



ANALYSIS OF DETERMINATION OF SALES PRICE AND PROMOTION OF SALES VOLUME AT FONI AGENT TISSUE SURABAYA

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ABSTRACT

This study aims to describe the analysis of the determination of the selling price and promotion of the sales volume at Foni Tissue Agent Surabaya. The data in the form of a sales report in 2019.

The company must have a good selling price and promotion to get an increase in sales every month by the company. The method used to collect data is observation, interview and documentation. The results of this study are based on sales data from Foni Tissue Agent Surabaya in 2019, increasing sales every month. Thus it can be concluded that the analysis of selling prices and promotion of sales volume in Foni Tissue Agent Surabaya can be said to be successful. This is evidenced by the increase in sales every month in 2019.

Keywords: *Selling Price, Promotion, Sales Volume*

A. INTRODUCTION

The current business conditions for the marketing concept must be used to achieve success for the company. Marketing begins with an idea to achieve long-term profits, companies must be able to understand consumers and their desires. The company must divide its market into segments or groups of consumers and determine the desires of each of these segments. Marketing is defined as the process by which companies create value for customers and build strong customer relationships, with the aim of capturing value from customers in return (Kotler, 2010).

In marketing activities there are four mixes or things that must be done by every company, namely: product , price , place , and *promotion*. Researchers on this occasion will only discuss two mixes, namely price and promotion.

Sales volume is one standard form of company performance. The success or failure of a company can be seen from the condition of the overall sales volume. Price is the only element of the marketing mix that generates revenue, all other elements represent only price. Price is one of the most flexible elements of the marketing mix.

Promotion is persuasive communication, inviting, urging, persuading, convincing. The characteristic of persuasive communication is that there are communicators who plan to organize news/information and the way it is delivered to get a certain effect on the attitude and behavior of the recipient (target audience) (Arifin & Utomo, 2022).

Foni Tissue Agent is a shop engaged in sales that provides various kinds of tissue. The selling mechanism at Foni Tissue Agent is that consumers come to the booth to look for and select items to buy. Before it was like now , from 2016-2017 this booth was still empty of visitors, but since the price and promotion strategy was set in January 2018 this booth was busy with visitors every day and experienced an increase in sales volume. Based on the background described above relating to price and promotion, the researcher is interested in conducting research entitled "Analysis of Setting Selling Prices and Promotions on Sales Volume at Foni Tissue Agents Surabaya. Based on the background of the problems above, the focus of this research is "How to determine the selling price and promotion of Sales Volume at Foni Tissue Surabaya Agent" promotion of sales volume at Foni tissue agents in Surabaya.

B. RESEARCH METHODS

This research uses descriptive qualitative method. According to Sugiono, qualitative research is research where the researcher is placed as a key instrument, data collection techniques are carried out in combination and data analysis is inductive (Sugiono. 2010: 9). The rationale for using this method is because this research wants to know about existing phenomena and in natural conditions, not under controlled, laboratory or experimental conditions.

In accordance with the problems that are the focus of this study, namely the analysis of pricing and promotion of sales volume carried out at Foni Tissue Agent Surabaya, the researcher use approach by describing the data that researchers obtained as a result of a study.

Place And Time Study

1. The place Study

The research location is a place where researchers conduct research, especially in capturing phenomena or events that actually occur from the object under study in order to obtain accurate research data. This research was conducted at Foni Tissue Agent Surabaya

2. Time Study

This research activity began since the ratification of the research proposal and research permit namely February to April 2020.

Data Source

Sources of data in this study are:

1. Interview

According to Esterberg in Sugiyono (2013: 231) an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. As for what is meant as an interview in this study is the owner of the Foni Tissue Agent, namely Ms. FONI who is the main source for this research. This is because those who build and play an important role in business development at Foni Tissue Agent.

2. Observation

Sutrisno Hadi in Sugiyono (2013: 145) argues that observation is a complex process, a process composed of various processes. Two of the most important are the processes of observation and memory. The observation referred to in this study is that the author observes the activities that will be examined at Foni Tissue Agent Surabaya.

3. Document

According to Sugiyono (2013: 240) documents are records of events that have passed. Documents can be in the form of writing, drawings, or monumental works of a person.

Data Collection Technique

In collecting the data needed in this study, the following data collection techniques were used :

1. Interview (Interview) According to Esterberg in Sugiyono (2013: 231) an interview is a meeting of two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic. In collecting data regarding the determination of selling prices and promotion of sales volume at Foni Tissue Agent Surabaya, interviews were conducted with relevant sources, namely the leader / owner of Foni Tissue Agent (Ms. phonies).
2. Sutrisno Hadi's observation in Sugiyono (2013: 145) suggests that observation is a complex process, a process composed of various processes. In this case the author observes the overall activities in Foni Tissue Agent Surabaya.
3. Documentation According to Sugiyono (2013: 240) documents are records of events that have passed. Documents can be in the form of writing, drawings, or monumental works of a person. In this case the author searches for and studies documents related to the focus of the problem under study, namely documents sales documents in the Foni Agent Tissues.

Data Analysis Technique

Data analysis is the process of finding and organizing interviews and notes obtained in the field

as well as other materials that have been collected so as to formulate results from what has been found. Relevant to this type of research, namely qualitative research with descriptive methods, then qualitative analysis techniques. The data that has been collected in the form of words from various sources is analyzed intensively. Data analysis techniques were carried out using qualitative data analysis techniques, by conducting intensive analysis of the data that had been obtained in the field in the form of words. The steps the researchers used in analyzing the data were in accordance with the opinion developed by Miles and Huberman (Sugiono, 2005): The analysis was carried out through the following procedures and stages :

1. Collection data In qualitative research, the data collection process moves from the field in an effort to build theory from the data. The data collection process begins with entering the research location. In this case the researcher went to the research location, namely Foni Tissue Agent Surabaya with a formal research permit. Then proceeded to meet the targeted people as research informants. In the next process, data collection was carried out using interview techniques and documentation studies to obtain the required complete information obtained in the field.
2. reduction data Data reduction is the selection of data and focusing attention on data that is really needed as main data and also data that is only complementary. Data obtained from research locations or field data is set forth in a complete and detailed description or report. Report the field is reduced, summarized, the main things are selected, focused on the important things.
3. Classification data The data that has been collected during the research is then grouped according to the research objectives, namely the determination of selling prices and promotion of sales volume levels at Foni Tissue Agent Surabaya.
4. Presentation data Presentation of data is intended to make it easier for researchers to view the overall picture or certain parts of it study.
5. Withdrawal Conclusion After presenting the data, initial conclusions can be drawn. This conclusion is also drawn during the research. Since the beginning of the field as well as in the process of collecting data, researchers have tried to analyze and find meaning from what has been collected.

C. RESEARCH RESULTS AND DISCUSSION

Data from Interview Results Regarding Prices selling and Promotion against volume sales at Foni Tissue Agent Surabaya. Data from interviews regarding selling prices and promotions on volume Sales at Foni Tissue Agent Surabaya are divided into several indicators.

Price indicators consist from :

- a. Determination price
- b. Piece price
- c. Brand selling price competitor
- d. Customer.

While the indicators of the promotion are:

- a. Ads in media
- b. How to advertise
- c. Customer

Based on Mr. Randy's statement as the leader explained that sales activity was high. This can be seen from the increase in sales from day to day and the opening of new branches. Leaders urge all employees to provide good and friendly service so that customers feel comfortable and satisfied, and cooperate in promotional activities. In order to support findings regarding prices and promotions, researchers will present sales data from January to December in 2017, 2018 and 2019 at *Foni Tissue Agent Surabaya* in graphic form, as following (Ghozali, 2014)

Based on price and promotion data at *Foni Tissue Agent Surabaya* in January - December 2017, 2018 and 2019 there have been changes as can be seen from the graph above. The graph above shows that there was an increase in monthly sales in 2019, according to the

management, the increase was due to prices and promotions for that month according to the needs or what the buyer wanted. Furthermore, the increase in customers was due to prices and promotions in that month which were considered very attractive and profitable for customers. Sales in 2019 always experience a very attractive increase in sales. (Mitha Erpida Sari, 2018).

(Adrian, 2015) explains the notion of price is the amount of value exchanged to obtain a product. Thus, the price of a good or service is a determinant of the market demand. Price can also affect a company's competitive position and also affect its *market share*. For the company, the price will pay off by creating some revenue and profit clean. The head of Foni Tissue Agent Surabaya revealed that the pricing for *Foni Tissue Agent Surabaya* was based on the market situation and competitors' conditions. After knowing the market segment, *Foni Surabaya Tissue Agent* has a target market that targets all groups. While the results of interviews related to the conditions of competitors, such as knowing prices, promotions and what facilities are offered by competitors. Then from these considerations used as a decision to determine a more competitive price. (Arifin & Utomo, 2022) *Foni Surabaya Tissue Agent* also provides discounted prices depending on the promotion held for a certain period of time. According to the leader's opinion, price affects the number of customers, he assumes that prices and promotions for *Foni Tissue Agent Surabaya* also greatly affect customer satisfaction, as can be seen from the absence of complaints. This opinion is supported by statements from *Foni AGen Tissue Surabaya employees* and customers who say that the price is considered appropriate and in accordance with the service. Further researchers conducted interviews with employees. The employee explained that in determining the price of Foni Tissue Surabaya Agents always hold a meeting with all employees to make a price fix, but the decision is entirely from the owner. Based on interviews with employees, prices affect the number of customers (Arifin et al., 2020)

Meanwhile, from the opinion of customers, *Foni Tissue Agent Surabaya*, it is known that the price set by *Foni Tissue Agent Surabaya* is in accordance with the services that have been provided. Customers are always waiting for price discounts from price variations every month, this is what makes customers interested in buying at *Foni Tissue Agent Surabaya*. From the customer's statement it is known that the customer already knows the prices at other agents. Customers say that the price that has been set affects the customer, so that the customer is motivated to invite other people to join *Foni Tissue Agent Surabaya* (Arifin, 2020).

According to Tjiptono (2008:219) "promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/ persuade, and remind target markets or companies and their products to be willing to accept, buy, and be loyal to the products offered by companies that offer them. concerned". In carrying out promotions, *Foni Surabaya Tissue Agent* uses billboards, posters or brochures for media promotion but focuses more on using *social media* such as *Instagram, Facebook, shoope, shop pedia and WhatsApp* as a means of promotion. Besides being easy and practical for promotion, the advantage of using *social media* is minimal costs. (Batara et al., 2020). *Foni Tissue Agent Surabaya* has also submitted a proposal to companies around Surabaya to buy at *Foni Tissue Agent Surabaya*, this has been proven because there are already several companies that have collaborated with *Foni Tissue Agent Surabaya*. The proposal used by *Foni Tissue Agent Surabaya* was very interesting so many companies worked with Foni.

D. CONCLUSION

Based on the results of research on selling prices and promotions on sales volume at Foni Tissue Agent Surabaya, the researchers found the following results:

1. The price set at *Foni Tissue Agent Surabaya* is right with the service that customers get and the price is considered competitive with other competitors. The right price based on market conditions and competitors creates customer satisfaction. Customer satisfaction is what can increase the number of customers.
2. The promotion affects the number of customers at *Foni Tissue Agent Surabaya*. Based on

the research that has been done, the researcher sees that the promotions carried out are very easy for the public to know through social media and the variations in promotions change every month, so that they motivate and attract customers to join.

3. The selling price and promotion of sales volume at *Foni Tissue Agent Surabaya* can be said to be successful, it can be seen from the data on the number of sales in the year 2019.

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