THE INFLUENCE OF MARKETING COMMUNICATIONS AND PROMOTION OF SALES TARGETS PT. SUMINSURYA MESINDOLESTARI

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ABSTRACT
This research was conducted on consumers who work at PT. Suminsurya Mesindolestari. The purpose of this study was to determine and analyze the effect of marketing communications and promotions on sales targets. The population and sample in this study amounted to 57 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 marketing and promotion communications have a positive and significant effect on the sales target of PT. Suminsurya Mesindolestari. Partially, marketing communication has no effect on the sales target of PT. Suminsurya Mesindolestari. Partially, promotion has a positive and significant effect on the achievement of the sales target of PT. Suminsurya Mesindolestari. The magnitude of the coefficient of determination can be seen from the Adjusted R Square value is: 0.459 means that Marketing and Promotion Communications is able to explain the Sales Target of 45.9% while the remaining 54.1% is influenced by variables not examined such as: prices, discounts, promotions, and so on.

Keywords : Marketing Communication, Promotion, Sales Target.

INTRODUCTION

The company was founded with the aim of seeking profit by obtaining maximum profit so that the survival of the company can be maintained. To achieve this goal, companies need to carry out certain strategies and make certain policies so that they can remain competitive and continue to exist along with the development of an increasingly advanced era. In addition, the profit in obtaining the maximum profit is carried out in order to achieve the company's goals both in the long and short term.

Sales are a source of company income, where the greater the sales, the more profits the company can get, therefore the company needs a sales target to benefit the company and be able to meet the company's needs.

PT. PT. Suminsurya Mesindolestari is a company that distributes steel and various lathes, and has services for gilding the steel they sell, so that it can be used according to customer needs. Like other companies, this company also expects rapid business development by increasing sales. However, the company's expectations have not been realized properly because the sales target in 2020 has not been achieved.

Thereis no achievement of sales targets except in 2017. The existence of things that are factors in not achieving sales targets are: lack of strategy in marketing, and may also be due to

the effects of the Covid-19 pandemic and ALSO PPKM. In addition, the company also does not make brochures that can be shared, does not place advertisements anywhere, only has regular *customers*, which leads to a lack of interest and ignorance of other *customers* for the products they make.

Marketing communication is: the process of how to inform the business and the offering of products and services to the intended consumer. In this case, employees of PT. Suminsurya has shortcomings in marketing communications in explaining their products and services to *customers*. In fact, in doing businessis communication is very important between the seller and the buyer. Because communication can help *customers* to understand what is being sold to them, usability, and resilience, which makes them believe, and will become regular customers.

All office employees in PT. Suminsurya Mesindolestari must be able to serve *customers* directly or indirectly, due to the absence of *customer service* in this company, so all office employees must be able to serve *customers*. Based on surveys from customers, not all employees understand how to communicate properly and correctly to *customers*, not all of them learn how to market products, and provide accurate information to *customers*. In fact, there are still many of them who only receive orders from customers without knowing what the product is used for, often *customers* will ask what type of product suits the goods they are going to produce. Employees will tell *customers* to wait a while so that they can ask their seniors who have been working for a long time or tell *customers* directly to ask their sales about this.

PT. Suminsurya Mesindolestari is also lacking in terms of promotion for the products and services they have. Promotion is one of the determining factors for the success of a marketing program. In essence, promotion is also a form of marketing communication. In this case PT. Suminsurya Mesindolestari does not seem to do promotions, *customers* who know about PT. Suminsurya Mesindolestari is usually from other *customers*. So PT. Suminsurya Mesindolestari is not recognized by everyone except by *customers* who open businesses in the same field.

PT. Suminsurya Mesindolestari does not make brochures that can be divided, does not place advertisements anywhere, which is clearly not beneficial to the company, soother companies will place advertisements for their products in newspapers, television, radio, or magazines. The sales target that was not achieved was also because the company only had regular *customers*. There are even *customers* who don't buy anymore, and buy elsewhere. If the company does a promotion, then not only old customers will stay afloat, but new customers will also be able to try the products and services offered to them.

Based on the background that has been described above, the researcher is interested in conducting a study entitled: **"The Effect of Marketing Communication and Promosi on the Sales Target of PT. Suminsurya Mesindolestari. "**

Problem Identification

Some of the problem identification in this study are:

1. Lack of understanding from employees towards communication in marketing, which has a negative impact on *customers*, so customers feel not too satisfied. Not all employees understand how to communicate properly and correctly, which causes *customers* to feel that they have received unsatisfactory service from employees.
2. Lack in terms of promotion in PT. Suminsurya Mesindolestari, which makes them unknown to everyone, including *customers* who need their products and services. PT. Suminsurya Mesindolestari is only recognized by *customers* who open businesses in the same field and also through *customers* who already know PT. Suminsurya Mesindolestari to be promoted to other *customers*.
3. The non-achievement of sales targets is due to the lack of strategy in marketing, and may also be due to the effects of the pandemic which has caused sales to decline. PT. Suminsurya Mesindolestari does not make brochures that can be shared, does not place advertisements anywhere, only has regular *customers*, which leads to a lack of interest and ignorance of other customers to the products they make.

Problem Formulation

The formulation of the problems in this study is:

1. Is there any effect of Marketing Communication on the Sales Target of PT. Suminsurya Mesindolestari?
2. Is there any effect of Promotion on the Sales Target of PT. Suminsurya Mesindolestari?
3. Is there any effect of Marketing and PromotionAl Communications on the Sales Target of PT. Suminsurya Mesindolestari?

Research Objectives

Some of the objectives of this study are:

1. To test and analyze the effect of Marketing Communication on Sales Targets in PT. Suminsurya Machinedolestari
2. To test and analyze the effect of Promotion on Sales Targets on PT. Suminsurya Mesindolestari.
3. To test and analyze the effect of Marketing Communication on Sales Targets in PT. Suminsurya Machinedolestari

II. LITERATURE REVIEW

Theoretical Studies

According to Suryani (2017:168), "Communication is the process of conveying messages from sellers to buyers, either directly or through certain communication media."

According to Sudarsono (2020:85), "Promotion as a major element in marketing campaigns is a largely short-term collection of incentive tools, designed to stimulate the purchase of certain products or services."

According to Marwanto (2016:155), "The target ofselling is a way of managing assets productively, the wealth obtained is a logical consequence of selling."
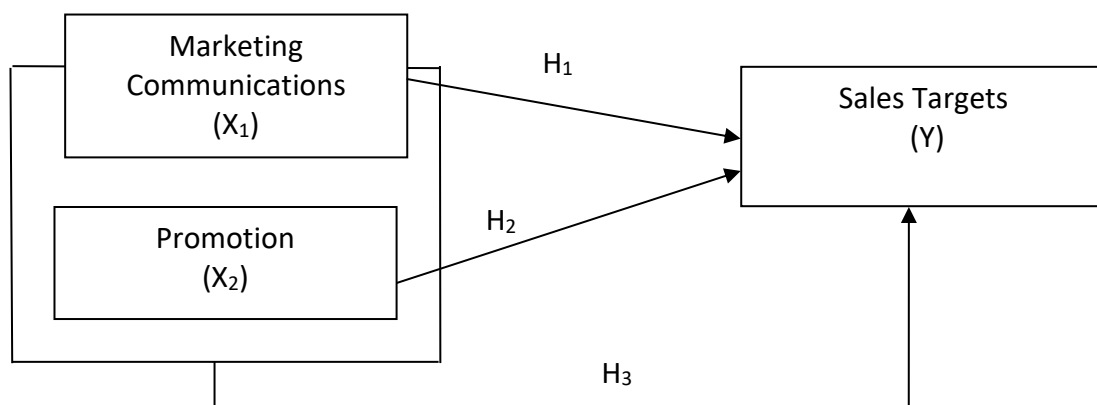
Frame of Mind

Figure 2. 1. Frame of Mind

According to Tasnim, et al (2021:18), "The effectiveness of marketing communication is planned to achieve sales targets, consumer awareness, consumer considerations, preferences, and consumer loyalty."

According to Handini, et al (2019:138), "The objectives of sales management include: prospect search, promotion, persuasion of leads to buy products, improve purchasing decisions and maintain customer satisfaction."

According to Firmansyah (2019: 321), "The purpose of promotion is to influence a consumer in making decisions to increase sales, in other words there is also promotion, namely selling a good or service."

Hypothesis

According to Suryadi, et al (2019: 119), "Hypotheses are answers that are temporary, therefore they need to be tested empirically, about the intervariable relationships formulated in the research model."

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

H1 :   Marketing Communication affects the Sales Target of PT. Suminsurya Mesindolestari.
H2 :   Promotion affects the Sales Target of PT. Suminsurya Mesindolestari.
H3 :   Marketing and Promotional Communications affect the Sales Target of PT. Suminsurya Mesindolestari.

III. RESEARCH METHODOLOGY

The location that is the object of this study is: PT. Suminsurya Mesindolestari which is located at Jl. West Irian No.320. This research was conducted in September 2021 to May 2022.

Population and Sample

In this study, the population was anumber of 57 employees .

In other words, the saturated sampling is 100% of the total population, namely 57 respondents as a research sample while 30 respondents outside the company are used for validity tests, namely PT. Binti Jaya Baja.

The data analysis model used in this research hypothesis is a multiple regression analysis model. In this study, researchersused a26 windows version of the SPSS software program . To find out the influence of free variables and bound variables, the multiple regression analysis formula is used as follows:

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

Information:
Y = Sales Target
a = Constants
b_1 = Variable Regression Coefficient X_1
        (Marketing Communication)
b_2 = Variable Regression Coefficient X_2 (Promotion)
X_1 = Marketing Communication Variables
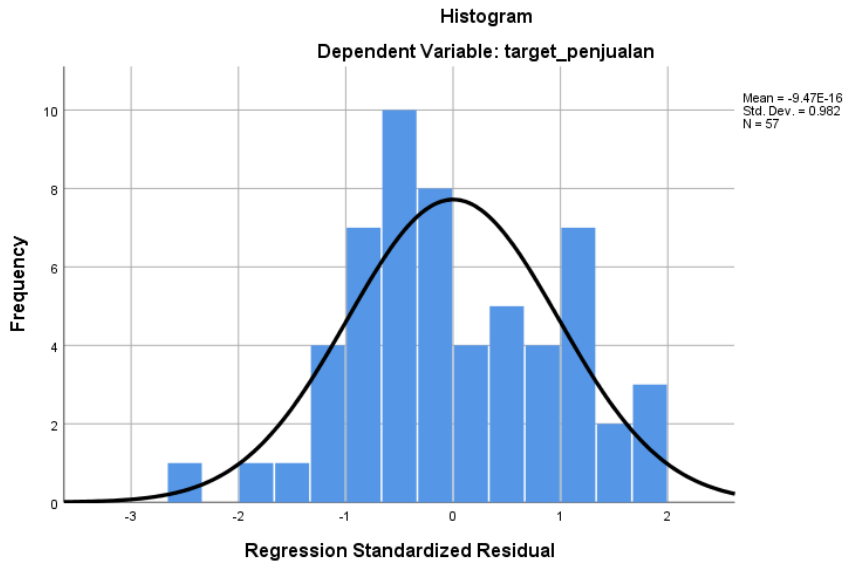X_2 = Promotion Variable
e = Error Percentage (0.5)

IV. DISCUSSION AND RESEARCH RESULTS
Multiple Regression Coefficient Test Results

Multiple regression hypothesis testing states that there is an influence of Marketing and Promotional Communication on PT Sales Targets . Suminsurya Mesindolestari.
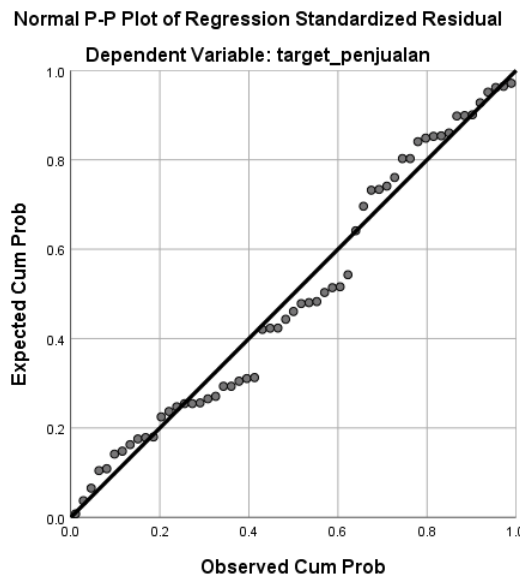
Normality Test

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		57
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.92315915
Most Extreme Differences	Absolute	.111
	Positive	.111
	Negative	-.073
Statistical Test		.111
Asymp. Sig. (2-tailed)		.075[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source : Research Results 2022 (Data Processed)

Table 4.10. shows that the results of *the Kolmogorov Smirnov* normality test showed a significant value of 0.075 greater than 0.05. Thus from the test results *Kolmogorov Smirnov* showed normally distributed data.

Multicollinearity Test

Table 4. 13 Multicollinearity Test

Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.279	3.549		.642	.524		
	komunikasi_pemasaran	.112	.109	.102	1.020	.312	.958	1.044
	promotion	.578	.087	.663	6.602	.000	.958	1.044

a. Dependent Variable: target_penjualan

Source : Hasil Research 2022 (Data Processed)

According to Table 4.13. above that each variable of Marketing Communication (X_1) and Promotion (X_2) has a *tolerance* value of 0.958 > 0.1 while the VIF value of each variable marketing communication (X_1) and promotion (X_2) is 1.044 is less than 10, thus in the multicholinearity test there is no correlation between the variables of Marketing Communication and Promotion.

Heteroskedasticity Test

Scatterplot

Dependent Variable: target_penjualan
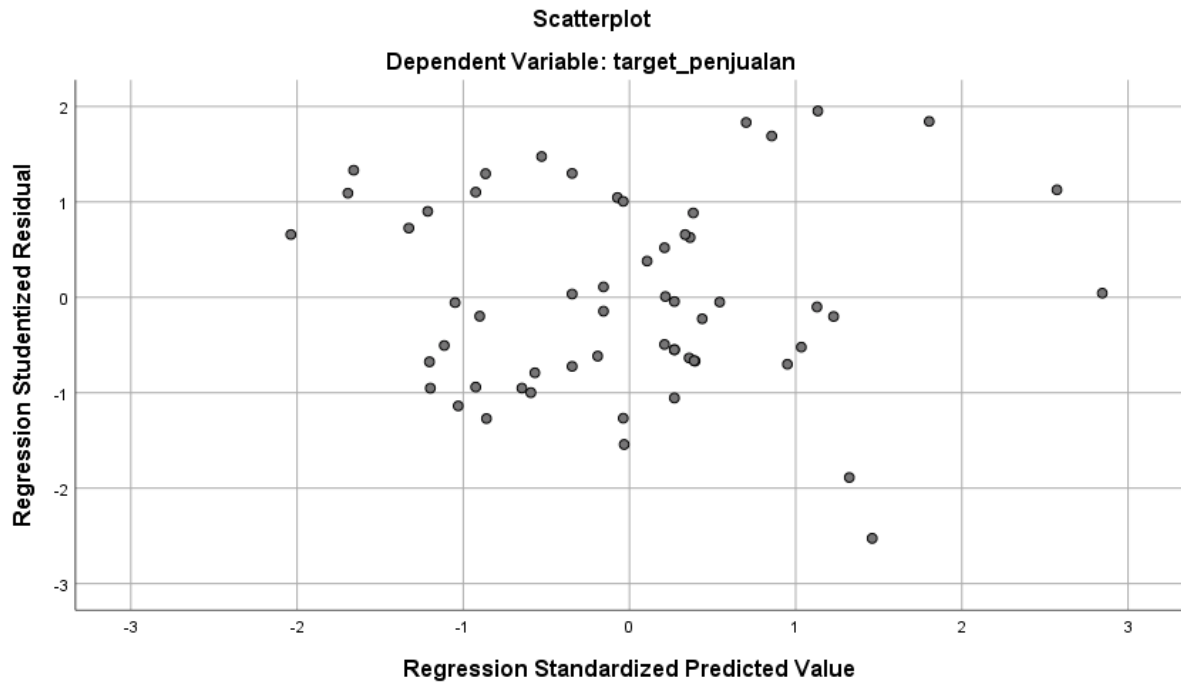
Figure 4. 4. Scatterplot Chart

Figure 4.4. *The scatterplot* chart shows that the scatter points with an unclear pattern both above and below the zero (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 pada regression model.

Table 4. 20. Multiple Linear Regression Analysis Results
Coefficientsª

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.279	3.549		.642	.524
	komunikasi_pemasaran	.112	.109	.102	1.020	.312
	promotion	.578	.087	.663	6.602	.000

a. Dependent Variable: target_penjualan

Source : Research results,2022 (data processed)

Y = 2.279 + 0.112 Marketing Communications + 0.578 Promotions + e

The meaning of the above multiple linear regression analysis equations is :
1. The constant of 2,279 means that if there is no value of the Marketing and Promotion Communication variable, then the Sales Target is: value 2,279.
2. The regression coefficient of Marketing Communication is 0.112, this states that every increase in Marketing Communication 1 unit will increase the value of the Sales Target by 0.112 units assuming other variables remain.
3. The Promotion regression coefficient is 0.578, this states that each increase in Promotion 1 unit will increase the value of the Sales Target by 0.578 units assuming the other variables are fixed.

Determination Test (R^2)

The coefficient of determination (adjust R^2) is used to measure the magnitude of influence between free variables, namely: marketing communication (X_1) and promotion (X_2) to the sales target (Y). The results of the determination test can be seen below:.

Table 4. 21. Coefficient of Determination Testing

Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691[a]	.478	.459	3.995

a. Predictors: (Constant), promotions, komunikasi_pemasaran

b. Dependent Variable: target_penjualan

Source : Research results,2022 (data processed)

Table 4.21 shows that the value of *Adjusted R Square* is : by 0. 459 means that Marketing and Promotion Communication is able to explain the Sales Target of 45.9% while the remaining 54.1% is influenced by unexplored variables such as: price, discounts, promotions, and so on.

F Test (Simultaneous)
Table 4. 22. Simultaneous Test Results (F Test)
ANOVA[a]

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	789.673	2	394.836	24.737	.000[b]
	Residual	861.906	54	15.961		
	Total	1651.579	56			

a. Dependent Variable: target_penjualan

b. Predictors: (Constant), promotions, komunikasi_pemasaran

Source : Research results,2022 (data processed)

According to Table 4.22.   it can be seen that the calculated F value> F_{table} (24,737> 3.17),H_3 is accepted.   Suminsurya Mesindolestari and its influence are: positive with a significant level (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.

T test (Partial)
The following is a table of the results of partial hypothesis testing, namely:

Table 4. 19. Partial Test Results (t Test)

Coefficients[a]

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.279	3.549		.642	.524

komunikasi_pemasaran	.112	.109	.102	1.020	.312
promotion	.578	.087	.663	6.602	.000

a. Dependent Variable: target_penjualan

Source : Research results,2022 (data processed)

Table 4.23. shows the table's t value for significant 0.05 at the free degree df=n-k = 57-3=54 is : by 2.004 . The results of the partial test can be described as follows:

1. The results of the partial t-test calculation for the Marketing Communication variable obtained a $_{calculated}$ t value (1.020) smaller than the table t (2.004) witha significant n value of 0.312, it can be concluded that the Marketing Communication has no effect on the Sales Target of PT. Suminsurya Mesindolestari (H_1 rejected)

2. The results of the partial t test for the Promotion variable obtained a $_{calculated}$ t value (6.602) greater than the table t (2.004) withn significant values of 0.000, it can be concluded that the Promotion affects the Sales Target of PT. Suminsurya Mesindolestari (H_2 diterima).

V. CONCLUSIONS AND SUGGESTIONS

Conclusion
1. Marketing Communication has no effect on the Sales Target of PT. Suminsurya Mesindolestari.
2. Promotion affects the Sales Target of PT. Suminsurya Mesindolestari.
3. Marketing and Promotional Communications affect the Sales Target of PT. Suminsurya Mesindolestari.

Suggestion
1. This research shows that marketing communication variables do not affect sales targets . There are other factors that affect sales targets such as: price, product quality, and so on. The company is expected to pay attention to factors that can affect the sales target at PT. Suminsurya Mesindolestari because in accordance with the results of the research conducted states that the variables of marketing communication have no effect on sales targets. By paying attention to other factors outside the variables of marketing communication, it is hoped that it can increase sales targets to PT. Suminsurya Mesindolestari.
2. Researchers advise companies to pay more attention to product promotion. One of the efforts that can be done is to create promotional programs that attract consumers such as: promoting on social media or promoting through *the website* which is always updated every few certain periods. In addition, the company can also evaluate the promotional programs that have been implemented so far and analyze the percentage of successful promotions that have been carried out. If it is still far from the sales target, then the company must replace the promotion strategy that has been implemented so far and replace it with a more sophisticated promotional strategy and in accordance with market conditions and demands. That way, it is expected to increase the company's profit which can be seen by

the increase in the company's sales target as well. By paying attention to the application of promotions carried out to the company, it will certainly affect the achievement of the company's sales targets because the right promotion can attract even more consumers need the products the company offers.

3. Researchers advise companies to pay more attention to factors that can increase the sales target of the company's products. By improving and increasing the promotion of the company's products, it is expected to increase the chances of achieving the sales targets that have been determined by the company. Businesses that can be done are: by conducting exhibitions in *malls* or in the city center which is crowded with people. That way it is hoped that promotion can be more effective so that it can increase the company's product sales targets. In addition, companies can also conduct surveys in advance at the place to be used as a promotion and find out what the people like in the location so that can do promotions on target.

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