THE INFLUENCE OF PROMOTIONS AND DISTRIBUTION CHANNELS ON THE SALES VOLUME OF SURVEY PRODUCTS AT MSME CENTERS IN SORONG CITY

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Abstract: *The advancement of a company or business is an exceptional achievement for any company or business. Selecting the right promotion and diversifying products during critical stages in the product cycle are crucial in deciding the future success or closure of a business. There's no escaping the fact that the sales level serves as a pivotal indicator of whether a company can thrive in the business world. This research adopts a quantitative approach, with 100 SME perpetrators and owners in the Sorong district as respondents. The hypothesis posits that there is a correlation between promotion strategies, distribution channels, and sales volume. The test results support the alternative hypothesis (Ha) over the null hypothesis (Ho), indicating a significant influence of promotion and distribution channels on sales volume. Based on the regression equation Y = 17.049 + 0.511X1 + 0.356X2, it can be inferred that each unit increase in promotion and distribution levels leads to a respective increase in sales volume, keeping other factors constant. Hypothesis testing using F statistics revealed a significant Fcount of 70.728 compared to the critical Ftable value. This confirms the acceptance of Ha and the rejection of Ho. These findings imply that an increase in sales volume is positively impacted by effective promotion and distribution strategies, contributing to the overall health of SMEs..*

Keywords: *Promotion, Distribution Channel, Volume Sales*

1. Introduction

A market-oriented company must consider how to influence consumers, especially potential buyers, to be willing to purchase its products. To survive in today's competitive and rapidly changing market, a company must first determine what can be sold and what strategies can attract customers. One of the marketing mixes to be examined in this study is related to promotional activities, which play a crucial role in increasing sales volume through promotion and distribution channels. Promotion is one of the marketing activities aimed at increasing sales results, both directly and indirectly. Therefore, promotion is vital for companies in marketing and introducing their products. Introducing products to consumers is the beginning of promotional activities.

According to Basu Swastha (Aang, 2008:237)., promotion is defined as a one-way flow of information or persuasion created to direct an individual or organization towards actions that create exchanges in marketing. Thus, promotion is an aspect included in marketing management and is often referred to as an ongoing process because it can lead to subsequent activities by the company. Distribution channels are marketing activities that aim to disseminate information, influence, and remind target markets about the company and its products, encouraging them to be willing to receive, purchase, and be loyal to the offered products by the respective company (Tjiptono 2008:219)

From the above definition, it can be concluded that distribution channels are a series of organizations involved in all activities used to deliver products. Companies can use institutions or intermediaries to distribute their products to end consumers. The purpose of distribution channels is to reach specific markets. Therefore, the market is the ultimate goal of distribution channel activities. On the other hand, sales, according to Mulyadi (Ade Novera, 2014)., are the activities carried out by sellers in selling goods or services with the expectation of making a profit from these transactions, and sales can be defined as the transfer of ownership rights of goods or services from the seller to the buyer (Ade Novera 2014).

According to Swastha and Irawan (2008:182), sales volume measurement can be done in two ways: achieving sales targets, where sales targets are measured based on the units of products sold, and increasing profits, where profit increases come from the total sales of Micro, Small, and Medium Enterprises (MSMEs) as a vital component of the national industry. MSMEs play a crucial role in the national economy, employment generation, equal distribution of development outcomes, and poverty alleviation. MSMEs generally excel in areas that utilize natural resources and labor-intensive activities, such as agriculture, plantations, livestock farming, fisheries, trade, and restaurants. One major challenge faced in empowering MSMEs in the Sorong district is their limited access to markets (Arindra Diesnu Hernomo, 2020.).

Conceptually, it is known that four elements influence a company's success in competition: a) product, b) price, c) place/location, and d) promotion. These four strategic factors are interconnected in enhancing marketing functions. In this era of openness, where spatial boundaries are increasingly fading, the role of promotional factors related to a vast space is showing dominant influence. The dominance of promotional factors is indicated by the widespread distribution of a product type, which sometimes can overshadow the influence of the other three factors (Arif, M., & Sismar, A. (2024)).

2. Theoretical basis

Promotion

a. Definition of Promotion

According to Fandy Tjiptono (2002:233), promotion is a form of marketing communication. Marketing communication is the marketing activity that strives to disseminate information, influence or persuade, and/or remind the target market about the company and its products,

encouraging them to be willing to receive, purchase, and be loyal to the products offered by the respective company.

Based on this opinion, it can be concluded that promotion is the efforts made by a company to influence consumers by providing persuasive information to influence the market and elicit responses (Aditama, 2002).

b. Promotion Indicator
1. Special offers
2. Advertising
3. Endorsement/support
4. User trials/customer tests
5. Direct mailing
6. Posters
7. Free Gifts/Free gifts
8. Raffle
9. Collaboration

2. Distribution Channels
a. Definition of Distribution Channels
According to Tjiptono (2008:187), distribution channels are routes or intermediaries, whether managed by marketers or independent, used to convey goods from producers to consumers. From the above definition, it can be concluded that distribution channels are a system whose activities are aimed at moving or delivering products from producers to consumers. The goal of distribution channels is to reach specific markets, which is the ultimate objective of distribution channel activities.

b. Distribution Channel Indicators
1. Retailing (Retailers)
2. Wholesaling (Agent or Distributor)
3. Mail order
4. Internet
5. Direct sales
6. Peer to peer

3. Sales Volume
a. Definition of Sales Volume
Sales volume refers to the total amount generated from the sale of goods. The larger the sales volume a company achieves, the greater the likelihood of generating profit for the company. Therefore, sales volume is one of the crucial aspects that must be evaluated to ensure the company avoids losses. Thus, profitable sales volume should be the primary goal of the company rather than focusing solely on increasing sales volume for its own sake. Meanwhile, the understanding of sales volume according to Basu Swastha (2008:197) is a comprehensive study of net sales from the company's profit and loss statement (operational report).

b. Sales volume indicator
  1. Sales Target
  2. Increased profits
  3. Supporting company growth

Research Hypothesis

In line with the problem under study, the research hypotheses proposed in this study can be formulated as follows:
  1. There is an influence of promotional activities on sales volume for MSMEs in the Sorong district.
  2. There is an influence of distribution channels on sales volume for MSMEs in the Sorong district.
  3. Promotion and distribution channels collectively have an effect on sales volume for MSMEs in the Sorong Regency.

3. Research Method

The method utilized in this research is descriptive analysis using correlation analysis techniques. This method provides an overview of the variables identified while simultaneously investigating the relationships between variables. Therefore, this method will uncover factual data based on the information discovered (Basu Swastha and Irawan, 2008).

Variable Operationalization

Table 1. Variable Operationalization

Varibale	Indicator	Scale
Promotion: (X1)	1. Special offers 2. Advertising 3. Endorsement/support 4. User trials/customer tests 5. Direct mailing 6. Posters 7. Free Gifts/Free gifts 8. Raffle 9. Collaboration	Ordinal
Channel Distribution: (X2)	1. Retailing (Retailers) 2. Wholesaling (Agent or Distributor) 3. Mail order 4. Internet 5. Direct sales 6. Peer to peer	Ordinal
Volume Sale (Y)	1. Sales Target 2. Increased profits 3. Supporting company growth	Ordinal

How to Determine Data/Information
The sampling technique used in this research namely Simple Random Sampling while the technique sampling using the formula from Taro Yamane or slovin (Belkaoui, Ahmed Riahi, 2007).

$$n = \frac{N}{N.d^2 + 1}$$

…………………………………(1)

In this research the author used steps-The following steps are used to determine the data will be used:

1. Field Research (Field Research). As for data and information are collected by means as follows:
   a. Questionnaire
   b. Interview
2. Literature/library studies (Library Research)

4. Results and Discussion

4.1 *Descriptive Analysis of Respondent Characteristics*

Based on Gender
Male MSME actors outnumber females, reflecting their responsibility as heads of households obligated to support their wives and children (Buchari Alma, 2008).

Based on Age
The majority of MSME actors in Sorong Regency fall within the age range of 30 to 40 years. This indicates that most MSME actors in Sorong are in the peak productive age with relatively stable emotional levels (Buchory, Achmad Herry & Saladin Djaslim, 2010).

Based on Education Level
The majority of MSME actors in Sorong Regency are high school graduates. This may be due to economic constraints where they lack the funds to pursue higher education and thus opt for entrepreneurship. Meanwhile, graduates with Diplomas I - III prefer working in large companies, aiming for specific positions (Catur, Hana and Enny. 2011).

Based on Previous Occupation
MSME actors in Sorong Regency come from entrepreneurial backgrounds. Based on interviews conducted, many of them continue businesses initiated by their parents. Some respondents mentioned relocating inherited businesses to Sorong Regency in hopes of accessing broader market opportunities (Didin Mukodim, 2007).

4.2 *Descriptive Analysis of Research Variables:*

1. Promotion Variable
Based on the observations conducted, the research results indicate that the score range for the promotion variable falls between 55 and 90, with an average score of 71.78 and a standard

deviation of 8.162. The median score is 72.00. The promotion variable is determined through indicators such as special offers, advertising, endorsements/support, user trials/customer testing, direct mailing, posters, free gifts, contests, and partnerships. These indicators encompass 20 questionnaire items that MSME actors in Sorong Regency, as research respondents, must answer. After distributing these 20 questionnaire items to 100 respondents, the actual score obtained is 7178. Comparing this with the ideal score of 10,000 (5 x 20 x 100), the tendency score is calculated as 71.78%. Based on the criteria set, the promotion variable falls into the good category.

Tabel 2. Frequency Distribution of Promotion Variables Statistics

N Valid	100
Missing	0
Mean	71.78
Median	72.00
Std. Deviation	8.162
Variance	66.618
Minimum	55
Maximum	90
Sum	7178
N Valid	100

2. Distribution Channels

Based on the observations conducted, the research results indicate that the score range for the distribution channels variable falls between 46 and 86, with an average score of 74.08 and a standard deviation of 7.262. The median score is 73.50. The distribution channels variable is determined through indicators such as retailing (retailers), wholesaling (agents or distributors), mail order, internet sales, direct sales, and peer-to-peer sales. These indicators encompass 20 questionnaire items that MSME actors in Sorong Regency, as research respondents, must answer. After distributing these 20 questionnaire items to 100 respondents, the actual score obtained is 7408. Comparing this with the ideal score of 10,000 (5 x 20 x 100), the tendency score is calculated as 74.08%. Based on the criteria set, the distribution channels variable falls into the good category (Dewi, R., Hamid, R. S., Sismar, A., Bachtiar, R. E. P., & Moonai, S. (2023)).

Table 3. Frequency Distribution Distribution Channel Variables Statistics

N Valid	100
Missing	0
Mean	74.08
Median	73.50
Std. Deviation	7.262
Variance	52.741
Minimum	46
Maximum	86
Sum	7408

3. Sales Volume

Based on the observations conducted, the research results indicate that the score range for the sales volume variable falls between 58 and 90, with an average score of 78.13 and a standard deviation of 6.167. The median score is 79.00. The sales volume variable is determined through indicators such as sales targets, profit increases, and company growth support (Erina Purnamasari 2014).

These indicators encompass 20 questionnaire items that MSME actors in Sorong Regency, as research respondents, must answer. After distributing these 20 questionnaire items to 100 respondents, the actual score obtained is 7813. Comparing this with the ideal score of 10,000 (5 x 20 x 100), the tendency score is calculated as 78.13%. Based on the criteria set, the sales volume variable falls into the good category (Eva Karla, 2010).

Table 4. Frequency Distribution of Sales Volume Variables Statistics

N Valid	100
Missing	0
Mean	78.13
Median	79.00
Std. Deviation	6.167
Variance	38.033
Minimum	58
Maximum	90
Sum	7813

Hypothesis Testing

1. Influence of Promotion (X1) on Sales Volume (Y)

Trend analysis is conducted to describe the real conditions that are evolving as phenomena in the field based on items in the research questionnaire for promotion regarding sales volume. The magnitude of the correlation value between variable X1 and Y is obtained through SPSS Version 17.0 calculations, resulting in 0.670 at a significance level of 0.05. Meanwhile, the determination coefficient is 0.418, indicating that variable Y is influenced by variable X1 by 41.8%, as shown in the table below (Haeruman, H, 2000).

Table 4. Correlation Determination Calculation Results Variable X1 Against Y Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647ᵃ	.418	.412	4.728

a. Predictors: (Constant), Promotion
b. Dependent Variable: Sales Volume

Meanwhile, the regression value of variable X1 against Y obtained from the calculation results can be seen in the following equation:

Y = 43.053 + 0.489X1. This means changes to variable X1 will be followed by changes to the variable Y positively.

Table 5. Summary of Regression of Variable X1 Against Y Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	43.053	4.205		10.238	.000
Promosi	.489	.058	.647	8.394	.000

The first proposed hypothesis is an alternative hypothesis (Ha): promotion significantly affects sales volume, or in other words, Ha = significant regression coefficient.

Based on the comparison between tcount and ttable, it is evident that tcount is 8.394, while ttable with a significance level of 5% and df = N – 2; 100 – 2 = 98, results in 1.990 (interpolation). Comparing tcount and ttable indicates that tcount is greater than ttable. This signifies that Ha is accepted, and Ho is rejected, or in other words, Promotion indeed has a significant effect on sales volume (Hafsah, Mohammad Jafar, 2004).

2. Influence of Distribution Channels (X2) on Sales Volume (Y)

The calculations using SPSS 17.0 indicate that Distribution Channels can influence Sales Volume with a coefficient of 0.371. This correlation coefficient has a determination coefficient of 0.138, meaning that Sales Volume is influenced by Distribution Channels by 13.8%. This information is presented in the table below (Ignasius Yenglie Moy and Farah Alfanur 2013).

Table of Correlation Determination Calculation Results

Model Summary

Table 6. Calculation Results for Determining the Correlation of Variable X2 to Y Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.371a	.138	.129	5.756

a. Predictors: (Constant), Distribution Channel
b. Dependent Variable: Sales Volume

Meanwhile, the regression value of variable X2 against Y obtained from the calculation results can be seen in the following equation: $Y = 54{,}792 + 0.315X2$. This means that changes to variable X2 will followed by a positive change in variable Y.

Table 7. Summary of Regression Calculations for Variable X2 Against Y Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	54.792	5.929		9.241	.000
Saluran Distribusi	.315	.080	.371	3.955	.000

The second hypothesis proposed is a hypothesis alternative (Ha): distribution channels have an influence significant to sales volume or in words else Ha = significant regression coefficient. Based on comparison of tcount and ttable it is known that tcount is 3,955 while ttable with levels significance 5% and $df = N - 2; 100 - 2 = 1{,}990$ The figure obtained is 1,990. comparison between tcount with ttable it can be said that tcount is bigger from table. This means Ha is accepted and Ho is rejected or it can be said that Distribution Channels really are has a significant effect on volume sale (Kotler, Philip and Kevin Keller. 2009).

3. Influence of Promotion (X1) and Distribution Channels (X2) to sales volume (Y)

Calculation results using SPSS 17.0 obtained the multiple correlation value of variables X1, X2 against Y, shows promotion and distribution channels can affect sales volume with The value is 0.770. This correlation value has a determination of 0.593 or you could say sales volume influenced by promotions and distribution channels amounting to 59.3%. As shown in the table the following.

Table 8. Results of Calculation of Determination of Correlation Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.770a	.593	.585	3.974

a. Predictors: (Constant), Distribution Channels, Promotion
b. Dependent Variable: Sales Volume

Variables X1 and X2 Against Y
Meanwhile, the regression values for variables X1 and X2 to Y obtained from the calculation results can be seen in the following equation: $Y = 15{,}049\ 0.511X1 + 0.356X2$. This means changes to variables X1 and X2 will be followed by changes in variable Y positively. As seen in table below (Sismar, A., Syah, S. R., & Sudirman, S. (2023)).

Table 9. Summary of Regression Calculations for Variables X1 and X2 Against Y Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	15.049	5.594		2.690	.008
Promosi	.511	.049	.677	10.423	.000
Saluran Distribusi	.356	.055	.419	6.459	.000

The third hypothesis proposed is a hypothesis alternative (Ha): "Promotion and Distribution Channels has a significant effect on Volume Sales" or in other words Ha = coefficient significant regression. Based on the comparison of tcount and ttable it is known that tcount for Promotion is 10,423 and for Distribution Channels it is 6,459, while ttable with a significance level of 5% and df = N – 2; 100 – 2 = 98 gets the number 1,990 (interpolation).

Comparison between tcount and ttable can be done it is said that tcount is greater than ttable. Meaning Ha accepted and Ho rejected or it can be said that promotion and distribution channels completely has a significant effect on volume sale. Multiple correlation testing was carried out with comparing Fcount with Ftable (Sugiyono, 2005:220). Provided that if Fcount is greater rather than Ftable (Fcount > Ftable) then Ha is rejected and Ho accepted. Based on the calculations carried out using SPSS Version 17.0 obtained data as follows:

Table 10. Resume of Anova Test and F Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2233.639	2	1116.819	70.728	.000ª
Residual	1531.671	97	15.790		
Total	3765.310	99			

a. Predictors: (Constant), Distribution Channels, Promotion
b. Dependent Variable: Sales Volume

The table above shows that Fcount is 70.728 while F table with dk numerator = 1 and dk denominator = dk = 100-2-1 = 97 with degree 5% error price F table found is 3.95 (interpolation). Thus the Fcount price is more larger than the Ftable price (Fcount > Ftable). This matter shows that Ha is accepted and Ho is rejected. So it can be concluded that Promotion and Distribution channels have a significant influence to sales volume.

5. Conclusion

From the results of research and discussion in the chapters Previously, it can be concluded as follows:

1. There is an influence of promotion on volume sales to MSMEs in Sorong district, p This is based on calculated data as follows following:
   a. With the help of computer processing through SPSS calculations, obtained a tcount of 8,394 while the table, with a level (cc) of 0.05 = 1,990. thus tcount > ttable. This matter shows that promotion has an effect significantly to sales volume.
   b. Based on the calculation results, a value is obtained $r2 = 41.8\%$ which illustrates that 41.8% of the sales volume variable determined by promotion and category tall. While the remaining 58.2% determined by other variables.

2. There is an influence of distribution channels on sales volume to MSMEs in the district Sorong city.
   a. With the help of computer processing through SPSS calculations, the tcount number is obtained is 3.955 while the t table, with levels (CC) 0.05 = 1.990. Thus tcount > ttable This shows that the channel distribution has a significant effect to sales volume.
   b. Based on the calculation results, a value is obtained $r2 = 13.8\%$. These results are illustrative that 13.8% of the sales volume variable determined by distribution channels and included in the low category. Meanwhile for the rest amounting to 86.2% is determined by other variables.

3. There is an influence on the level of distribution channels and joint promotion of volume sales to MSMEs in Sorong City district.
   a. Based on the calculation results, a value is obtained $r2 = 59.3\%$. These results are illustrative that 59.3% of the sales volume variable determined by the level of promotion and channel distribution and belongs to the high category. Meanwhile, the remaining 60.7% is determined by other variables.
   b. The regression equation obtained is $Y = 17.049 + 0.511X1 + 0.356X2$, eq This regression can be interpreted that each one unit increase in the promotion level variable and distribution channels will improve the sales volume variable is 0.511 promotional rate units and 0.356 units distribution channel at a constant of 15.049.

Thus all the hypotheses proposed all accepted. This is proven by the price Fcount is 70.728 while Ftable with dk numerator = 1 and dk denominator = dk = 100-2-1 = 97 with an error level of 5% the value of F table is found is 3.95 (interpolation). Thus the price Fcount is greater than the Ftable value (Fcount > Ftable).

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