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THE INFLUENCE OF PRODUCT DEVELOPMENT AND MARKETING COMMUNICATION ON INCREASING SALES VOLUME IN PT. GLOBAL UGGUL MANDIRI – PAXEL HEAD OFFICE, JAKARTA

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Article Info	ABSTRACT
	The increase in sales volume is very important for a company development. Companies use all techniques to increase sales volume, from creating new products that meet consumer needs to marketing communications. With direct or indirect marketing techniques to introduce products that are owned by the company. In the current era, there are many ways to conduct marketing communications, one of which is with technology-based social media. This research was conducted using survey data methods, based on product development data, marketing techniques to the desired result in the form of volume increase
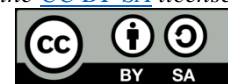
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1. INTRODUCTION

In service companies where the product is a service that cannot be seen and cannot be touched. But there are also service companies where the products can be seen and touched, this is an exception, where goods and service products are difficult to differentiate. The difficulty of distinguishing between the marketing of goods and service products is an obstacle to generalizing the form of promotion. Basically, both products carry out marketing communications to create sales. Especially for the sale of this service, marketers must be able to convince buyers about the products they offer by increasing the level of existence of the product.

Considering that the service industry is an industry whose main product is service that satisfies customers, service companies must be able to maintain the quality of their products for customer satisfaction. Thus, the combination of product development and marketing communications is an alternative used to determine the company's optimal point in increasing volume.

From the background that has been written, we provide identification of problems that will be used as research material as follows: The company's financial condition is important in increasing sales volume, the development of the service industry is increasing rapidly, and the choice of methods to increase sales volume must be effective and efficient.

From the background description above, the direction and objectives to be achieved in this research are as follows: To find out product development at PT Global Unggul Mandiri – Paxel, to know marketing communications at PT Global Unggul Mandiri – Paxel, to know sales volume at PT Global Unggul Mandiri – Paxel, to determine the influence of product development on increasing sales volume at PT Global Unggul Mandiri – Paxel, to determine the influence of marketing communications on increasing sales volume at PT Global Unggul Mandiri – Paxel, to determine the influence of product development and marketing communications together -Same for increasing sales volume at PT Global Unggul Mandiri – Paxel.

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Benefits of research

The benefits of this research are as follows: It is hoped that the results of this research can be used as input for PT Office leaders. Global Unggul Mandiri - Paxel in implementing policies regarding product development, marketing communications as a way to increase volume, Can increase understanding of product development issues and marketing communications to achieve increased sales volume of PT. Global Unggul Mandiri – Paxel.

2. LITERATURE REVIEW

Management

According to Afandi (2018:1) Management is working with people to achieve organizational goals by implementing the functions of planning, organizing, preparing personnel or staffing, directing and leading, and supervising. In an organization's efforts to achieve its goals, managers need tools known as elements of management. The management elements are as follows; Human (man) •Method (method), Material (material), Money (money), Machine (machine) and Market (market).

The Management Function consists of 4 main functions known as POAC, namely: Planning (planning function), Organizing (organizing function), Actuating / Directing (directing) and Controlling (controlling)

Marketing

According to Dayle in Sudaryono (2016:41), marketing is a management process that seeks to maximize profits (returns) for shareholders by establishing relationships with key customers (valued customers) and creating competitive advantages.

According to Melydrum in Sudaryono (2016:41), marketing is a business process that seeks to align the organization's human, financial and physical resources with the needs and desires of customers in the context of competitive strategy. So it can be concluded, marketing

Marketing Management

Marketing Management is the science and art of carrying out management functions consisting of planning, organizing, actualizing. As well as control in order to convey the product and the values contained therein from the producer to the consumer.

Marketing Management is also a process for providing value to consumers and building close relationships with consumers in a way that benefits the company (Donni Juni Priansa, S.Pd., (2017: 32)).

Marketing management is the process of analyzing, planning, organizing and managing programs that include conceptualizing, pricing, promoting and distributing products, services and ideas designed to create and maintain profitable exchanges with target markets to achieve company goals (Suparyanto & Rosad, (2015 : 1)).

Product Development

Product development is something that is necessary for loyal consumers, where modern innovations are needed in products, as well as things related to product development.

Product development is the activities of goods manufacturers and intermediaries who intend to make adjustments to goods made or offered for sale at the request of buyers.

Product innovation can be interpreted as efforts made by product manufacturing businesses to improve, enhance and develop products produced so far. The products developed are not always in the form of goods, but can be in the form of improved services. Innovation in a product can occur due to several things, including feedback from customers, a combination of things that previously existed, and new discoveries.

Complementary products are products whose use is related to the use of other products or in pairs. Two goods (A and B) complement each other if the use of good A requires good B. Because there is a connection, we assume that the goods are mutually dependent on each other. So the need for complementary goods will be interrelated and their use will influence the high and low demand for goods in the market.

Marketing Communications

Marketing communication is very important in every effort to increase company profits, in this research the marketing communication discussed is as follows:

Marketing communications is a targeted interaction with consumers and potential consumers using one or more media such as letters, newspapers and magazines, television, radio, billboards, telemarketing, and the internet. (Olujimi Kayode in Marketing Communications (2014)). Includes:

Advertising in this case is all forms of non-personal presentation and promotion of ideas, goods or services paid for by certain sponsors. To convey to the public the superiority of the product and also result in an increase in the company's sales volume.

Sales promotion is one of the determinants of the success of a marketing program, a tool used to stimulate the purchase or sale of a product or service more quickly and on a larger scale which is usually short term.

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A certain amount of information about targets, goods, or organizations that is disseminated to the public through the media without charge or without supervision from the sponsor.

Direct selling, the process of marketing products directly to consumers usually at home, at work and other places outside the retailer's permanent locations, usually through an explanation or demonstration of the products by a direct seller. Direct selling is a personal presentation by a company's salespeople for the purpose of making sales and building relationships with customers

Increased Sales Volume

Increasing sales volume is something that is aimed at by every business actor, the following are things related to increasing sales volume:

Increased sales volume is the result of a process in which companies create product value for customers and build strong relationships with customers, with the aim of capturing value from customers in return Kotler and Armstrong (2014: 27). Marketing is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize company profits. According to Hasan (2013: 4).

Sales volume is the level of company activity, both production and sales. Sales volume is sales expressed in terms of the number of physical units sold or the amount of money that must be achieved. In a company, the goal of marketing is to increase profitable sales volume in the sense of generating optimal revenue and increasing profits

Profit can be interpreted as the profit obtained by an investor in a business activity. This of course has been reduced by the operational costs in a business that is run for expenses and will make it easier to understand profit or what is generally known as profit.

This company's growth includes growth in sales, profits and assets. The growth of this company is seen by the higher the growth rate of a company, the better the company is.

Framework of Thinking

The frame of mind is the direction of reasoning to be able to provide temporary answers to the problem formulation mentioned on the previous page.
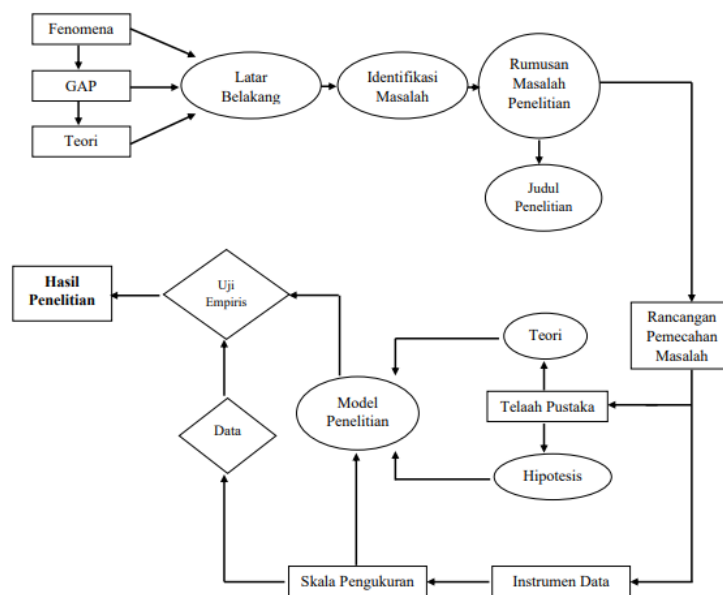
The lack of environmental product education at PT Global Unggul Mandiri, and marketing communications that are less than optimal, directly pose a long-term threat to the company. The prevention is by carrying out a development program for the entire team and managing it using two internal approaches and an external approach as an effort to increase sales volume and customer satisfaction.

Hypothesis

A hypothesis is a temporary answer to a research problem formulation, where the research problem formulation has been stated in the form of a question (Sugiyono (2013: 64)).

Based on this framework, it can be seen that the research hypothesis is as follows: It is suspected that there is a significant influence of product development on increasing sales volume at PT Global Unggul Mandiri – Paxel. It is

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suspected that there is a significant influence of marketing communications on increasing sales volume at PT Global Unggul Mandiri – Paxel. It is suspected that there is a connection between product development and marketing communications on increasing sales volume at PT Global Unggul Mandiri – Paxel.

3. RESEARCH METHODS

This research was carried out at PT Global Unggul Mandiri – Paxel, this company operates in the Logistics and Transportation sector which was founded in 2016 until now. The location of the head office of PT Global Unggul Mandiri – Paxel is located on Jl Jatinegata, East Jakarta, DKI Jakarta

Population and Sample

Population is the entire research object consisting of humans, objects, animals, plants, symptoms or test scores, events as data sources that have certain characteristics in a study. The population of this research is PT Global Unggul Mandiri – Paxel customers with a total of 100 people.

The sample is part of the number and description of the characteristics possessed by the population. From the 100 existing populations, 50 samples will be taken.

This research uses a simple random sampling technique, a method of drawing from a population.

Data collection technique

The techniques used in this research are as follows: Interview, which is a way to obtain information or data from respondents by asking questions directly to stakeholders.

Questionnaire A method for collecting questionnaire data results or answers to questions regarding a variable being researched, by distributing the questionnaire or questions to respondents in paper or digital form.

Data Processing Techniques

Research data processing was carried out using the following technique: Measurement Scale. In this writing, the scale used is the Likert scale. According to Sugiyono (2016: 93) the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. Cryptography is the science and art of maintaining the confidentiality of messages by encoding them in a form whose meaning is no longer understandable.

Serpent algorithm cryptography is a technique for maintaining the confidentiality of messages in the form of symmetric cipher blocks. Learning serpent algorithm cryptography is something that is very difficult for students. This proves that the serpent algorithm cryptography really needs to be studied.

Data Analysis Techniques

In this research, the analysis technique used is multiple analysis. Multiple linear analysis is used to test hypotheses about two or more independent variables together with one dependent variable.

The classical assumption test is a statistical requirement that must be met in multiple linear regression analysis based on ordinary least squares (OLS).

The Normality Test is to see whether the residual values are normally distributed or not.

Multicollinearity test is to see whether or not there is a high correlation between independent variables in a multiple linear regression model.

The heteroscedasticity test is to see whether there is an inequality of variance from one residual to another observation.

The Linearity Test aims to find out whether the model specifications used are correct or not. Good data.

Hypothesis Testing: To find out how much influence the independent variable simultaneously has on the dependent variable, use the ANOVA test or F test.

The coefficient of determination (R^2) essentially measures how far the model's ability is to explain variations in the dependent variable. The coefficient of determination value is between zero and one.

T Statistical Test, The t test basically shows how much influence an explanatory/independent variable individually has in explaining the dependent variable, Ghozali (2013:64).

Statistical Test, This test basically shows whether all the independent or independent variables included in the model have a joint influence on the dependent variable, Ghozali (2013:98).

4. RESULT AND DISCUSSION

Result

Brief History of PT Global Unggul Mandiri – Paxel, PT Global Unggul Mandiri was founded in 2017 with the main founder Mr. Johari Zein, Mr. Johari Zein was one of the pioneers of the JNE (Jalur Nugraha Ekakurir) delivery service business.

PT Global Unggul Mandiri logo – Paxel

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Source : Growth Divison PT Paxel

The Paxel logo means a symbol of satisfaction in the services provided to Paxel customers.

PT Global Unggul Mandiri - Paxe products are service products, namely picking up and delivering goods from the sender to the recipient

The data in this research was obtained by researchers through the method of distributing questionnaires. The research results of the questionnaire method and data processing in the SPSS 2.0 program are as follows:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pengembangan_Produk	50	32	40	35.54	2.620
Komunikasi_Pemasaran	50	64	80	69.60	5.151
Peningkatan_Volume	50	48	60	51.56	3.726
Valid N (listwise)	50				

Sumber : Alat Analisa Penelitian SPPS 2.0

Data analysis

There are several characteristics of respondents, as follows:

Respondents according to gender describe or provide an overview of the gender of the respondents used as samples for this research.

Gender	Total	Percentage
Male	39	39%
Female	61	61%
Total	100	100%

Source: Primary data processed in 2020

Respondents according to age describe or provide an overview of the age of the respondents used as research samples.

Gender	Total	Percentage
18-25 Year	68	68%
26-36 Year	24	24%
>36 year	8	8%
Total	100	100%

Source: Primary data processed in 2020

Respondents according to this region are describing or providing an overview of the respondent's region which is used as a sample for this research.

Region	Total	Percentage
Jabodetabek	82	82%
non Jabodetabek	18	18%
Total	100	100%

Source: Primary data processed in 2020

Normality test

The following are the results of the normality test which have been analyzed with the SPPS 22.0 system

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One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		50
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.98221271
Most Extreme Differences	Absolute	.082
	Positive	.082
	Negative	-.077
Test Statistic		.082
Asymp. Sig. (2-tailed)		.200

a. Test distribution is Normal.
b.Calculated from data.
Sumber : spss.22.0 uji normalitas

Multicollinearity test is part of the classic assumptions in multiple linear regression analysis, aims to determine whether there is intercorrelation between independent variables or is often symbolized by the letter F
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Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1	(Constant)	10.210	6.146		1.661	.103		
	Pengembangan Produk	.355	.189	.227	1.873	.067	.693	1.443
	Komunikasi Pemasaran	.411	.088	.570	4.691	.000	.693	1.443

a. Dependent Variable: Peningkatan Volume Penjualan
Sumber : spss.22.0 uji multikolinieritas

The T test is used to find out and look for the influence of independent variables, namely product development and individual marketing communications, on the dependent variable, namely increasing sales volume.

Coefficients[a]

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a. Dependent Variable: Peningkatan Volume
Sumber : spss.22.0 uji t

The F test is a test of the regression coefficients simultaneously (together).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	471.494	2	235.747	25.426	.000[b]
	Residual	435.786	47	9.272		
	Total	907.280	49			

a. Dependent Variable: Peningkatan Volume
b. Predictors: (Constant), Komunikasi Pemasaran, Pengembangan Produk
Sumber : spss.22.0 uji f

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ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	471.494	2	235.747	25.426	.000ᵇ
	Residual	435.786	47	9.272		
	Total	907.280	49			

a. Dependent Variable: Peningkatan Volume

b. Predictors: (Constant), Komunikasi Pemasaran, Pengembangan Produk

Sumber : spss.22.0 uji f

Discussion

The purpose of this research is to determine the effect of product development and marketing communications on increasing sales volume at PT Global Unggul Mandiri. The following are the results of research on each independent variable on the dependent variable.

Product Development to Increase Volume.

By increasing the value of the company, the profits that the company will gain will also increase, so that it will be better known by the wider community.

The Influence of Product Development on Increasing Volume at PT Global Unggul Mandiri – Paxel.

To test this hypothesis, which states that the product development variable (X1) has no significant effect on increasing sales volume (Y), the t test was carried out. So the first hypothesis (H1) which states that product development has a positive and significant effect on increasing sales volume is rejected.

Marketing Communications to Increase Sales Volume

Marketing Communications at PT Global Unggul Mandiri - Paxel has had its own impression on each consumer. In establishing consumer loyalty, the result was that PT Global Unggul Mandiri - Paxel developed a marketing communications strategy through the planning stage to its implementation.

The Effect of Marketing Communication on Increasing Sales Volume.

To test this hypothesis which states that the marketing communication variable (X2) has a significant and positive effect on increasing sales volume (Y) using the results of t test data processing. Which means marketing communication has a significant effect on increasing sales volume. So the second hypothesis (H2) which states that marketing communications has a positive and significant effect on increasing sales volume is accepted.

Increase in Sales Volume that occurred at PT Global Unggul Mandiri – Paxel.

The increase in sales volume that occurred at PT Global Unggul Mandiri – Paxel has been good. This is due to the company's product development and marketing communications being adequate, resulting in a good increase in volume. (interview on March 2 2020 at 09.00)

The influence of product development and marketing communications together on increasing sales volume at PT Global Unggul Mandiri – Paxel.

The results of testing the third hypothesis are shown by the calculated F value of 25.426 with a significance value of 0.000 (0.000 < 0.05). Thus, it can be concluded that the third hypothesis (H3) which states that there is an influence of product development and marketing communication together on increasing sales volume is accepted.

5. CONCLUSIONS

Based on the description and research results that have been presented, the following conclusions can be drawn:

From the results of the tests that have been carried out, it shows that the product development variable instrument (X1) on increasing sales volume (Y) has no effect or the hypothesis is rejected.

From the results of the tests that have been carried out, it shows that the marketing communication variable instrument (X2) on increasing sales volume (Y) has an effect or the hypothesis is accepted.

From the results of the tests that have been carried out, it shows that the product development variable instruments (X1) and marketing communications together have a significant effect on increasing sales volume (Y) or the hypothesis is accepted.

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The overall conclusion of this research is to increase the volume of product sales at PT Global Unggul Mandiri - Paxel. The product development and marketing communication strategy used is good service to customers.

Suggestion

Based on the conclusions outlined above, the following suggestions can be given:

PT Global Unggul Mandiri – Paxel should further improve its product development strategy so that PT Global Unggul Mandiri – Paxel will be more advanced.

Evaluations should not only measure customer satisfaction but also measure the effectiveness of marketing communications activities.

Company leaders should pay attention to other supporting factors that can increase sales volume for the company's progress.

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