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THE EFFECT OF MARKETING MIX STRATEGY (7P) ON THE EFFECTIVENESS OF SALES OF PT. DUTAMULTI INTIOPTIC PRATAMA, TANJUNG MORAWA

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ABSTRACT

This research was conducted on consumers who work at PT. Dutamulti Intioptic Pratama, Tanjung Morawa. The purpose of this study was to determine and analyze the effect of marketing strategy (7P) on the effectiveness of product sales. The population and sample in this study amounted to 60 people. The sampling technique used is saturated. Data collection techniques are by distributing questionnaires and interviews. Data analysis used multiple linear regression analysis. The conclusion in the study that simultaneously product, price, place, promotion, people, process, and physical evidence have a positive and significant effect on the effectiveness of product sales at PT. Dutamulti Intioptic Pratama, Tanjung Morawa. Partially, place has a positive and significant effect on the effectiveness of selling PT. Dutamulti Intioptic Pratama, Tanjung Morawa. Partially, physical evidence has a positive and significant effect on the effectiveness of selling PT. Dutamulti Intioptic Pratama, Tanjung Morawa, the remaining product, price, promotion, people, and process variables have no effect on the effectiveness of product sales of PT. Dutamulti Intioptic Pratama, Tanjung Morawa The magnitude of the coefficient of determination can be seen from the Adjusted R Square value is: 0.489 which means Product, Price, Place, Promotion, People, Process, Physical Evidence is able to explain Sales Effectiveness of 48.9% while the remaining 51.1% influenced by variables not examined such as: Market Segmentation, Price, Product Quality, and so on.

Keywords: Product, Price, Place, Promotion, People, Process, Physical Evidence, and Product Sales Effectiveness

INTRODUCTION

Improvement and improvement of activities in the field of marketing must be carried out in a planned manner, in other words, the company must determine the right marketing strategy. Changes in the company's environment are mainly factors of competitors capable of producing the same product, causing many companies to be consumer-oriented. Consumer-oriented companies should always think about what consumers need, what consumers want, and services that consumers like so that consumers are not only satisfied, but become loyal and make repurchases.

The conditions that must be met by a company in order to be successful in competition are: trying to achieve the goal of creating and retaining consumers. In order for this goal to be achieved, every company must produce and deliver the goods and services that consumers want at a reasonable price. Thus, every company must be able to understand consumer behavior in its target market, because the survival of the company as an organization that seeks to meet the needs and desires of consumers depends largely on the behavior of its consumers. If the company has established its marketing strategy, especially in the marketing mix policy, then consumers will learn, try and accept the product. The process of consumer acceptance of a product will be implemented in a form of purchasing decision.

Marketing strategy consists of integrated marketing elements (*marketing mix*) or marketing

mix, namely: products, prices, distribution channels / places and promotions that always develop in line with the company and changes in its marketing environment as well as changes in consumer behavior. The consumer behavior referred to here is of course consumer behavior which will later bring income to the company.

Pembelian describes how consumers make purchasing decisions and how they use and regulate the purchase of goods or services. This consumer behavior is dynamic, always changing and moving all the time, the implication is : that the generalization of the perill consumer is usually limited for a certain period of time. Consumer behavior is defined as the act of being directly involved in obtaining, consuming, and consuming products and services, including the decision process that precedes and follows this action. Purchasing behavior is influenced by many factors including products, prices, places and shopping promotions.

PT. PT. Dutamulti Intioptic Pratama is a company in Tanjung Morawa which is engaged in the production of lenses, *eyeglass frames*, and eye medical devices. The problem faced by the company is: the lack of competition in similar businesses, forcing the company to try hard in marketing its products. The number of similar companies appearing in the same field is quite impactful on the sales of companies where sales are unable to reach the predetermined target. As of 2020, there are 3 types of companies in the same field established in Tanjung Morawa. The following table 1.1 will be shown the target and sales realization of PT. Dutamulti Intioptic Pratama from January to December 2020.

It was seen that the sales target of PT. Dutamulti Intioptic Pratama from January to December 2020 could not be achieved. The highest percentage that can be achieved is: in January 2020, it was: 81.15%. The decline in sales can occur due to several things, namely: The products offered do not have uniqueness or advantages with competing products that have a stronger image, besides that the prices offered by the company are also quite expensive with almost the same quality as similar products at cheaper prices, as well as the company's location that is less strategic and often experiences congestion during lunch and return to work also causes consumers prefer to buy similar products in more strategic locations, while the implementation of promotions carried out by the company is also still ineffective with the application of *buy one get one* which if calculated actually makes the company suffer losses, as well as the quality of human resources that are rarely trained to attract interest and *close* also hinders product sales as well, in addition, the company also has a company design that is interior design that is less attractive and not *up to date* so as to reduce consumer interest in buying products so that sometimes consumers prefer competing companies that have more adequate designs and facilities, and the latter is the problem of the process of inner salespeople serving consumers tends to be less friendly and not so proactive in serving consumers who come to the company to buy products that this phenomenon makes the effectiveness of selling products decrease even more.

Based on this background description, the researcher is interested in conducting research in the form of a thesis by taking the title "**The Influence of Marketing Mix Strategy (7P) on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.**"

Problem Identification

Some of the problem identification in this study are:

1. The products offered do not yet have uniqueness or advantages with competing products that have a stronger *image*, which has an impact on slowing down the effectiveness of the company's sales because consumers are starting to turn to competitors who are able to present better products at lower prices.
2. The products marketed by the company are still classified as more expensive than competitors due to the lack of strategy from the company in determining the right price in the market. Prices that have not been able to compete are factors that can slow down the effectiveness of the company's sales.
3. The placement of company locations that are still not so strategic is also a factor that can

slow down the effectiveness of company sales such as locations far from the city center and the difficulty of companies in determining the right distribution channels for consumers.

4. The implementation of promotions carried out by the company is also still ineffective with the application of *buy one get one* which if calculated actually makes the company suffer losses.
5. The quality of human resources, which is still rarely carried out training to attract interest and *close*, also hinders product sales as well
6. The company has a company design that is interior design that is less attractive and not *up to date* so that it decreases consumer interest in buying products so that sometimes consumers prefer competing companies that have more adequate designs and facilities.
7. The process of inner salespeople serving consumers tends to be less friendly and not so proactive in serving consumers who come to the company to buy products.
8. The decline in sales effectiveness occurred because the company's products marketed did not have a difference from competitors' products both in terms of usability, design and benefits of the product. Without any difference from the products marketed by the company, it certainly has an impact on slowing down sales effectiveness because consumers begin to turn to competitors who are able to present better products at lower prices.

Problem Formulation

The formulation of the problems in this study is:

1. Whether the *product* affects the effectiveness of sales at PT. Dutamulti Intioptic Primary?
2. Does *price* affect the effectiveness of sales at PT. Dutamulti Intioptic Primary?
3. Does *place* affect the effectiveness of sales in PT. Dutamulti Intioptic Primary?
4. Does *promotion* affect the effectiveness of sales at PT. Dutamulti Intioptic Primary?
5. Does *people* affect the effectiveness of sales in PT. Dutamulti Intioptic Primary?
6. Does *the process* affect the effectiveness of sales at PT. Dutamulti Intioptic Primary?
7. Does *physical evidence* affect the effectiveness of sales at PT. Dutamulti Intioptic Primary?
8. Whether *the product, price, place, promotion, people, process, and physical evidence* affect the effectiveness of sales at PT. Dutamulti Intioptic Primary?

Research Objectives

Some of the objectives of this study are:

1. To find out and analyze the effect of *the product* on the effectiveness of sales at PT. Dutamulti Intioptic Primary.
2. To find out and analyze the effect of *price* on the effectiveness of sales at PT. Dutamulti Intioptic Primary.
3. To find out and analyze the effect of *place* on sales effectiveness in PT. Dutamulti Intioptic Primary.
4. To find out and analyze the effect of *promotion* on sales effectiveness at PT. Dutamulti Intioptic Primary.
5. To find out and analyze the influence of *people* on sales effectiveness in PT. Dutamulti Intioptic Primary.
6. To find out and analyze the effect of *the process* on the effectiveness of sales at PT. Dutamulti Intioptic Primary.
7. To find out and analyze the effect of *physical evidence* on the effectiveness of sales at PT. Dutamulti Intioptic Primary.
8. To find out and analyze the influence of *product, price, place, promotion, people, process, and physical evidence* on the effectiveness of sales at PT. Dutamulti Intioptic Primary.

II. LITERATURE REVIEW

Theoretical Studies

According to Sutrisno (2016:203), "Competence is an ability based on skills and knowledge supported by work attitudes and their application in carrying out tasks and work in the workplace that refers to the work requirements set."

According to Marnisah and Zamzam (2021:15), "Selection is part of the employee procurement program where selection is carried out to meet the needs of employees based on the number and rank structure in a company."

According to Sutiah (2020:77), "Placement must be based on a predetermined job description and job specifications and guided by the principle of placing the right people in the right place and placing the right people for the right position."

Frame of Mind

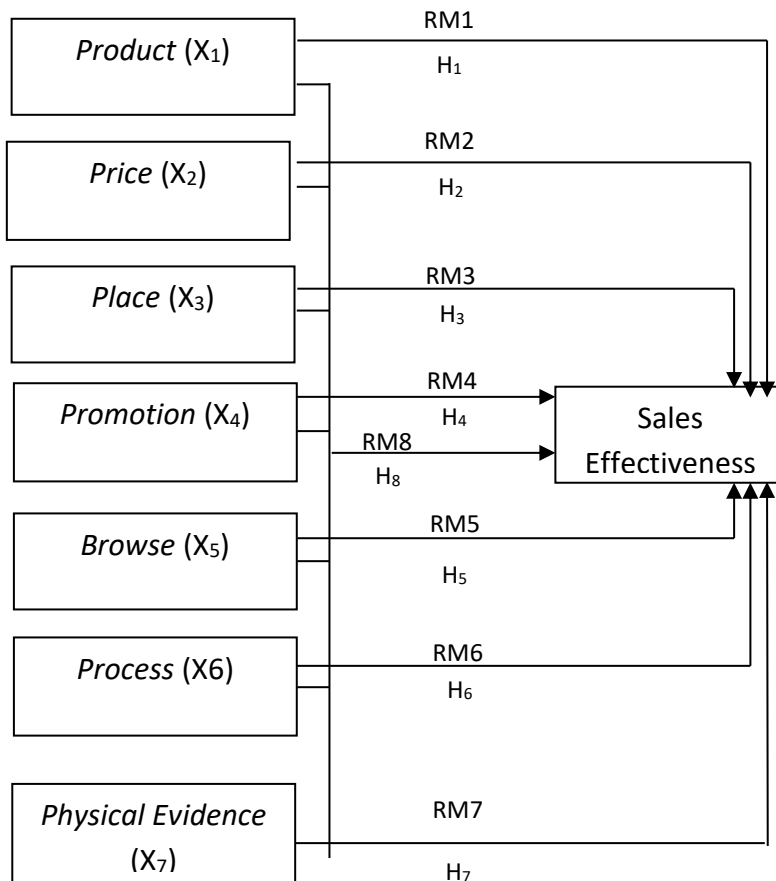


Figure 2. 1. Frame of Mind

According to Asnawi and Fanani (2017:162), "*Product* is one of the components of the marketing mix and everything that can be offered to satisfy consumer wants and needs."

According to Musfar (2020:13), "*Price* is the amount that must be paid by customers so that they can enjoy something, be it a service or a product."

According to Damanik, et al., (2021:154), "*Place* is a very important part of the definition of product mix. An organization must position and distribute products in a place accessible to potential buyers."

According to Trihastuti (2020:59), "*Promotion* is an activity for effective communication about the benefits of products and convincing consumers to buy, often referred to as marketing communications which are basically the delivery of product information from producers to consumers."

According to Halim, et al., (2021:6), "*People* is a combination of the target market and people who are directly related to the business, for example, the company's employees are important people in marketing because they are the ones who provide services and influence customer perception. "

According to Trihastuti (2020:60), "*Process* is a stage carried out in building good relationships with customers through service and communication."

According to Hendrawan (2021: 113), "*Physical evidence* is something that actually influences the decision to buy and use the service products offered."

According to Hidayat and Zefanya (2021:21), "Sales are said to be effective if the level of sales targeted by the company can be realized properly and optimally. The company will be able to achieve optimal profit if sales meet or even exceed the planned target."

Hypothesis

According to Sugiyono (2017:96), "Hypothesis is a temporary answer to the formulation of a research problem, where the formulation of the research problem has been expressed in the form of a question sentence."

Based on the above frame of mind, the hypotheses in this study are as follows:

1. H1: *Product* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
2. H2: *Price* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
3. H3: *Place* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
4. H4: *Promotion* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
5. H5: *People* affect the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
6. H6: *Process* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
7. H7: *Physical Evidence* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
8. H8: *Product, Price, Place, Promotion, People, Process, and Physical Evidence* affect the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.

III. RESEARCH METHODOLOGY

The location of this study was conducted at PT. Dutamulti Intioptic Pratama is engaged in eyeglass lenses, namely: Jl. Ujung Serdang Tj. Morawa No. 60, Tanjung Morawa, Deli Serdang. The research time starts in October 2021 until June 2022.

Population and Sample

In this study, the population was all employees, totaling 60 people.

In other words, the saturated sampling is 100% of the total population, namely 60 respondents as a research sample while 30 respondents outside the company are used for validity tests, namely PT. Transo Sick.

The data analysis model used in this research hypothesis is a multiple regression analysis model. In this study, researchers used the help of the SPSS software program version 26 windows. To find out the influence of free variables and bound variables, the multiple regression analysis formula is used as follows:

$$\boxed{} = a + b_1X_1 + b_2X_2 + e$$

Information:

Y = Product Sales Effectiveness

a = Constants

b₁ = Variable Regression Coefficient X₁
(*Product*)

b₂ = Variable Regression Coefficient X₂ (*Price*)

b₃ = Variable Regression Coefficient X₃ (*Place*)

b₄ = Variable Regression Coefficient X₄ (*Promotion*)

b₅ = Variable Regression Coefficient X₅ (*People*)

b₆ = Variable Regression Coefficient X₆ (*Process*)

b₇ = Variable Regression Coefficient X₇ (*Physical Evidence*)

X₁ = *Product* Variable

X₂ = Variable *Price*

X₃ = *Place* Variable

X₄ = *Promotion* Variable

X₅ = *People* variable

X₆ = *Process* Variable

X₇ = Variable *Physical Evidence*

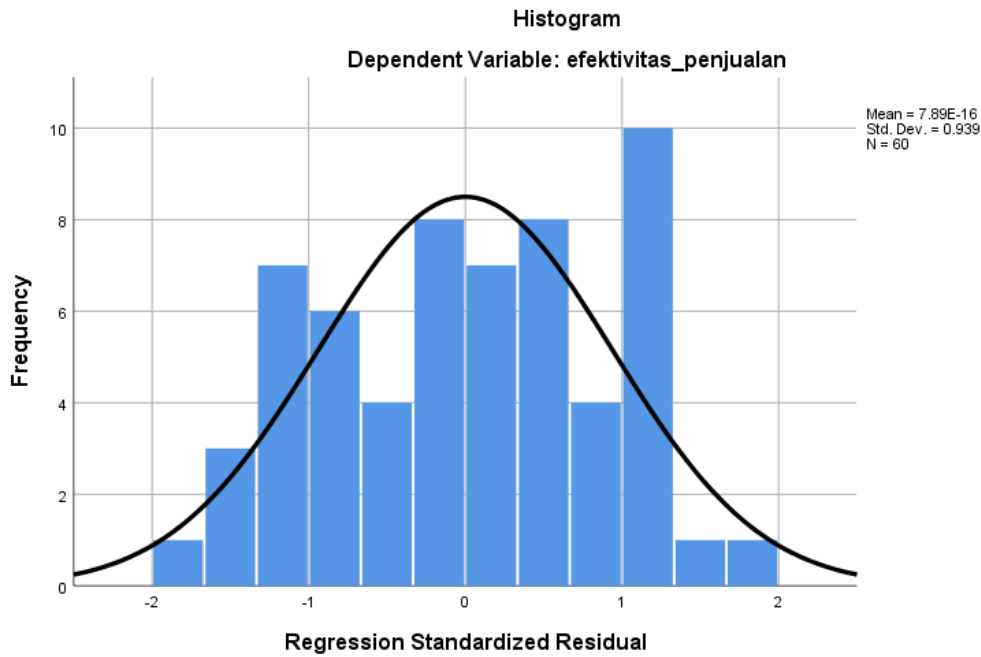
e = Error Percentage (0.5)

IV. DISCUSSION AND RESEARCH RESULTS

Multiple Regression Coefficient Test Results

Multiple regression hypothesis testing states that there is an influence of the Marketing Mix Strategy (7P) on the Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.

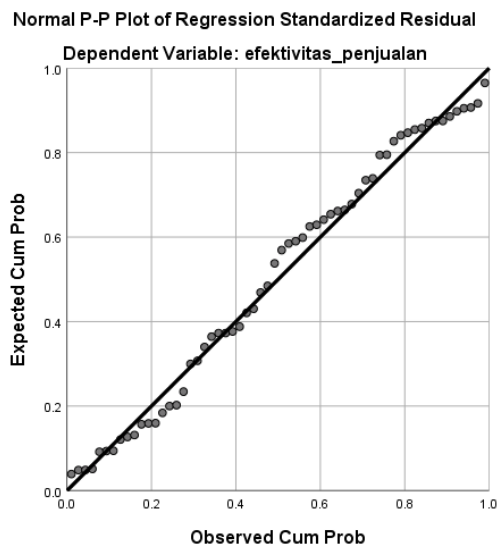
Normality Test



Source : Research Results 2022 (Data Processed)

Figure 4. 1. Histogram Normality Test

Figure 4.1. shows the real data forming a curve line tends to be symmetrical not to deviate to the left or to the right, then it can be said that the data is normally distributed.



Source : Research Results 2022 (Data Processed)

Figure 4. 2. Normality Test P-P Plot

Figure 4.2. The *P-P Plot Normality* graph looks at the data spreading around the diagonal line and mostly close to the diagonal line so it can be concluded that the data is normally distributed.

Table 4. 10 Normality Test Results
One-Sample Kolmogorov-Smirnov Test

Unstandardized
Residual

N		60
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.07214584
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.076
Statistical Test		.079
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source : Research Results 2022 (Data Processed)

Table 4.10. it was seen that the results of *the Kolmogorov Smirnov* normality test showed a significant value of 0.200 greater than 0.05. Thus from the test results *Kolmogorov Smirnov* showed normally distributed data.

Multicollinearity Test

Table 4.25 Multicollinearity Test

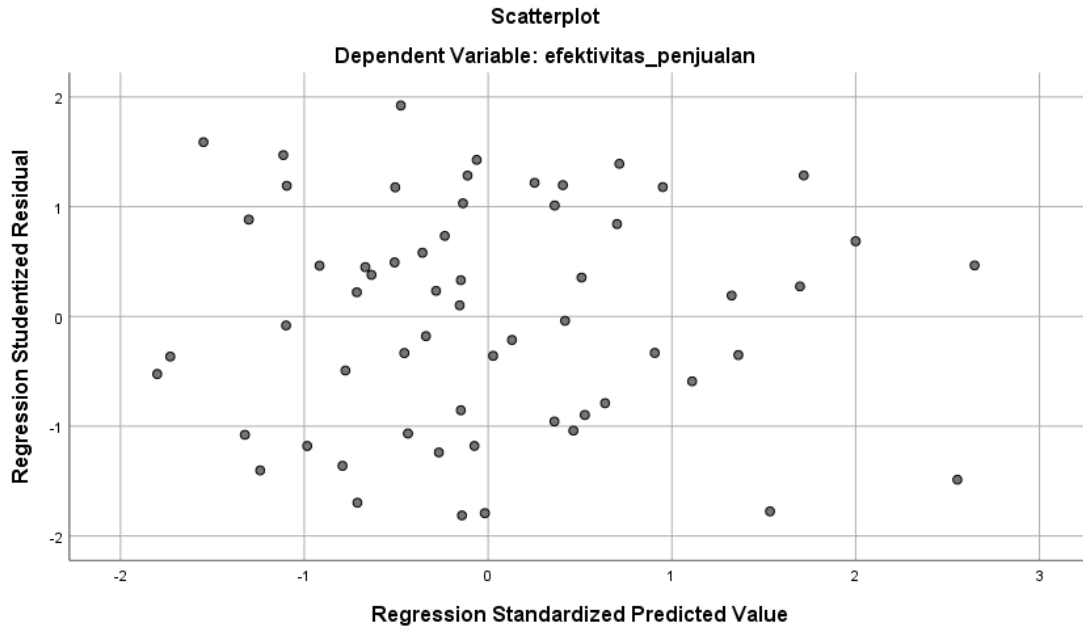
		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Type		B	Std. Error	Beta				
1	(Constant)	22.634	4.215		5.370	.000		
	product	-.054	.063	-.101	-.848	.400	.612	1.634
	Price	-.210	.192	-.223	-1.093	.280	.208	4.800
	Place	.423	.125	.607	3.387	.001	.270	3.705
	promotion	-.282	.092	-.361	-3.044	.004	.615	1.625
	Browse	-.195	.085	-.242	-2.283	.027	.774	1.293
	process	.169	.191	.135	.885	.380	.371	2.693
	physical_evidence	.312	.085	.512	3.684	.001	.448	2.230

a. Dependent Variable: efektivitas_penjualan

Source: Research Results 2022 (Data Processed)

Based on Table 4. 25. above that the Product variable (X_1) has a *tolerance* value of 0.612 > 0.1 , *Price* (X_2) has a *tolerance* value of 0.208 > 0.1 , *Place* (X_3) has a *tolerance* value of 0.270 > 0.1 , *Promotion* (X_4) has a *tolerance* value of 0.615 > 0.1 , *People* (X_5) has a *tolerance* value of 0.774 > 0.1 , *Process* (X_6) has a *tolerance* value of 0.371 > 0.1 , *Physical Evidence* (X_7) has a *tolerance* value of 0.448 > 0.1 while the variable VIF value Product (X_1) which is 1,634 smaller than 10, *Price* (X_2) which is 4,800 smaller than 10, *Place* (X_3) which is 3,705 smaller than 10, *Promotion* (X_4) which is 1,625 smaller than 10, *People* (X_5) which is 1,293 smaller than 10, *Process* (X_6) which is 2,693 smaller than 10, *Physical Evidence* (X_7) which is 2,230 smaller than 10, thus in the multicollinearity test there is no correlation between product variables (X_1), *Price* (X_2), *Place* (X_3), *Promotion* (X_4), *People* (X_5), *Process* (X_6), *Physical Evidence* (X_7).

Heteroskedasticity Test



Source : Research Results 2022 (Data Processed)

Figure 4. 4. Scatterplot Chart

Figure 4.4. *scatterplot* chart it is seen that the dots spread out with an unclear pattern both above and below the zero number (0) on the Y axis, do not gather in one place, so from *the scatterplot* chart it can be concluded that there are no symptoms of heteroskedasticity in the regression model.

Table 4.35. Multiple Linear Regression Analysis Results Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	22.634	4.215		5.370	.000
	product	-.054	.063	-.101	-.848	.400
	Price	-.210	.192	-.223	-1.093	.280
	Place	.423	.125	.607	3.387	.001

promotion	-.282	.092	-.361	-3.044	.004
Browse	-.195	.085	-.242	-2.283	.027
process	.169	.191	.135	.885	.380
physical_evidence	.312	.085	.512	3.684	.001

a. Dependent Variable: efektivitas_penjualan

Source : Research results,2022 (data processed)

$$Y = 22.634 + -0.054 \text{ Product} + -0.210 \text{ Price} + 0.423 \text{ Place} + -0.282 \text{ Promotion} + -0.195 \text{ People} + 0.169 \text{ Process} + 0.312 \text{ Physical Evidence} + e$$

The meaning of the above multiple linear regression analysis equations is :

1. The constant of 22,634 which means that if there is no variable value of *Product*, *Price*, *Place*, *Promotion*, *People*, *Process*, *Physical Evidence*, then the value of achieving sales effectiveness is: 22,634.
2. Product regression coefficient of 0.054 and negative value, this states that any increase in the value of Product 1 unit will cause a decrease in the sales effectiveness value of 0.054 units assuming other variables remain.
3. *The Price* regression coefficient of 0.210 and is negative, this states that any increase in the value of *Price* 1 unit will cause a decrease in the Sales Effectiveness value by 0.210 units assuming that other variables are fixed.
4. *The Place* regression coefficient is 0.423 and is positive, this states that any increase in *the value* of Price 1 unit will increase the value of Sales Effectiveness by 0.423 units assuming the other variables remain.
5. *The Promotion* regression coefficient is 0.282 and is negative, this states that any increase in *the value* of Price 1 unit will cause a decrease in the Sales Effectiveness value of 0.282 units assuming other variables remain.
6. *The People* regression coefficient is 0.195 and is negative, this states that any increase in the value of *People* 1 unit will cause a decrease in the Sales Effectiveness value of 0.195 units assuming that other variables remain.
7. *The Process* regression coefficient is 0.169 and is positive, this states that any increase in the value of *Proces* 1 unit will increase the Sales Effectiveness value by 0.169 units assuming other variables remain.
8. *The regression coefficient of Physical Evidence* is 0.312 and is positive, this states that any increase in the value of *Physical Evidence* 1 unit will increase the value of Sales Effectiveness by 0.312 units assuming that other variables remain.

Determination Test (R²)

Table 4.36. Coefficient of Determination Testing

Model Summary ^b				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741 ^a	.550	.489	4.338

a. Predictors: (Constant), physical_evidence, people, place, promotion, product, process, price

b. Dependent Variable: efektivitas_penjualan

Source : Research results,2022 (data processed)

Table 4.36 shows that the value of Adjusted *R Square* is : by 0. 489 means *Product*, *Price*, *Place*, *Promotion*, *People*, *Process*, *Physical Evidence* is able to explain Sales Effectiveness of

48.9% while the remaining 51.1% is influenced by unexplored variables such as: Market Segmentation, Price, Product Quality, and so on.

T test (Partial)

The following is a table of the results of partial hypothesis testing, namely:

**Table 4.37. Partial Test Results (t Test)
Coefficients^a**

Type		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	22.634	4.215		5.370	.000
	product	-.054	.063	-.101	-.848	.400
	Price	-.210	.192	-.223	-1.093	.280
	Place	.423	.125	.607	3.387	.001
	promotion	-.282	.092	-.361	-3.044	.004
	Browse	-.195	.085	-.242	-2.283	.027
	process	.169	.191	.135	.885	.380
	physical_evidence	.312	.085	.512	3.684	.001

a. Dependent Variable: efektivitas_penjualan

Source : Research results,2022 (data processed)

Table 4.37 shows the table's t value for a significant 0.05 at the free degree $df=n-k = 60-3 = 57$ is : by 2.002. The results of the partial test can be described as follows:

1. The results of the partial t-test calculation for the Product variable obtained a calculated t value (-0.848) smaller than the table t (2.002) with a significant value of $0.400 > 0.05$, then the Product has no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_1 rejected).
2. The results of the partial t test for *the Variable Price* obtained a calculated t value (-1.093) smaller than t_{table} (2.002) with a significant value of $0.280 > 0.05$, then *price* has no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_2 rejected)
3. The results of the partial t test calculation for *the Place* variable obtained a calculated t value (3.387) greater than the table t (2.002) with a significant value of $0.001 < 0.05$, then *place* positively and significantly affected the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_3 received)
4. The results of the partial t test for *the Promotion* variable obtained a calculated t value (-3.044) smaller than t_{table} (2.002) with a significant value of 0.004, then *Promotion* has no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_4 rejected)
5. The results of the partial t-test calculation for *the People* variable obtained a calculated t value (-2.283) smaller than the table t (2.002) with a significant value of $0.027 < 0.05$, then *People* has no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_5 rejected)
6. The results of the partial t test for *the Process* variable obtained a calculated t value (0.885) smaller than the table t (2.002) with a significant value of $0.380 > 0.05$, then the *Process* has no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_6 rejected)
7. The results of the partial t test for *the Physical Evidence* variable obtained a calculated t value (3.684) greater than the table t (2.002) with a significant value of $0.001 < 0.05$, then

Physical Evidence positively and significantly affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa (H_7 received)

F Test (Simultaneous)

Table 4.38. Simultaneous Test Results (F Test)

		ANOVA ^a				
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1193.823	7	170.546	9.065	.000 ^b
	Residual	978.360	52	18.815		
	Total	2172.183	59			

a. Dependent Variable: efektivitas_penjualan

b. Predictors: (Constant), physical_evidence, people, place, promotion, product, process, price

Source : Research results,2022 (data processed)

Based on Table 4.38. it can be seen that the value of $F_{count} > F_{table}$ ($9.065 > 2.18$), H_8 is accepted. then it can be concluded that product, price, place, promotion, people, process, physical evidence affect the sales effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa. and the effect is : positive with a significant degree (α) is : 5%. By looking at the probability that is smaller than the significant level ($0.000 < 0.05$), it can be concluded that the equation model has a significant effect.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

1. The product has no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
2. *Price* does not affect the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
3. *Place* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
4. *Promotion* does not affect the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
5. *People* have no effect on the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
6. *Process* has no effect on the Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
7. *Physical Evidence* affects the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa
8. *Product, Price, Place, Promotion, People, Process, Physical Evidence* affect the Sales Effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa

Suggestion

1. This study shows that product variables have no effect on sales effectiveness. There are other factors that can affect the effectiveness of product sales such as: product quality. With the company paying attention to the quality of the products produced, it is expected to increase the sales effectiveness of PT. Dutamulti Intioptic Pratama, Tanjung Morawa.
2. This study shows that the *variable price* does not affect the effectiveness of product sales. There are other factors that affect the effectiveness of product sales such as : market segmentation. By paying attention to other factors beyond the price variable , the company has the opportunity to increase the effectiveness of sales.
3. It is expected to the superiors to pay more attention to the location of the company's sales. Paying attention to the location of sales will increase sales effectiveness because consumers

are easier to reach the company's sales location. Strategic and extensive sales locations can increase sales effectiveness because consumers can more easily reach sales locations to buy products offered by the company.

4. This study shows that the *promotion* variable does not affect sales effectiveness. There are other factors that affect the effectiveness of product sales such as: brand equity. By paying attention to other factors besides *promotion variables*, it is expected to increase the effectiveness of the company's sales.
5. This study shows that the *people* variable does not affect sales effectiveness. There are other factors that affect sales effectiveness such as: brand image. By paying attention to other factors besides *the people* variable, it is expected to increase the effectiveness of the company's sales as well.
6. This study shows that *process* variables have no effect on sales effectiveness. There are other factors that affect sales effectiveness such as: *positioning*. By paying attention to other factors besides *process variables*, it is expected to increase the effectiveness of the company's sales.
7. It is hoped that superiors will pay more attention to things that increase *physical evidence*. One of them is by improving product quality and quality so that it can increase positive testimonials from consumers so as to increase sales effectiveness. With physical evidence that shows that the lens products offered by the company are of superior quality, it can make other consumers interested in buying these products so as to increase the effectiveness of the company's sales.
8. It is expected that superiors will pay more attention to factors that can increase sales effectiveness. One of them is by paying attention to the strategic placement of business locations, increasing *physical evidence* where satisfied consumers after using the lens products they buy from the company can provide positive testimonials or evidence so as to increase consumer confidence in the products offered by the company that are useful for increasing the effectiveness of sales of the company's products. In addition, with the existence of a business location that is easily accessible to consumers and clear physical evidence from the company, consumers will be more confident to buy the company's products and willing to recommend products to their friends, relatives, and family so that sales effectiveness can be achieved.

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