Analysis of the Influence of Product Quality and Distribution Strategy on Sales at PT Temprina Media Grafika Bekasi

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ABSTRACT

Purpose: This study aims to analyze the Effect of Product Quality (X1), Distribution (X2) of Sales Volume (Y) Study on PT Temprina Media Grafika Bekasi

Design/methodology/approach: The data used in this study are primary data. In this study, the sampling method using the Non Probability Sample method is Purposive Sampling.

Findings: The results of this study indicate that Product Quality (X1), Distribution (X2) simultaneously have a positive significant effect on Sales Volume (Y) on PT Temprina Media Grafika Bekasi.

Paper type: Research Paper

Keyword: Product Quality, Distribution, Sales Volume.

I. INTRODUCTION

A. Background of the Problem

Understanding consumer behavior is not easy, because consumer behavior is very complex, so many variables that influence each other and mutually interact with each other. As a company that understands consumers who want to be one step ahead of competitors, the company will optimally acquire and retain customers. An understanding of consumer behavior can be used as a basis in creating a marketing strategy because it is able to take advantage of existing opportunities to outperform competitors. And further consequences will be able to increase the company's profits because it can provide much better satisfaction to consumers.

Consumers who buy products must feel satisfied with the goods or services they buy. Companies that want to succeed well must strive to have an advantage in a certain field so as not to lose in competition with products provided by other companies, in this case it can be in the form of excellence in product quality with the hope that consumers will feel satisfied with the products they buy. Knowledge of consumer perceptions and attitudes towards the products sold by the company will result in better opportunities for the company in the future because consumers are satisfied. Consumer satisfaction will be related to the quality of the products sold by the company. The importance of quality can be explained from two angles, namely from the perspective of operational management and marketing management. From the perspective of operational management, product quality is one of the important policies in increasing product competitiveness that must provide satisfaction to consumers exceeding or at least equal to the quality of competitors' products.

From the perspective of marketing management, product quality is one of the main elements in the marketing mix, namely products, prices, promotions, distribution channels that can increase sales volume and expand the company's market share. According to Fandy Tjiptono (2000: 51) quality in general can be detailed, for example the aspects that are used as the basis for determining the quality of books are Price, Language that is easy to understand. There are many and few pictures in the book in question, Author's name, Publisher, Type of paper used, Type of story, and Cover.

In a company, distribution activities are very important because first, distribution maintains aspects of marketing transactions such as purchase and sales, second, distribution performs the logistics function of moving goods from the point of production to the point of purchase or consumption, third, distribution helps producers in

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promoting goods and services, thus the company must spend a considerable amount of money for the sake of its effectiveness and efficiency distribution activities. In facing the problem of determining the right distribution policy, good distribution management is also needed. Many companies are unable to achieve sales targets simply because of the inaccuracy of the distribution used. In the selection of distribution is one of the most important things that must be determined by management because it is critical and requires high precision and precision, with the selection of the right and effective distribution channel (strategy), the company's goals will be achieved sales according to the company's wishes, because mistakes in choosing distribution channels (strategies) will interfere with the process of distributing goods to consumers and indirectly this will affect against the company's desired sales target. Large distribution costs are not a measure of achieving the company's desired marketing goals. Likewise, the small distribution cost cannot necessarily identify that a company is effective in succeeding its sales. In order for companies to smoothly distribute their products to the market or to consumers precisely and quickly, it is necessary to have distributors who help transfer the product from the producer to the consumer, which is referred to by the existence of a distribution channel (strategy). The discussion of marketing is inseparable from the issue of distribution, because distribution channels are related to how to move goods from producers to consumers. Almost all companies face problems with distribution channels, in this case it concerns how the company establishes the right distribution channel policy so that the product is needed, the distribution channel (strategy) is also a way to satisfy consumers.

In addition to the distribution channel (strategy), of course, there are distribution costs, we know that the costs charged by the company will affect the cost of goods sold, including distribution costs, low distribution costs will result in a reduction in the cost of goods sold that can be determined, therefore there needs to be a real effort to be able to find and implement effective and efficient distribution patterns, So that the company's production can reach consumers, so that it can increase sales volume.

Sales is an integrated activity to develop strategic plans directed to the satisfaction of buyers/consumers' needs and desires, in order to get sales that generate profits or profits. The definition of sales is a transaction activity carried out by 2 (two) parties/more parties using legal means of payment. Sales are also one of the sources of income for a person or a company that conducts sales & purchase transactions, in a company if the bigger the sale, the greater the income obtained by the person or company. The purpose of sales is to bring profits or profits from products or services produced by the producer with good management and also expect the greatest profit. However, this needs to improve the performance of the distributor in ensuring the quality and quality of the goods or services to be sold. As an effort to overcome the existing competition, companies need to consider the use of various factors that direct the products marketed to be oriented to suit customer needs and create satisfaction for customers to anticipate existing competition. The company's management wants to create a different atmosphere from other companies that are its competitors, therefore the company also wants to create an adequate strategy to market its prints well to its consumers. Service and communication with consumers are quite considered by the management of this company. All of these things show that this company wants to create satisfaction for its customers.

Based on the description above, the author is interested in further studying the distribution strategy of product completeness,that affects sales, so the author conducted a research with the title: "Analysis of the Influence of Product Quality and Distribution Strategy on Sales at PT Temprina Media Grafika Bekasi"

B. Research Objectives

The objectives of this research are:
a. Analyze and find out whether Product Quality affects Sales at PT. Temprina Media Grafika Bekasi.
b. Analyze and find out whether the Distribution Strategy has an effect on Sales at PT. Temprina Media Grafika Bekasi.
c. Analyze and find out whether Product Quality and Distribution Strategy affect Sales at PT. Temprina Media Grafika Bekasi.

C. Boxing Literature
1. Quality

According to Sugiarto (2003:38) quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. Quality in the service industry is the presentation of a product or service according to the applicable size in the place where the product is held and the delivery is at least the same as what is desired and expected by consumers. Quality is called good if the service provider provides services that are equivalent to those expected by customers. Reliability The reliability of a product that indicates quality is very meaningful for consumers in choosing a product. Conformance The conformance of a product in the service industry is measured by the level of accuracy and completion time including the calculation of errors that occur, delays that cannot be anticipated, and several other errors Durability or durability Technically durability is defined as a number of uses that a person obtains before experiencing a decrease in quality.

Economically, durability is defined as the economic age of a product seen from the number of uses obtained before the damage and the decision to replace the product. Serviceability Service ability can also be referred to as speed, competition, usability, and ease of product to be improved. Aesthetics The aesthetics of a product are seen from how a product sounds to consumers, how a product looks outward, tastes, and smells. Perceivedquality Consumers do not always get complete information about product attributes (services). But generally consumers have information about the product indirectly.

2. Product Quality

According to Kotler and Keller (2016:37) that product quality is a product's ability to perform its functions, that ability includes durability, reliability, precision, which is obtained by the product in its entirety. Companies must always improve the quality of their products or services because improving the quality of products can make customers feel satisfied with the products or services provided and will influence customers to buy back the product.

According to Tjiptono (2015:105) that the conventional definition of quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In the sense of strategy, quality is everything that can provide consumer needs according to what consumers want.

According to Arumsari (2012:45) that product quality is a factor contained in an item or result that causes the goods or results to be suitable for the purpose of the goods produced.

According to Ernawati (2019), product quality is an important factor that affects every customer's decision to buy a product. The better the quality of the product, the more interest will increase in consumers who want to buy the product.

According to Lesmana and Ayu (2019), product quality is a dynamic condition related to products, people or labor and the environment to meet every consumer.

According to Windarti and Ibrahim (2017) that product quality is the conformity of the needs and desires of each product into product specifications, product quality is a condition related to products, human services and the environment to meet consumer expectations. In order to achieve the desired product quality, a quality standardization must be required. This aims to keep the products produced meeting the set requirements so that consumers will not lose confidence in the product in question. The customer experience in buying a good or bad product will influence consumers to make a repeat purchase or not.

Therefore, business players must be able to create products that suit the needs and tastes of consumers. needs that cannot meet consumer expectations must be quickly responded to by the company, namely by efforts to develop products in accordance with the expectations of consumers (Assauri, 2012:167).

So it can be concluded that product quality is a product ability that is able to meet every consumer need in accordance with consumer needs and desires.

Product Quality Indicators There are several benchmarks of product quality according to Kotler and Keller (2012:8), consisting of:
1. Shape, i.e., a product can include size, or structure.
2. The feature is to complement the basic functions of the product.
3. Adjustment is to adjust to the wishes of consumers.
4. Quality of work is the most important dimension when a company applies a model and provides high quality.
5. Conformity quality is a product that meets the promised specifications
6. Durability is the size or lifespan of a product under normal or stressful conditions
7. Reliability, which is to enable no product failure
8. Ease of repair is the convenience when the product does not workStyle is the appearance and taste of the product
9. Design is influencing the appearance or function of the product based on needs

3. Distribution Strategy

Distribution Strategy According to Edi Winata. S.E., M.M (2017) stated that in a company, distribution channels are very important to be maintained and maintained properly. Because a distribution channel is a series of channels that bring products from producers to consumers, if the distribution channel is not effective and efficient, every product that will reach consumers will experience obstacles that will later harm the producers themselves and consumers, of course. According to Fandy Tjiptono (2015:364) states that distribution strategy is concerned with determining and managing the distribution channels used by producers to market their goods and services, so that products can reach the target consumers in the quantity and type needed, at the time needed, and in the right place.

4. Sales

Definition of Sales According to Mulyadi (2008), sales are activities carried out by sellers in selling goods or services in the hope of making a profit from these transactions and sales can be interpreted as the transfer or transfer of ownership rights to goods or services from the seller to the buyer. Sales are the lifeblood of a company, because from sales profits can be obtained and an effort to attract consumers who are trying to find out the attractiveness of consumers so that they can know the results of the products produced.

According to Kotler and Amstrong (2006), sales is a process in which the needs of buyers and sellers are met, through the exchange of information and interests. So the concept of sales is a way to influence consumers to buy the products offered. In reality, sales are made in cash and sales are made using credit or often called installments.

D. Previous Research

The references used by the author in this study are:

Table 1. Previous research

It	Researcher name	Researcher title	Indpendent variables	Variable dependent	Results
1	Imron (2019) Bina Sarana Informatics University	Analysis of the Influence of Product Quality on Consumer Satisfaction using the Quantitative Method on CV.Meubele Berkah Tangerang	Product quality	Consumer Satisfaction	Results This shows that that quality products have a significant impact towards Satisfaction consumers on Furniture CV Blessing Tangerang
2	Abd Rasyid (2018) UIN Sunan Kalijaga Yogyakarta.	Strategy Distribution deep Increase Volume Sales (Survey Study At Merchant	Strategy distribution	Volume Sales	Results This shows that that the strategy distribution Influential Significant towards Volume Sales on

		Batik in the market			*Batik Merchants*
		Traditional			*in the market*
		Beringharjo			*traditional*
		Yogyakarta)			*Beringharjo*
					Yogyakarta
3	*Tembesi Citra*	*Influence*	*Price*	*Sales*	*Result*
	Neisia	*Price*			*This research*
	(2018) Sam Ratulangi University	*Towards*			*Show*
		Sales			*that the price*
		Motorcycle Products			*Influential*
		Yamaha Mio			*Significant*
		At PT.			*towards*
		Hasjrat Abadi			*Sales*
		Outlet			
		Karombasan			
		Manado			

Source: Google Scholar

E. Theoretical Thinking Framework

Based on the description above and the title of the research to be discussed, the author will describe the theoretical framework as follows:
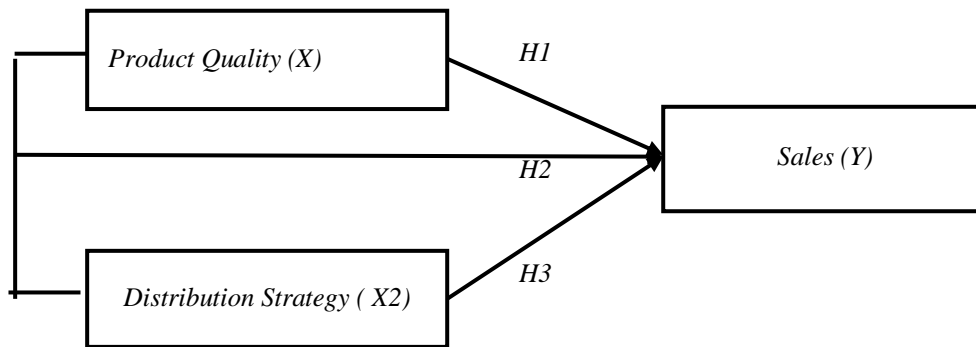

Figure 1. Conceptual framework.

Source: Processed by the Author 2023

Information:
1. Effect of Product Quality (X1) on sales (Y)
2. Effect of Distribution Strategy (X2) on Sales (Y)
3. Influence of Product Quality (X1) and Influence of Product Quality (X1), on Sales (Y)

F. Research Hypothesis

1. It is suspected that Product Quality has a positive and significant effect on Sales
2. It is suspected that the Distribution Strategy has a positive and significant effect on
3. Sales It is alleged that Product Quality and Distribution Strategy together have a positive and significant effect on sales

II. METHODS

A. Research Variables

Research variables are attributes from a certain scientific field or activity. Such as attitude, motivation, leadership, work discipline are the attributes of everyone. What is determined by the researcher to be studied so that information about it is obtained, then the conclusion is drawn (Sugiyono, 2012). The variables used by the author through this study are as follows:

1. Independent Variable (Free)
   This variable is often referred to as stimulus, predictor, and antecedent variables. In Indonesian Language, the free variable is often referred to as the variable that affects or is the cause of the change or occurrence of the free variable (X) that will be used, namely: Product Quality (X1) and Distribution Strategy (X2).
   (X1): Product quality
   Product quality is the physical condition, function and nature of a product, whether goods or services, based on the expected level of quality such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying the needs of consumers or customers
   (X2): Distribution strategy
   Distribution strategy is a marketing strategy or distribution of goods and services to the end consumer
   (Y): Sales
   Sales is an activity that aims to find buyers, influence and provide instructions so that buyers can adjust their needs to the production offered and enter into agreements regarding favorable prices for both parties.

2. Dependent Variable (Bound)
   It is often referred to as an output variable, criterion, consequence. In Indonesian Language, it is often referred to as a bound variable. Bound variables are variables that are influenced or consequential, because of the existence of independent variables. (Sugiyono, 2016). In this study, the bound variable (Y) to be used is: Sales

B. Population and sample

Population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by the researcher to be studied and then drawn conclusions (Sugiyono, 2016:126).

The sample is part of the number and characteristics that the population has. If the population is large, and it is impossible for researchers to study everything in the population, then researchers can use samples taken from that population (Sugiyono, 2016).

The sample used in this study is employees at PT Temprina Media Grafika Bekasi, the total sample is 100 people.

C. Data Collection Methods

1) The survey is to collect primary data which will later be in the form of direct answers from respondents from the results of the questionnaire.
2) Field Research
3) This field research is a data collection method to obtain primary data by conducting direct research to the company.
4) Observation is a method or method that analyzes and systematically records behavior by seeing or observing individuals or groups directly.
5) Literature Research. In this method, the author studies, uses and utilizes reading books, lecture materials to obtain theories that will be used in the research and preparation of this thesis

D. Data Analysis Methods

The data collected in this study will be processed using able ve with Microsoft Excel and SPSS Version 22 software Data analysis using classical assumption tests and multiple linear regression analysis.

III. RESULTS AND DISCUSSION

A. Results

1. Respondent Characteristics by Gender

In this study, the data from all respondents is 89 people consisting of men and women, in order to find out the proportion of men and women, it can be seen in the following table:

Table 2. Number of Respondents by Gender

No.	Gender	Frequency of Respondents	
		In Person	%
1	Woman	37	42%
2	Men	52	58%
	Sum	89	100%

2. Respondent Characteristics by Age

Table 3. Number of Respondents by Age

No.	Age	Frequency of Respondents	
		In Person	%
1	< 20 Years	47	53%
2	21 – 30 Years	30	34%
3	31 – 35 years old	8	9%
4	> 36 Years	4	4%
	Sum	89	100%

Source: Primary Data

3. Respondent Characteristics Based on Last Education Level

The last level of education is the level of education owned by the respondent. In this study, educational backgrounds vary starting from the lowest level, namely: high school/vocational school equivalent, diploma, and S1. For more details, the last level of education of the respondents can be seen through the following table:

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Table 4. Number of Respondents Based on

No.	Education	Frequency of Respondents	
		In Person	*%*
1	*High School/Vocational High School equivalent*	*81*	*91%*
2	*Diploma*	*3*	*3%*
3	*S1*	*5*	*6%*
	Sum	*89*	*100%*

Source: Primary Data

4. Descriptive Analysis

Table 5. Number of Respondents.

No.	Information	Sum
1.	*Distributed questionnaires*	*100*
2.	*Accepted questionnaires*	*100*
3.	*Broken questionnaire*	*11*
4.	*Processorable questionnaires*	*89*

Source: Primary Data Processed

Table 6. Multiple linear regression.

Coefficients[a]

Mode	Unstandardized Coefficients		Standardized Coefficients	t	Slg
	B	*Std. Error*	*Beta*		
(Constant)	*3.459*	*1.759*		*1.966*	*.053*
Product Quality	*.164*	*.071*	*.268*	*2.312*	*.024*
Distribution	*.111*	*.066*	*.194*	*1.673*	*.09*

a. Dependent Variable: Y (Sales Volume)

5. Validity Test

Table 7. Validation Test

Variable	Grain Instruments	r Calculate	r Table	Decision (Remarks)
Quality	r(X1.1)(Y)	0,437	0,2335	Valid
Product	r(X1.2)(Y)	0,276	0,2335	Valid
	r(X1.3)(Y)	0,485	0,2335	Valid
	r(X1.4)(Y)	0,398	0,2335	Valid
	r(X1.5)(Y)	0,506	0,2335	Valid
Distribution	r(X2.1)(Y)	0,596	0,2335	Valid
	r(X2.2)(Y)	0,547	0,2335	Valid
	r(X2.3)(Y)	0,571	0,2335	Valid
	r(X2.4)(Y)	0,464	0,2335	Valid

6. Reliability Test

Table 8. Reliability Test

Variable	Cronbach's Alpha	Information
Product Quality	0,558	Reliable
Distribution	0,674	Reliable
Sales Volume	0,639	Reliable

Sources of Research Data processed

7. Normality Test
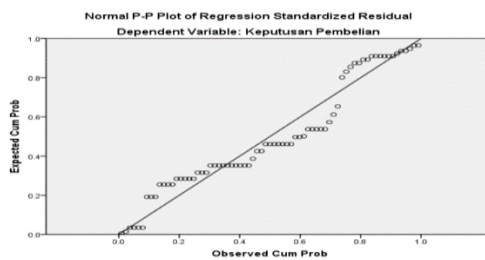
Figure 2. Normality Test

Sources of Research Data processed

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8. Heteroscedasticity Test

Table 9. Heteroscedaity Test

Coefficients[a]

Type	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-.561	1.105		-.508	.613
Product Quality (X1)	-.007	.044	-.020	-.167	.868
Distribution (x2)	.064	.042	.189	1.544	.127

a. Dependent Variable: Sales Volume
Sources of Research Data processed

9. Multicollinearity Test

Table 10. Multicollinearity Test

Coefficients[a]

Type	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.459	1.759		1.966	.053		
Product Quality	.164	.071	.268	2.312	.024	.947	1.056
Distribution	.111	.066	.194	1.673	.099	.947	1.056

a. Dependent Variable: Sales Volume
Sources of Research Data processed

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10. Autocorrelation Test

Table 11. Autocorrelation Test

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.365a	.133	.108	.58212	2.140

a. Predictors: (Constant) Product Quality (X_1), Distribution (X_2)
b. Dependent Variable: Sales Volume
Sources of Research Data processed

11. Partial Test (t)

Table 12. Partial Test t

Type		Unstandardized Coefficients		Standardized Coefficients		
		B	Std.Error	Beta	t	Sig.
1	(Constant)	10.389	2.846		3.651	.001
	Product Quality	.499	.098	.548	5.115	.000
	Distribution	.020	.075	.029	.270	.788

a. Dependent Variable: Sales Volume
Source: Primary Data Processing Results, 2023

12. Coefficient of Determination (R2)

Table 13. Deterioration Coefficient

Model Summary^b

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.365a	.133	.108	.58212

a. Predictors: (Constant) Product Quality (X1), Distribution (X2)
b. Dependent Variable: Sales Volume
Source of Research Data processed in 2019

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13. Simultaneous Test (F)

Table 14. Simultaneous Test F

ANOVA^b

	Mode	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143.898	2	71.949	13.198	.000a
	Residual	332.540	61	5.451		
	Total	476.438	63			

a. Predictors: (Constant), Product Quality, Distribution
b. Dependent Variable: Sales Volume.
Source: Primary Data Processing Results, 2023

IV. CONCLUSION

Based on the results of the above analysis, the researcher can draw the following conclusions:
1. Product Quality (X1) has a significance probability value of 0.024. Since 0.024 < alpha 0.05, H1 is accepted, which means that there is a significant influence between Product Quality (X1) and Sales Volume (Y)
2. The distribution (X2) has a significance probability value of 0.099. Since 0.099 < alpha 0.05, H2 is accepted, which means that there is a significant influence between Distribution (X2) and Sales Volume (Y)
3. Product Quality (X1) and Distribution (X2) simultaneously have a significant effect on Sales Volume (Y). The result of F is calculated as 5,237 with a significant value of 0.000. Where this significance value is less than the alpha value of 0.05 so that   gives a decision that all independent variables (Product Quality and Distribution) together affect the dependent variable (Sales Volume)
4. Product Quality and Distribution have a positive and significant effect together on Sales Volume with a value of 5.237 The results of the multiple linear regression test obtained the result of the regression model equation Y = 3459 + 0.164 X1 + 0.111 X2 + 1. 759
5. Sales Volume in the research model is influenced by the variables of Product Quality and Distribution by 13%

A. Suggestion
The suggestions that can be given through this research are as follows:
a. For other researchers, they can develop the results of this study by including other variables besides Product Quality and Distribution. This is based on the acquisition of an R Square value of 13.3% so that the research potential for other variables in the study with the Sales Volume orientation is 86.7%.
b. This study only uses 2 (two) independent variables to assess factors that can affect Sales Volume. For this reason, future researchers can add new variables and other probability ratios and connect them to find out other factors that can affect Sales Volume and longer research periods.

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