



## Marketing Mix Analysis on Increasing Sales Volume at Perumnas Branch I Tamalanrea in Makassar

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### **Abstract**

Regional VII national housing corporation is the largest housing estate in Makassar, namely Bumi Tamalanrea Permai (BTP). Some of the facilities that will be added to the housing estate are shophouses, modern traditional markets, fresh markets, and several commercial houses. The total land area of 315 hectares has been used as a means to fulfill housing needs for residents of Makassar City. The construction of additional facilities in housing located in Bumi Tamalanrea Permai (BTP) is intended for the community to meet needs in the economic sector. Perumnas Branch I Tamalanrea also built houses for the upper-middle class, namely houses with types 36, 45, and 70. Houses with type 36 will be sold for IDR 230 million, while for type 45 for IDR 250 million, and type 70 for selling, for IDR 400 million. The construction of a number of these facilities also adjusts to the housing segment to be built, namely for the upper-middle-class community. Perumnas Regional VII will continue to boost the addition of housing for the community, with relatively affordable prices and also of good quality. Perumnas Branch I Tamalanrea has succeeded in building more than 1,000 housing units. 20 percent are very simple houses and 80 percent are simple houses.

**Keywords:** *Marketing Mix; Sales Volume Increase*

### **Introduction**

One of the factors that support the creation of effective and efficient company management for companies or marketing of profit-oriented products or services (Fachmi et al, 2021). The marketing sector at companies engaged in sales does not solely focus on the occurrence of sales transactions. How the sales can take place on an ongoing basis what is expected is that producers must increase the level of public confidence in the products offered so that sales can survive and increase (Karim et al, 2021). The importance of marketing is a priority for the management of Perumnas Branch I Tamalanrea in unifying the goals of the company's achievements with the needs of the people in Makassar City.

The application of marketing for companies engaged in sales is in three phases (Syaharuddin, 2015). The first phase before the production process, namely the phase where the company has estimated how large the number of products should be produced by taking into account the tastes and purchasing power of the people so that the products on the market are not stored for too long (Harkas, 2017). The second phase is when selling (marketing the product), namely the phase where the company has determined the procedures for implementing marketing that will be used with the intention that the product will quickly arrive and be accepted by consumers (Sirajuddin & Hasniati, 2019). Then the third phase is the phase of the sale transaction, namely the phase where the company can conclude the public's response to the product and ensure that the product can be accepted by society by paying attention to the level of satisfaction and service (Wahyuntari et al, 2020).

By listening to the three phases of marketing implementation, the point is that the marketing mix is a marketing concept that pays attention to several variables, namely products, prices, promotions, and distribution channels (Swastha et al, 2015). Products are about taste and quality; prices are about the purchasing power of consumers. Promotion concerns the issue of the publication, and distribution concerns the speed and accuracy, so it appears that these variables already represent the three phases of marketing implementation (Assauri, 2015).

Marketing plays an important role in Perumnas Branch I Tamalanrea, where marketing is not only directed to facilitate sales from producers to consumers but also to overcome intense competition in marketing (Hasniati et al, 2021). Hundreds of housing companies have been established in Makassar City to support community needs. Recognizing the important role of marketing, one of the efforts made by Perumnas Branch I Tamalanrea is to establish marketing policies. Where marketing policy is a guideline in conducting marketing activities. To achieve optimal profit, Perumnas Branch I Tamalanrea must be able to capture a large market share (Maddatuang et al, 2020). This achievement can be realized if the company captures the needs and desires of consumers, besides that the economic level of the community is also a part that must be considered.

Population growth in Makassar City encourages the increasing need for housing. The Makassar City housing and settlement service stated that Makassar residents still need 114,000 houses. This number is based on the number of households and the number of houses currently available. The housing office counts the number of residential houses in Makassar City until 2021 as many as 243,685 units. Meanwhile, the number of families or households in Makassar City is more than 350 thousand. The population of Makassar City is based on the projected population of Makassar City in 2019 as many as 1,489,011 people. It consists of 737,146 male residents and 751,865 female residents. Compared to the projected population in 2016, the population of Makassar City grew by 1.32 percent with each percentage growth of the male population of 1.43 percent and the female population of 1.36 percent. Meanwhile, the sex ratio in 2019 was male to female at 98. The population density in Makassar City in 2019 reached 8,471 people/km<sup>2</sup> with an average population of four people per household. The population density in 15 sub-districts is quite diverse with the highest population density located in Makassar District with a density of 33,751 people/km<sup>2</sup> and the lowest in Tamalanrea District of 3,563 people/km<sup>2</sup>.

Perumnas Branch I Tamalanrea in Makassar which is engaged in marketing housing in the Sulawesi area is also not fixed from the problems described previously. To overcome this, the company's management uses a combination of the marketing mix to overcome the increasingly high level of competition with others who are also engaged in housing marketing (Sylvana et al, 2020). With this marketing mix, it is expected that the company must be able to choose the right advertising model, considering the large costs that are usually incurred for promotional activities which will then be carried out by the company to realize the company's goals (Maddatuang et al, 2021).

### ***Theoretical Review***

Marketing is one of the main activities that need to be carried out by companies, whether product or service companies, to maintain their business existence. This is because marketing is one of the company's main activities, where marketing is directly related to market share or consumers. Marketing activities can be said to be human activities (Akgün et al. 2014). In marketing activities, companies need to provide the best service to consumers if they want to get a good response from consumers. The company must be fully responsible for the satisfaction of the products offered. Thus, all company activities should be directed to understand the tastes and needs of consumers which ultimately aims to obtain maximum profit (Syukur et al, 2021).

The marketing process can be interpreted as an effort made by entrepreneurs to influence consumers so that they become interested, happy and then buy and then feel satisfied with the goods they buy (Mahmud, 2016). The marketing process is a process that continues the marketing activities mentioned above starting from the beginning before the production is carried out until the after-sales activities that it offers to its consumers. All activities carried out by the entrepreneur will be endeavored in such a way that they can influence the consumer (Nitisemito, 2016). It can be carried out by the entrepreneur by taking advantage of the conditions that exist within the individual consumer as well as various suggestions that are owned by the company. while the facilities owned by the company are outer driven. The internal condition of the consumer is called inner driven, meaning that the impulse arises from within the consumer himself, for example, his social status, wealth, personality, lifestyle, and so on (Awan et al, 2015). All of that can be used by entrepreneurs to influence them, for example by creating a reception that people with high social status must have the products they offer. The means owned by the company that can be used to influence consumers are called outer driven or encouragement from outside because all of them come from outside the consumers who will be influenced (Narayanan et al, 2004). The means will be a tool or weapon for producers to influence consumers. The weapons consist of 4 kinds, namely: (1) product, (2) price, (3) promotion, and (4) distribution.

Sales is an integrated effort to develop strategic plans directed at satisfying the needs and wants of buyers, to get sales that generate profits. Sales are the lifeblood of a company because from sales profit can be obtained as well as an effort to attract consumers who are endeavored to find out their attractiveness so that they can know the results of the products produced. Sales are part of marketing itself is one part of the overall marketing system (Effendy, 2018)). Marketing activities that are very complex and interrelated with one another, such as promotion and sales, should be managed properly to achieve the company's goals, namely profit (Maddatuang et al, 2021). Promotion serves to increase sales volume as well as a strategy to reach buyers for exchange. While the sale is the transfer of goods and services carried out by the seller (Satrio et, 2021). In general, companies that want to speed up the process of increasing sales volume will carry out promotional activities through personal selling advertising and publicity. Sales volume is a factor that affects the amount of working capital and working capital components (Nurbaiti & Soehardi, 2021).

### ***Method***

This study uses a marketing management approach, especially the service marketing mix activities. The object of research that becomes the independent variable is the service marketing mix consisting of product, people, process, and physical evidence. Independent variables or independent variables are variables that affect or are the cause of the change or emergence of the dependent variable (Sugiyono, 2019). This research was conducted at Perumnas Branch I Tamalanrea Makassar City and the research time was less than one year. The method is a way of working to achieve a goal or approach taken to achieve something. The research method is a scientific way to obtain data with certain purposes and

uses (Stanton, 2104). The data obtained through this research are empirical data that have certain criteria, namely valid.

A research instrument is a tool used to measure the observed natural and social phenomena. The number of research instruments depends on the number of research variables that have been determined to be studied. The research instrument used in this study is an instrument to measure the marketing mix and home sales volume. To find out whether the marketing mix has a relationship with an increase in sales volume, correlation analysis is used (Sudjana, 2014) as follows:

$$r = \frac{n \sum xy - (\sum x \cdot \sum y)}{\sqrt{n \cdot \sum x^2 - (\sum x)^2} \cdot \sqrt{n \sum y^2 - (\sum y)^2}}$$

Where:

- r = Correlation coefficient
- n = Number of observations
- x = Marketing mix
- y = Sales volume (IDR/units)

Meanwhile, to determine the coefficient of determination used the formula:

$$r^2 = (\text{Coefficient of determination})$$

The marketing mix (x) is a combination of variables or activities that are the core of the marketing system, which variables can be controlled by the company to influence the reactions of buyers or consumers. Sales volume (y) is sales that a company has achieved or wants to achieve through the number of products or brands of a company sold in a certain period. The number of observations (n) is the number of years the observations will be taken and processed by the researcher.

## **Result and Discussion**

### **Result**

#### **1. Research Description**

Every company offering goods and services always expects an increase in sales, because a sale will cause an increase in company revenue. Sales occur because of the demand for goods and services offered by the company. To actualize potential demand and effective demand, the management will maximize what we call the marketing mix, namely product, price, distribution, and promotion. The four variables in the marketing mix will determine the strengths and weaknesses of the products offered. In managing the marketing mix, sufficient management knowledge is needed. This level of knowledge will determine the success of optimizing demand opportunities for sales.

Likewise, Perumnas Branch 1 Tamalanrea in Makassar offering products in the form of houses, always strives to increase sales volume from year to year. To see how far the level of home sales volume is, the following table will show the sales volume from 2016 to 2020:

**Table 1.** Development of house sales Perumnas Branch 1 Tamalanrea in Makassar City

2016 – 2020		
Year	Sales volume (Units)	%
2016	5,123	-
2017	5,538	8.10
2018	5,871	6.01
2019	6,526	11.15
2020	7,024	7.64

Source: Data processed, 2021

In 2016-2017 home sales increased by 415 or 8.10%, in 2017-2018 sales increased by 333 or 6%, in 2018-2019 sales increased by 655 or 11.15%, and in 2019-2020 sales increased by 449 or 7.64%.

## 2. Marketing Mix Development Analysis

Advertising is one of the variables in the marketing mix that can be used by company management to create sales transactions. In carrying out advertising, the management must also be selective in choosing the type of advertising carried out, so that the message to be conveyed can achieve effectiveness or can be clearly and understandably accepted by the audience. The means or advertising variable used is sales promotion. Advertising is used to convey promotions through several media, both electronic and print media. Sales promotion is used to convey messages to potential consumers who are less accessible by promotion through advertising. Advertising activities carried out require a fee. This expenditure is expected to provide benefits, namely increasing sales. The number of advertising costs incurred can be seen in this table:

**Table 2.** Development of the marketing mix of Perumnas Branch I Tamalanrea in Makassar City 2016 – 2020

Year	Marketing mix (IDR)	%
2016	1,750,615,000	-
2017	1,915,713,000	9.32
2018	2,050,110,000	7.01
2019	2,319,335,000	13.13
2020	2,519,771,000	8.64

Source: Data processed, 2021

By the results of the calculation of the development of the marketing mix, it can be seen that the company from 2016 to 2020 advertising costs increased by 163,098,000 or 9.43%, and from 2008 to 2007 the marketing mix increased by 134,397,000 or 7.01%, from 2019-2018 the marketing mix increased by 269,225,000 or 13.13% and in 2020-2019 the marketing mix was 200,436 or 8.64%.

**Table 3.** Changes in Marketing and Sales Mix of Perumnas Branch I Tamalanrea in Makassar City 2016-2020

Year	Marketing mix (IDR)	%	Sale (Units)	%
2016	1,750,615,000	-	5,123	-
2017	1,915,713,000	9.43	5,538	8.10
2018	2,050,110,000	7.01	5,871	6.01
2019	2,319,335,000	13.13	6,526	11.15
2020	2,519,771,000	8.64	7,025	7.64

Source: Data processed, 2021

Through the data on changes in the marketing and sales mix, the relationship between the percentage changes in the two variables can be explained. In 2018 advertising costs of 134,397,000 or 7.01% led to an increase in sales of 332,512,000 or 6.01%. In 2019, the marketing mix increased by 269,225,000 or 13.13% leading to sales of 655,033 or 11.15%. In 2020 the marketing mix increased by 200,436,000 or 8.64% causing an increase in sales of 497,145 or 7.64%.

### 3. Analysis of The Effect of Marketing Mix on Home Sales

To see the effect of the marketing mix on sales, a simple linear regression analysis was used with the following equation:

$$Y = a + bx$$

Where:

- y = Sale
- x = Marketing mix
- a = Constant
- b = Regression coefficient

To calculate b and a use the formula:

$$b = \frac{n \sum xy - \sum x \cdot \sum y}{n \sum x^2 - (\sum x)^2}$$

$$a = \frac{\sum y - b(\sum x)}{n}$$

**Table 4.** Linear regression between marketing mix and sales of Perumnas Branch I Tamalanrea in Makassar City 2016 – 2020 (in millions)

Year	Marketing mix X	Sale Y	XY	X <sup>2</sup>	Y <sup>2</sup>
2016	1,750	5,123	8,965,250	3,062,500	26,245,129
2017	1,915	5,538	10,605,270	3,667,225	30,669,444
2018	2,050	5,871	12,035,550	4,202,500	34,468,641
2019	2,319	6,526	15,133,794	5,377,761	42,558,676
2020	2,519	7,025	17,695,975	6,345,361	49,350,625
	<b>ΣX=10,553</b>	<b>Σ Y=30,083</b>	<b>ΣXY=64,435,839</b>	<b>ΣX<sup>2</sup>=22,655,347</b>	<b>ΣY<sup>2</sup>=183,322,515</b>

Source: Data processed, 2021

Based on the numbers in the regression table, a simple regression calculation can be performed between the marketing and sales mix:

$$b = \frac{n \sum xy - \sum x \cdot \sum y}{n \sum x^2 - (\sum x)^2}$$

$$b = \frac{(64,435,839) - (10,553) (30,083)}{5(22,655,347)^2 - (10,553)^2}$$

$$b = \frac{322,179,195 - 317,465,899}{133,276,735 - 111,365,809}$$

$$b = \frac{4,723,296}{1,910,926}$$

$$b = 2,47$$

$$a = \frac{\sum y - b(\sum x)}{n}$$

$$a = \frac{30,083 - (2,47) (10,533)}{5}$$

$$a = \frac{-2576508}{5}$$

$$a = -515301,6$$

The results of calculations a and b can be made into a regression equation between the marketing and sales mix at Perumnas from 2016 to 2020.

$$Y = -515301.6 + 2.47X$$

As for the meaning of the regression equation:

- a. -515301.6 is a constant value. In other words, if the company does not issue a marketing mix (=0) then house sales – 515301.6.
- b. This means that each addition to the marketing mix will increase sales by 2.47 houses.

#### 4. Correlation Analysis Between Marketing and Sales Mix

Although the results of the calculation of the percentage change in the marketing and sales mix have been shown in table 2, to determine the degree of closeness of the relationship between the two variables, a simple correlation calculation is necessary. Through the results of these calculations, it will be known the type of relationship that exists in the marketing mix and home sales. In carrying out the correlation calculation, three possibilities will be found, namely:

- a. If  $r = 1$  or close to 1, then the relationship is very close and unidirectional, meaning that if the x variable increases, the y variable will also increase and vice versa.

b. If  $r = 0$  or close to 0, then the variables  $x$  and  $y$  have no relationship

c. If  $r = -1$  or close to  $-1$ , then the variables  $x$  and  $y$  have a close relationship but the relationship is opposite, meaning that if the  $x$  variable increases, the  $y$  variable will decrease.

The correlation can be calculated using the formula:

$$r = \frac{n \sum xy - (\sum x \cdot \sum y)}{\sqrt{n \sum x^2 - (\sum x)^2} \sqrt{n \sum y^2 - (\sum y)^2}}$$

Where:

- $r$  = Correlation coefficient
- $n$  = Time
- $x$  = Marketing mix (IDR)
- $y$  = Sale

The correlation value ( $r$ ) = 0.99 or close to positive 1, meaning that between the variable  $x$ , namely the marketing mix, and the variable  $y$ , namely sales, there is a very strong and unidirectional relationship. This means that if only the marketing mix increases, then sales also increase. Furthermore, to determine the strength of the influence of the marketing mix in this company's business and to find out what percentage of the total sales are affected. The amount of marketing mix issued when viewed from the linear sales can be seen from the coefficient of determination ( $r^2$ ) between the two variables.

$$r^2 = (0.99)^2 \quad r^2 = 0.98 \%$$

This means that the 98% increase in house sales at Perumnas Branch I Tamalanrea in Makassar City is influenced by the marketing mix, and the remaining 2% is influenced by variables not included in the model.

### Discussion

One of the elements in a promotional strategy that determines integrated marketing is a strategy that determines how the company presents product offerings. In certain market segments, companies are required to focus on the targets to be achieved. In the marketing strategy, there is a marketing mix whose variable components are focused on achieving goals. Responsibility for the management of Perumnas Branch I Tamalanrea in Makassar City as one of the successful companies in housing sales. To expedite the flow of housing sales for consumers, it is necessary to pay attention to the right distribution channels. The importance of distribution channels for companies is an absolute thing to pay attention to so that consumer demand is served quickly. The size of the company is closely related to price-fixing in addition to other variables.

The volume of sales of an item is more or less influenced by its price. In certain circumstances, the price shows the value of an item, there is no transaction due to the absence of price opportunities, which is the company's policy for consumer interest. Promotional policies set by the management of Perumnas Branch I Tamalanrea Makassar City, namely: (1) Handling of personal selling is determined by the company, both in terms of amount and how to carry out its duties; (2) The purpose of determining the salesman is to provide information directly to prospective buyers; (3) Determination of non-personal



selling at Perumnas Branch I Tamalanrea in Makassar City takes the steps of advertising and sales promotion.

The allocation of financing is more emphasized in advertising, this is intended to create a balanced process between customers and the capabilities of the company. The focus of delivering advertising programs carried out by the management of Perumnas Branch I Tamalanrea in Makassar City is personal selling services. For the completion of the program with the ever many, management must know and study the environment that affects the company to understand the situation and conditions prevailing in the market as quickly as possible. In an environment whose business activities vary, it is not necessarily possible to estimate well, therefore it is necessary to know more about what is happening around the company's environment.

In a company, it is not easy to maintain its existence without showing the possibilities that will occur in an environment where the company demands to be able to exploit its environment. Because then the hope towards the success of the company can be achieved as it should be. However, competition is not something that can be separated from the environment. Regarding the market for housing sales, it is not far from other products. An environment that shows that the better the means of transportation and the opening up of producing areas to marketing areas for housing sales, this is encouraging for agents, so that by itself property/marketers are fighting for each other's opportunities. Various things are intended to be more inclined to housing marketers, namely making it easier to obtain an item.

One of the policies implemented by the management of Perumnas Branch I Tamalanrea is the marketing policy. The marketing policy set by the management of Perumnas Branch I Tamalanrea is generally intended to establish marketing policies in support of sales targets, to face competitors in the market. To determine the marketing policy, the company must first determine which policy can be used as a guideline policy, the established policy is based on the marketing mix variable that can be controlled directly by the company concerned. In marketing a product that needs to be considered by the Management of Perumnas Branch I Tamalanrea in Makassar City is to facilitate the sale of the goods. Because it is known that every consumer does not only buy the physical product but also buys the benefits and value of the product, which is called an offer. The amount of surplus value purchased by a product to consumers is an answer to the statement that arises why a consumer makes his choice. Consumers are looking for the greatest value given by a product. The value given by consumers is very strongly based on the service quality factor.

Increased sales of housing marketed by Perumnas Branch I Tamalanrea in Makassar City for houses of types 36, 45, 54, 60, and so on. In carrying out its promotional activities, each company is different from one another, especially regarding the promotion method it uses. There are only promotions, some use several methods of promotion, namely advertising, personal selling, sales promotion, and publicity. Promotion is a way to introduce a product or service to consumers or promotion can also be said as a one-way flow of information aimed at directing a person or organization to actions that can be created and exchanged in trade. The forms of activities or facilities that have been carried out by the management of Perumnas Branch I Tamalanrea to market houses to increase sales are advertising media and personal selling.

The main purpose of advertising is to sell or increase the sale of goods. The existence of advertising activities often results in sales. The useful purposes of advertising are: (1) to support personal selling and other promotional activities, (2) to reach customers who are not reachable by salesmen within a certain period, and (3) to establish relationships with distributors, for example by including their names and address, (4) can enter a new marketing area or attract new subscriptions.

A newspaper is an advertising medium that can reach the wider community because the price is relatively cheap. Newspapers can be displayed with pictures and text for a detailed description of the

advertised goods. The newspapers used by the management of Perumnas Branch 1 Tamalanrea in Makassar City in promoting their products are *Harian Fajar*, *Pedoman Rakyat*, and *Bina Baru*. The presentation of advertisements in newspapers is carried out on weekends, namely Saturdays and Sundays. This is because on weekends, consumers usually have more free time and are usually more relaxed, so they have the opportunity to read advertisements.

Also, the presentation of advertisements in newspapers is carried out almost every day before Idul Fitri, Christmas, and New Year, which is intended to honor the religious adherents who celebrate it. In addition to advertisements through newspapers, telecommunications media, namely private radio, are also used as a means of advertising for house sales that can reach areas and can be accepted by all people outside Makassar City. The following are private and government radio stations used by the management of Perumnas Branch 1 Tamalanrea in Makassar, namely: *Telstar FM*, *Sonata FM*, *Mercurius FM*, *Radio RRI*, and *Gamasi FM*. Sales promotion is widely used by companies. The forms of sales promotion carried out by the management of Perumnas Branch 1 Tamalanrea in Makassar in an effort to increase the volume of home sales include: (1) Exhibitions or holding showrooms in shopping centers, (2) Publishing an annual calendar, (3) Discounts or product discounts, and (4) Giving direct gifts.

Personal selling is also an effective method used to promote the increase in the volume of home sales through Perumnas Branch 1 Tamalanrea in Makassar City. This is due to the direct interaction between the customer and the sales to communicate directly in two directions so that the information obtained by prospective buyers is more accurate. Publicity is a non-personal response to requests for non-service products, services, or business units in newspapers, magazines, and radio. Publicity is one of the methods used to attract the public through some of these media, the things that are published usually involve the achievement of the home sales volume target at Perumnas Branch I Tamalanrea in Makassar City.

## Conclusion

Perumnas is a State-Owned Enterprise (BUMN) in the form of a public company whose shares are wholly owned by the Government. Perumnas was established as the government's solution to providing decent housing for the lower middle class. The company was established based on Government Regulation Number 29 of 1974, amended by Government Regulation Number 12 of 1988, and refined through Government Regulation no. 15 of 2004 dated May 10, 2004. Since its establishment in 1974, Perumnas has always appeared and acted as a pioneer in the provision of housing and settlements for lower-middle-income communities.

There is a very strong relationship or correlation between the marketing mix and sales, this can be seen from the value of  $r = 0.99$  which is close to the value 1. 2. The marketing mix has a significant influence on increasing sales, 98% is influenced by the marketing mix while 2 % is influenced by other variables outside the model. To maintain the effectiveness of the marketing mix that has been achieved, the management of Perumnas Branch I Tamalanrea in Makassar City continues to pay attention to the marketing mix. Through this policy, consumers will maintain their level of satisfaction, because what is found and felt after buying a house is really what is conveyed in the advertisement.

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