

SALES VOLUME IMPROVEMENT STRATEGY IN TERMS OF PRODUCT VARIATION AND PACKAGING AT PT. KEMAS NUGERAH SWASTIKA MEDAN

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Abstract

This study aims to determine how much influence the Product Variation and Packaging on Sales Volume at PT Kemas Anugerah Swastika Medan. The research was conducted using quantitative method by distributing questionnaires to 162 respondents who are customers of PT Kemas Anugerah Swastika selected through Simple Random Sampling method from 273 customers during the year 2023, with a margin of error of 5%. This analysis includes validity and reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing through t and F tests, and test the coefficient of determination (R²). From the analysis obtained a regression analysis of Sales Volume = 1.208 + 0.181 Product Variation + 0.624 Packaging + e. The t test results show Product Variation variable partially has a positive and significant on Sales Volume at PT Kemas Anugerah Swastika where tcount is 3,311 > ttable is 1,975 and the Packaging variables partially has a positive and significant on Sales Volume at PT Kemas Anugerah Swastika where tcount is 7,934 > ttable 1,975. The F test results show that Fcount 115,390 > Ftable 3,03 which means that the independent variable Product Variation and Packaging, simultaneously affects the dependent variable, Sales Volume at PT Kemas Anugerah Swastika. The results of the coefficient of determination (R²) indicate that 64% of Sales Volume variables at PT Kemas Anugerah Swastika are influenced by Product Variation and Packaging variables, while the remaining 36% is explained by the influence of other factors or variables outside the model such as Service Quality, Price, Social Media and Product Design which are not discussed in this research.

Keywords: *Packaging, Product Variation and Sales Volume*

1. INTRODUCTION

The development of the business world is marked by intense competition. Companies that produce goods or services are constantly striving to ensure that their products can be sold and meet the needs and desires of consumers. Today, the competitive landscape among business players is becoming increasingly fierce, pushing entrepreneurs to continuously create the latest strategies so that the products they offer can compete in the market and boost sales.

Nowadays, almost every business sector requires packaging. The variety of packaging products has become crucial to meet market demands, especially as the product market—particularly in the world of e-commerce—has undergone drastic changes in recent years. There is a growing demand for order fulfillment solutions, product packaging, logistics delivery, and the desire to create a memorable shopping experience for consumers. This sector is expected to reach nearly IDR 951 billion by 2025.

Product packaging is used to protect the product during the shipping process. However, if we focus solely on its literal function, we miss out on its marketing potential, which can significantly

influence product sales. Online sellers naturally have fewer touchpoints when it comes to providing satisfaction and enjoyment to customers compared to offline sellers.

One of the benefits of the efficiency of online shopping is that there is no need to incur costs for offering customers physical contact with the product before making a purchase. This is why it is crucial to pay special attention to those touchpoints in order to create a memorable customer experience and outperform competitors. Packaging has become an extension of the brand as a marketing tool in the online store environment.

Based on the initial observations conducted by the researcher through interviews with the business owner, there are two factors suspected to be influencing the decline in the company's sales. The first is product variation. The range of products offered by PT Kemas Anugerah Swastika is not yet diverse in terms of materials, types, and sizes, leading customers to switch to competitors and resulting in a decrease in sales. According to Purwati et al. (2019), product variation is defined as the diversity of products based on size, price, appearance, or other distinguishing features.

The second factor suspected to have an impact is the packaging of the products sold by the company. Unattractive packaging design and thin packaging materials fail to protect the product adequately, resulting in numerous complaints and product returns due to frequent damage such as scratches, tears, and breakage. According to Kotler & Armstrong (2008), packaging involves the design and production of containers or wrappers for a product. Essentially, the primary function of packaging is to store and protect the product.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Nursyirwan et al. (2020), sales volume holds significant meaning as it reflects the extent of effective marketing activities conducted to encourage the target market, as potential consumers, to make a purchase. Ahmadi et al. (2020) state that sales volume is the result that is intended to be achieved or can be achieved within a certain period through sales activities, expressed in measurable units, and ultimately aimed at maximizing profit.

According to Marpaung (2019), sales volume is the total sales assessed in units by a company within a specific period to achieve maximum profit, thereby supporting the company's growth. The formula to calculate sales volume is the quantity or total amount of sales. Sales carried out by a company aim to sell goods or services needed as a source of revenue to cover all costs in order to earn a profit. According to Ngalimun et al. (2019), sales are the main objective of a company's activities. Therefore, sales play a crucial role for the company to ensure that the products it produces can be sold and generate income for the business.

According to Mujiburrahman et al. (2023), the following are key considerations when determining or updating an appropriate sales strategy:

1. Whether the emphasis should be placed on retaining existing customers or acquiring new ones.
2. This decision is influenced by factors such as the length of time salespeople have been dealing with customers, the business's growth status, its strengths and weaknesses, competitors' strengths, and marketing objectives (especially those focused on customer acquisition).
3. Increasing salesperson productivity. The use of high-cost investments (to boost motivation), technological advancements (such as telemarketing, teleconferencing, cybermarketing, and computerized sales), and innovative selling techniques (such as video presentations) greatly benefit marketers in making their salesforce more productive.
4. Identifying the appropriate contact person when dealing with organizational customers.

According to Indrasari (2019), product diversity is the collection of all products and goods offered by a particular seller to buyers. According to Purwati et al. (2019), product variation refers to a variety of products based on size, price, appearance, or other distinguishing features.

It can thus be concluded that product variation is a company strategy that involves diversifying products based on size, price, and appearance, with the aim of preventing consumers from becoming quickly bored and switching to competitors that offer a more complete range of variations.

According to Faradisa et al. (2016), the creation of product variations by marketers serves the following purposes:

1. Customers have different interests and preferences. If marketers are able to provide various options or types of products, it will attract consumers and encourage them to make a purchase.
2. Offering product variations within a store makes it easier for consumers to choose products that meet their needs or desires.

According to Dharmawati (2016), packaging is the process of wrapping, containing, or packing a product using certain materials so that the product inside can be contained and protected. According to Kotler & Armstrong (2008), packaging involves the design and production of containers or wrappers for a product. Essentially, the main function of packaging is to store and protect the product. Widiati (2019) also states that packaging can be simply defined as a way of delivering goods to consumers in the best and most beneficial condition.

Based on the above definitions, it can be concluded that packaging is a container that functions to protect the product and serve as a means of communication to potential consumers about a product. According to Widiati (2019), the roles of packaging in a product include:

1. Serving as a container that enables the transportation of a product or item from one place to another, or from producer to consumer.
2. Protecting the packaged product from the effects of weather, impact, stacking, and other physical risks.
3. Providing information, brand image, and acting as a promotional medium that is easy to see, understand, and remember. Therefore, the informational aspect of packaging becomes one of the most important components. The inclusion of labels and brand names on food and other products is crucial for differentiating them from competitors. To make packaging design more attractive, consultation with a packaging designer is recommended.

According to Widiati (2019), there are several types of packaging:

1. Primary packaging (consumer pack): Packaging that is in direct contact with the product. It is usually relatively small in size and also referred to as retail packaging. Examples include snack food wrappers, sachet packaging for shampoo, detergent, soy sauce, ketchup, instant noodles, and plastic cups.
2. Secondary packaging (transport pack): This is the second layer of packaging that contains several primary packages. It does not come into direct contact with the product. Examples include cardboard boxes for instant noodles or bottled water.
3. Tertiary packaging: This is the third layer of packaging that contains multiple secondary packages. Its function is for local, inter-island, or international shipping. It must be impact-resistant, weatherproof, and have large capacity. Examples include corrugated cardboard boxes and shipping containers.

3. RESEARCH METHODOLOGY

The research was conducted at PT. Kemas Anugerah Swastika, located at Jalan Amal Luhur No.122, Medan Helvetia. This study is a quantitative research. According to Sugiyono (2019), quantitative research methods can be defined as “research methods based on positivist philosophy, used to study specific populations or samples, where data collection employs research instruments, data analysis is quantitative/statistical in nature, and the purpose is to test predetermined hypotheses.”

The population in this study consists of all customers of PT. Kemas Anugerah Swastika who made purchases during the year 2023, totaling 273 customers, all of whom are retail store businesses. The sample size is 162 customers. The sample was selected using probability sampling, a technique that gives each element (member) of the population an equal chance of being selected as a sample member (Sugiyono, 2019). The simple random sampling technique was applied, as it selects sample members from the population randomly without considering any strata within that population (Sugiyono, 2019).

In this research, the analyst used multiple linear regression analysis. According to Ghozali (2020), “multiple regression analysis is a statistical method used to examine more than one dependent variable and more than one independent variable.”

The data analysis technique employed in this study uses multiple linear regression, with the following model:

Regression Model:

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

Where:

- Y = Sales Volume (dependent variable)
- X₁ = Product Variation (independent variable)
- X₂ = Packaging (independent variable)
- a = Constant
- b₁, b₂ = Regression coefficients
- e = Error term (5% margin of error)

4. RESULTS AND DISCUSSIONS

Based on the analysis using multiple linear regression, several significant findings have been identified, which can be outlined as follows. Asumsi klasik yang diperlukan untuk memastikan bahwa model regresi yang digunakan valid dan dapat dipercaya. Berikut adalah hasil uji asumsi klasik yang dapat digunakan:

Table 1. Results of the Normality test

Uji Normalitas	Nilai p-value	Conclusion
Kolmogorov-Smirnov Test	0.120	Residual data is normally distributed
Shapiro-Wilk Test	0.128	Residual data is normally distributed

The test results show that the residual data is normally distributed because the p-value is greater than 0.05, which indicates that the regression model meets the normality assumption.

1. The Effect of Product Variation (X_1) on Sales Volume (Y)

Product variation has been proven to have a positive and significant effect on sales volume. The regression results show that the regression coefficient for product variation (b_1) is 0.623, with a p-value of 0.004, which is smaller than 0.05. This indicates that the more product variations offered, the higher the sales volume achieved. Consumers tend to be attracted to a wider range of product choices, which allows them to select products that best suit their needs, thereby increasing the likelihood of making a purchase.

2. The Effect of Packaging (X_2) on Sales Volume (Y)

Packaging has also been proven to have a positive and significant effect on sales volume. The regression results show that the regression coefficient for packaging (b_2) is 0.435, with a p-value of 0.027, which is smaller than 0.05. This indicates that attractive and functional packaging can enhance the product's appeal in the market, which in turn can increase sales volume. Good packaging plays a crucial role in capturing consumers' attention and differentiating the product from competitors in the market.

3. Regression Model

Based on the multiple linear regression analysis, the obtained model is as follows:

$$Y = 10,15 + 0,623 X_1 + 0,435 X_2 + e$$

Where:

Y = Sales Volume

X_1 = Product Variation

X_2 = Packaging

e = Error term (5% margin of error)

Table 2. Multiple Linear Regression Test Results

Variabel	Koefisien (b)	p-value	Effect
Intercept	10.150	-	-
Product Variation (X_1)	0.623	0.004	Positif Signifikan
Packaging (X_2)	0.435	0.027	Positif Signifikan

This regression model shows that both product and packaging variations have a positive effect on sales volume. Overall, this model can explain about 68% of the variability in sales volume, as reflected by the R^2 value of 0.68.

5. CONCLUSION

Based on the results of the research and multiple linear regression analysis conducted, it can be concluded that product and packaging variations have a positive and significant effect on sales volume at PT. Kemas Anugerah Swastika. More product variations and attractive packaging can increase the attractiveness of the product in the market, which in turn encourages increased sales volume. The regression model used in this study shows that both variables have a significant contribution to increasing sales volume, with a positive regression coefficient for each variable. In addition, the results of the classical assumption test show that the regression model used meets all the necessary assumptions, namely normality, multicollinearity, heteroscedasticity, autocorrelation, linearity, and the absence of significant outliers. This indicates that the regression model applied is reliable and valid for further analysis. Overall, this study identifies that in order to increase sales volume, companies need to continue to pay attention to the variety of products offered and the quality of the packaging used. Improving these two factors can help companies stay competitive in an increasingly competitive market, increase customer satisfaction, and achieve better sales goals.

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