is known that price has a positive and significant effect on the sales volume of PT products. Otani Medan. Product quality has a positive and significant effect on the sales volume of PT products. Otani Medan. Price and product quality simultaneously have a positive and significant effect on the sales volume of PT products. Otani Medan. Sales volume can be explained by price and product quality variables amounting to 57.4%, while the remaining 42.6% is explained by other variables not examined in this research. The variable that has the greatest influence on sales volume is: price.

Keywords: Price, Product Quality, Sales Volume

I. Introduction

Industry is: a business or activity that processes raw materials or semi-finished goods into finished goods that have added value to gain profit. Along with advances in technology, the industrial world, especially goods manufacturing, is also developing very rapidly. Therefore, every company is required to make gradual and continuous improvements in every department and evaluate every problem in order to be able to compete in the era of globalization.

Every company, especially manufacturing companies, of course has several obstacles that are often faced, such as: product

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quality, price, production time, delivery of goods and product sales. From the aspect of product quality, each company has different quality standards. This is because each company has its own vision and mission. If a manufacturing company can produce product quality that matches the results desired by consumers, then this can increase the selling value of the product and increase consumer satisfaction which will affect the level of sales within the company.

However, conditions that are often encountered in the field are: a mismatch between consumer expectations and the products produced, both in terms of demand, price and quality. Companies really need to pay attention to product quality because product quality is usually a standard or benchmark for consumers to assess whether a company's product is good or not. The quality of a product is also one of the factors that consumers can feel when using a product to determine whether consumers will buy the same product again or not. The better the product quality, the more interested consumers will be in buying the company's products. There are several problems regarding product quality that are often complained about by consumers who have used sack and plastic products from the company.

Apart from the product quality factors above, there are other factors that influence sales volume, namely: price. Price is the primary benchmark for consumers in carrying out buying and selling transactions. Consumers will assess whether the price offered is in accordance with the quality of the product offered by the company. However, for companies, price is a benchmark in determining the amount of income, guides the quantity offered and demanded by consumers, and functions as a signal for consumers. However, there is a price problem at this company, which can be seen from the still high prices for sacks and plastic compared to prices from competing companies. This is also supported by product quality which often receives criticism from consumers.

Each company certainly has product quality that is different from one another, and has its own vision and mission. Product quality that suits the situation and conditions desired by consumers can usually increase consumer satisfaction which will influence the level of sales within the company as well. However, if the quality of the product does not match the situation and conditions desired by consumers, it will have negative impacts such as: decreasing sales levels which can affect the company's income.

If sales continue to decline every year, the company's operational costs will be difficult to cover. This can result in the company experiencing losses periodically. The condition of a company that suffers losses every year can make the company unable to carry out normal operations and the most fatal impact is: bankruptcy of a company. To minimize this impact, companies are expected to be able to create products that are of good quality and acceptable to consumers and can minimize negative impacts for the company.

The role of consumers in the survival of the company is very important. Without participation from consumers, a company cannot survive for long. For this reason, consumer satisfaction and participation must always be maintained so that consumers can increase sales volume and not switch to competing products.

An industry will always set the right price for the products it produces. So that these prices will have a positive impact on the industry, the industry needs to think wisely regarding setting the prices of its products that will be marketed to consumers. If the price is increased from month to month, it will not necessarily increase sales volume. The selling price of a product or service will influence the sales volume of the product or service in question. Sales volume influences the production volume of the product or service, then

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the production volume will influence the size of production costs.

II. LITERATURE REVIEW

Price (X1)

According to Supriatna, et al (2019:55), "price is the amount of money (plus several products if possible) needed to get a number of combinations of products and services."

According to Supriadi (2018:26), "price is an exchange value that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and in a certain place."

According to Abidin, et al (2017: 130-131), price is the amount of money (and possibly several goods) needed to fulfill an exchange. Exchange can also be done with goods accompanied by services.

In a perfectly competitive market, prices have two roles, namely: Conveying information to producers about goods that consumers want and need, informing consumers about various production conditions. The market automatically responds to changes related to products. For example, if the price of goods/services increases, then production and supply of goods/services will be increased by producers, and vice versa.

Furthermore, Supriadi (2018:25) explains that the role of prices is very important, especially to maintain and improve position in the market. The role of prices for the macro economy and consumers is:

a. For the Economy.

Product prices affect wages, rent, interest, and profit levels. Prices are the basic regulator in the economic system, because prices influence the allocation of production factors, such as: labor, land, capital, and entrepreneurship. High wage rates attract labor, high interest rates attract capital investment, and so on.

b. For Consumers.

In retail sales, there are segments of buyers who are very sensitive to price factors (making price the only consideration for purchasing a product) and some who are not. The majority of consumers are somewhat sensitive to price, but also pay attention to other factors, such as: brand image, store location, service, value and quality. In addition, consumer perceptions of product quality are often influenced by price. In some cases, high prices are considered to reflect high quality, especially in the special product category.

Product quality

One of the main values that customers expect from manufacturers is the highest quality of products and services.Product quality is how the product is described and can provide something that can satisfy consumers.

According to Salam (2016:34), product quality is: the ability of a product to carry out its function, including durability, reliability, accuracy, ease of operation and repair and other valuable attributes. Product quality is an important thing that every company must strive for if it wants its products to be able to compete in the market to satisfy consumer needs and desires.

According to Juharni (2017:35), quality is a basic business strategy that produces goods and services that meet the needs and satisfaction of internal and external consumers, explicitly and implicitly. This strategy uses all of the company's management resources, knowledge, core competencies, capital, technology, equipment, materials, systems and people to produce value-added goods and services for

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the benefit of society and provide profits to shareholders.

From the definitions above, it can be concluded that product quality is the ability of a product to fulfill customer desires. Customer desires include product durability, product reliability, ease of use and other valuable attributes.

Furthermore, Juharni (2017:35) states that consumers who buy a product or use a service have expectations, namely if the performance of the product or service meets or even exceeds consumer expectations, not just once but repeatedly, so that provide satisfaction, then the consumer's perception is that he has received a quality product or service.

Sales Volume

In simple terms, sales volume is the process of transferring ownership rights to goods or services from the hands of the owner to the prospective new owner (buyer) at a certain price, and this price is measured in units of money. The aim of sales by a company is to increase sales volume, so that maximum profits can be obtained. With the profits obtained, a company can carry out company operations, so that it can develop as expected.

Sales volume is used to measure sales effectiveness, assess costs, financial contribution, return on capital, and residual profits. Sales volume can also be used to assess company performance, especially marketing managers in terms of marketing their products. Apart from that, increasing sales volumes can indicate that people's need for these products is increasing.

According to Utama (2016:27), "sales volume is the result of sales activities carried out by the producer, in this case the company in the hands of consumers in its efforts to achieve the target, namely maximizing profits for the specified period."

An increasing sales volume will illustrate the existence of profits or benefits in developing the company or improving a product to the level of meeting the level of results achieved by the company.

Sales volume is the final result achieved by the company from the sales of products produced by the company. Sales volume is not separated by cash or credit but is calculated as a whole from the total achieved. If sales volume increases and distribution costs decrease, then the company's level of profit achievement increases. Conversely, if sales volume decreases

III. RESEARCH METHODS

Research Location and Time

The place that is the object of this research is: at PT Everbright Binjai Branch which is located at Jalan Binjai Kampung Lalang and the time of this research is planned from September 2022 to April 2023.

Population and Sample

The population in this research is: all consumers, totaling 105 people. The number of samples in this research was: 84 consumers.

Data collection technique

To obtain the data needed in this research, data collection was carried out through library research and field research.

1. Questionnaire

According to Husamah, et al (2016: 270), "a questionnaire is a data collection tool that contains a list of questions that must be answered or completed by the person being investigated or called a respondent, in writing."

In this research, a questionnaire will be carried out by distributing a list of questions to

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consumers who are respondents directly and then answering them according to the actual situation, so that information with the highest possible reality and validity is obtained.

2. Documentation Study

According to Suwito (2015:16), "documentation studies are used to obtain supporting data, such as members' names, level of involvement in activities, and other important documents that support this research."

3. Literature Study

According to Hermawan (2019:17), "a literature study or literature review is part of a scientific paper that contains discussions of previous research and scientific references related to the research explained by the author in the paper."

Data Types and Sources

The data used in this research consists of 2 types, namely qualitative data and quantitative data.

There are two types of data sourcesthat is :

1. Primary data sources

This is data directly collected by the researcher (or his staff) from the first source

2. Secondary data sources

Namely data collected directly by researchers as support from the first source

Validity Test and Reliability Test

The validity test criteria are as follows:

1. If rcount > rtable, with a significance level $\alpha = 0.05$, it means the instrument is valid.

2. If rcount < rtable, with a significance level $\alpha = 0.05$, it means the instrument is invalid

The questionnaire is reliable or unreliable using Cronbach's alpha. The questionnaire is reliable if Cronbach's alpha is > 0.60 and not reliable if it is equal to or below 0.60."

Data analysis technique

Classic assumption test

The classical assumption test consists of:

Normality test

Normal PP Plot graphic method. Residual normality test using the graphic method, namely: by looking at the distribution of data at the diagonal source on the PP Plot of regression standardized residual graph. As a basis for decision making, if the points spread around the line and follow the diagonal line, then the residual value is normal.

One Sample Kolmogorov Smirnov (KS) test method. The One Sample Kolmogorov Smirnov (KS) test is used to determine the distribution of data, whether it follows a normal, Poisson, uniform or exponential distribution. Residuals are normally distributed if the significance value is more than 0.05.

Histograms. Basically, normality can be recognized or detected by looking at the distribution of daa (points) on the diagonal axis of the histogram graph of the residuals. Data is said to be normally distributed if the data follows the direction of the histogram graph. On the other hand, data is said to be not normally distributed if the data spreads far from the direction of the histogram graph.

Multicollinearity Test

The multicollinearity test is needed to determine whether there are independent variables that are similar between the independent variables in a model. If the resulting VIF is between 1-10 then multicollinearity will not occur."

Heteroscedasticity Test

The heteroscedasticity test aims to test differences in residual variance from one observation period to another observation period.

4. Linearity Test

The linearity test is carried out to see whether the model built has a linear relationship or not. This test is rarely used in various studies,

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because models are usually formed based on theoretical studies that the relationship between the independent variable and the dependent variable is linear.

5. Autocorrelation Test

Autocorrelation occurs when there is a residual error correlation between observations. If the correlation is positive, then it can be said that positive autocorrelation occurs. Conversely, if there is a negative correlation, then negative autocorrelation will also occur

6. Multiple Linear Regression Analysis

The research analysis model used to answer the research hypothesis is multiple linear regression analysis. Multiple linear regression analysis has the following formulation

Y = a + b1X1 + b2X2 + e

Information :

Y : Sales Level

X1 : Price

X2 : Product quality

a : Constant

b1, b2 : Independent variable regression coefficient

e : Term of error

7. Partial Test (t Test)

The t test is used to see the partial influence of the independent variable on the dependent variable

The decision making criteria for the T test are:

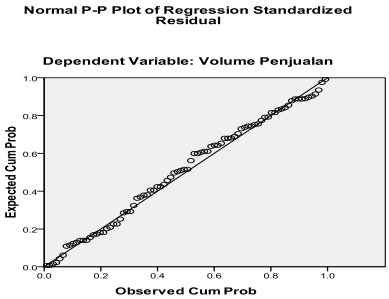
A. If Ttable ≤ Tcount ≤ Ttable, then H0 is accepted.

B. If Tcount > Ttable, then H0 is rejected.

8. F Test

to determine the influence of independent variables simultaneously or together on the influence of the dependent variable.

9. Coefficient of Determination Test (R2)

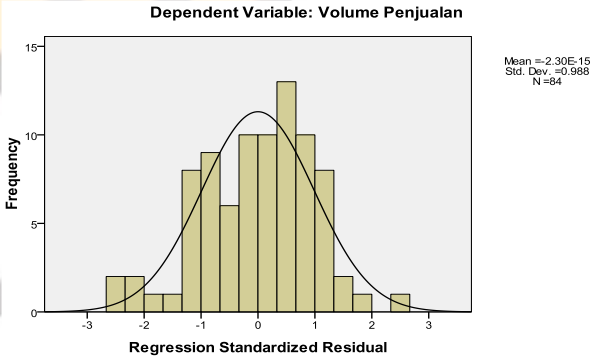


The R2 coefficient value in regression analysis can be used as a measure to state the suitability of the regression line obtained. The greater the R2 value, the stronger the actual ability of the regression model. The ability of the regression line to explain the variations that occur in Y is shown in the magnitude of the coefficient of determination or R2 coefficient.

IV. RESEARCH RESULTS AND DISCUSSION

Normality test

The normality test was tested using graphic analysis. The following are the results of the normality test using histogram graphic analysis and normal P Plot.



*S*Source: Research Results, 2020 (Data processed)

Figure 4.2. Histogram Graph Normality Test Results

Based on Figure 4.2 above, it can be seen that the data is normally distributed. This can be seen from the histogram graph which shows a curve shape with a balanced slope from the left and right sides, or not leaning to the left or right.

Source: Research Results, 2020 (Processed

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Data)

Figure 4.3 PP Plot Graph Normality Test Results

Figure 4.3. Normality Test of Normal PP Plot

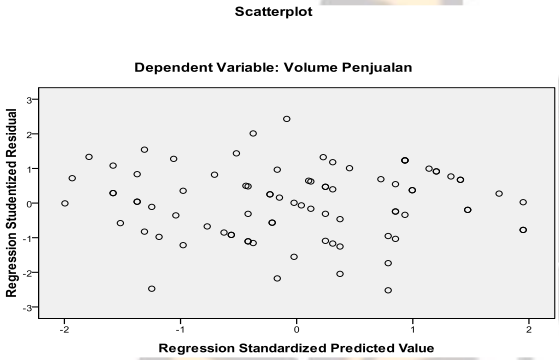
Figure 4.3. The graph in Figure 4.3 shows that the data (dots) spread around the diagonal line and follow the diagonal line. Thus, it can be concluded that the residuals in the regression model are normally distributed.

The results of the normality test calculations can be seen in the following:

Source: Research Results, 2020 (Processed Data)

Table 4.27 Normality Test Results with the Kolmogorov-Smirnov Test

If you look at the table above, the resulting significant value is 0.200 and this value is above the required significant value of 0.05,



it can be concluded that the data in this study is normally distributed.

Coefficientsa			
Model		t	Sig.
1	(Constant)	1,209	,237
	Price	,588	,561
	Product quality	-1,500	,145

Multicollinearity Test

Test results of multicollinearity calculations can be seen in Table 2 below:

Coefficientsa			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price	,958	1,044
	Product quality	,958	1,044

a. Dependent Variable: Sales Volume
Source: Research Results, 2020 (Processed Data)

Table 4.28 Multicollinearity Test Results

Based on the table above, the tolerance value for the price and product quality variables is 0.958

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		84
Normal Parameters,, b	Mean	.0000000
	Std. Deviation	1.27398711
Most Extreme Differences	Absolute	,076
	Positive	,048
	Negative	-.076
Kolmogorov-Smirnov Z		,700
Asymp. Sig. (2-tailed)		,200

a. Test distribution is Normal.
b. Calculated from data.

> 0.1, and the VIF value is 1.044 < 10, so it can be concluded that there is no multicollinearity in the independent variables.

Heteroscedasticity Test

*S*Source: Research Results, 2020 (Data processed)

Figure 4.4. Heteroscedasticity Test

The results of the heteroscedasticity test with the Glejser test can be seen at:

Source: Research Results, 2020 (Data processed)

Based on figure 4.4 above, the scatterplot graph shows that the data is spread above and below the number 0 on the Y axis and there is no clear pattern in the distribution of the data. This means that heteroscedasticity does not occur in the regression equation model, so the regression model is suitable for use to predict sales volume based on the variables that influence it, namely price and product quality.

Based on the output in the table above, the Glejser test results show that the significance

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level of the price variable is 0.561 > 0.05, and the product quality variable is 0.145 > 0.05, so it can be concluded that heteroscedasticity does not occur.

The results of the heteroscedasticity test with the Spearman's Rho test are as follows:

Source: Research Results, 2020 (Data processed)

Table 4.31 Heteroscedasticity Test Results with Spearman's Rho

Based on the summary of calculation results in the table above, it shows that the probability value (sig.) of the relationship between the independent variable and its absolute residual is greater than 0.05, namely 0.482 and 0.889 respectively. It can be concluded that the data obtained does not occur heteroscedasticity.

Linearity Test

Table 4.29 Linearity Test Results for Variable X1 Against Y

Based on the SPSS output results above, the Deviation from Linearity Sig value is obtained. is 0.051. This value is greater than 0.05. So, it can be concluded that there is a significant linear relationship between the price variable (X1) and the sales volume variable (Y).

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.764[a]	.584	.574	1.290	2.234

a. Predictors: (Constant), Kualitas Produk, Harga

b. Dependent Variable: Volume Penjualan

Source: Research Results, 2020 (Data processed)

Table 4.29 Linearity Test Results for Variable X2 Against Y

Based on the SPSS output results above, the Deviation from Linearity Sig value is obtained. is 0.073. This value is greater than 0.05. So, it can be concluded that there is a significant linear relationship between the product quality variable (X2) and the sales volume variable

Autocorrelation Test Results

The results of the autocorrelation test can be seen in Table 4.15. the following :

Source: Research Results, 2020 (Data processed)

Table 4.32 Autocorrelation Test Results with Durbin Watson

Based on the table above, it shows that the DW value obtained is d = 2.234. The dU and dL values based on the Durbin-Watson distribution table (α= 0.05) are: dU = 1.6942 and dL = 1.5969 so that the value (4 - dL) = 2.4031 and (4 - dU) are obtained. = 2.3058. Because the d value (Durbin Watson) = 2.234, the d value lies between dU and (4-dU) or 1.6942 < 2.234 < 2.3058 which means there is no autocorrelation.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Volume Penjualan * Kualitas Produk	Between Groups	(Combined)	104.585	8	13.073	4.470	.000
		Linearity	64.674	1	64.674	22.112	.000
		Deviation from Linearity	39.910	7	5.701	1.949	.073
	Within Groups		219.367	75	2.925		
	Total		323.952	83			

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Autocorrelation Test With Run Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Volume Penjualan * Harga	Between Groups	(Combined)	190.999	10	19.100	10.487	.000
		Linearity	158.170	1	158.170	86.846	.000
		Deviation from Linearity	32.829	9	3.648	2.003	.051
	Within Groups		132.953	73	1.821		
	Total		323.952	83			

Source: Research Results, 2020 (Processed Data)

Table 4.33 Autocorrelation Test Results with Run Test

The test criterion is that there is no autocorrelation if the resulting significance value is > 0.05. The Run Test results obtained a significance value of 0.270. Thus, it is concluded that the data tested is free from autocorrelation, namely: there is no relationship or correlation between the data periods for each variable.

Multiple Linear Regression Analysis

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.824	2.049		2.355	.021
	Harga	.408	.047	.634	8.654	.000
	Kualitas Produk	.313	.072	.316	4.322	.000

a. Dependent Variable: Volume Penjualan

Source: Research Results, 2020 (Processed Data)

Table 4.34 Results of Multiple Linear Regression Analysis

Based on the data in the table above, the multiple linear regression equation in this research is:

Sales Volume = 4.824 + 0.408 Price + 0.313 Product Quality

T test

Source: Research Results, 2020 (Processed Data)

Table 4.35 Partial Test Results (t Test)

Runs Test

	Unstandardized Residual
Test Value[a]	.05005
Cases < Test Value	41
Cases >= Test Value	43
Total Cases	84
Number of Runs	48
Z	1.104
Asymp. Sig. (2-tailed)	.270

a. Median

A. Price (X1)

From the results of the partial price test calculation, the value obtained is tcount > ttable (8.654 > 1.98969) with a significance level of 0.000 < 0.05. It was concluded that price had a significant positive effect on sales volume, which means that the hypothesis proposed, namely price had an effect on sales volume, was accepted (H1 was accepted).

B. Product quality

From the results of partial product quality test calculations, the value tcount > ttable (4.322 > 1.98969) is obtained with a significance level of 0.000 < 0.05. It can be concluded that product quality has a significant positive effect on sales volume, so the hypothesis proposed, namely product quality has an effect on sales volume, is accepted (H2 is accepted).

F test

a. Predictors: (Constant), Product Quality, Price

b. Dependent Variable: Sales Volume

Source: Research Results, 2020 (Processed Data)

Table 4.36 Simultaneous Test Results (F Test)

Based on the table above, it shows that the Fcount value is 56.893 and the significant value is 0.000. Next, the Fcount obtained will be compared with the Ftable. The formula for finding Ftable is (n = number of samples and k = total number of variables), that is, we get Ftable = 3.11. So, the result is Fcount > Ftable (56.893 > 3.11). This means that the price and product quality variables simultaneously have an influence on sales volume (H3 is accepted).

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V. CONCLUSIONS AND RECOMMENDATIONS

Based on the research results and discussion data, the conclusions obtained from this research are as follows:

Price has a positive and significant effect on the sales volume of PT products. Otani Medan.

Product quality has a positive and significant effect on the sales volume of PT products. Otani Medan.

Price and product quality simultaneously have a positive and significant effect on the sales volume of PT products. Otani Medan. Sales volume can be explained by price and product quality variables amounting to 57.4%, while the remaining 42.6% is explained by other variables not examined in this research. The variable that has the greatest influence on sales volume is: price. From the results of the coefficient of determination test, it is known that the ability of the price and product quality variables to explain the sales volume variable is 0.574 or 57.4%, the remaining 42.6% is explained by other variables not examined in this research such as: service quality, distribution channels , promotions, locations, and so on.

Suggestion

Based on the conclusions above, several suggestions that can be put forward in this research are as follows:

The research results prove that price has a positive and significant influence on the sales volume of PT products. Otani Medan. For this reason, it is hoped that companies will always pay attention to selling price factors on the market and compare the selling prices of competing products from similar companies. This is because there are types of consumers who have a tendency to choose products with cheaper selling prices.

The research results prove that product quality has a positive and significant influence on the sales volume of PT products. Otani Medan. For this reason, it is hoped that companies will always pay attention to the quality factors of the products produced. With good quality, consumers will remain loyal to the company's products. Likewise, if the quality of the product offered is not good, consumers will turn to other products. Companies are expected to be able to make new breakthroughs that are able to produce products with a certain image and uniqueness that products produced by competing companies do not have.

The research results prove that price and product quality have a positive and significant influence on the sales volume of PT products. Otani Medan. The variable that has the greatest influence on sales volume is the price variable. For this reason, companies are advised to always provide the best prices to consumers, can provide discounts (discounts) to consumers who buy in large quantities, carry out royalty programs, and always compare the prices of products sold with other similar companies.

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