The Effect Of Promotion Mix Costs On Sales Volume And Its Impact On The Benefits Of Agribusiness Medium Enterprises In Maros District

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Abstract

This research was conducted on Small and Medium Enterprises in the agribusiness sector in Maros Regency by taking data on the promotion mix costs, sales volume and profits from 2017-2019. The purpose of this research is to partially determine the effect of advertising costs, promotion costs, personal selling costs on sales volume in increasing profits in agribusiness Small and Medium Enterprises in Maros district. This type of quantitative research uses an associative approach which aims to determine the effect and relationship between the independent variable and the dependent variable through intervening variables. The sample in the study obtained 21 small and medium enterprises using purposive sampling technique. The data analysis technique used is regression analysis with the help of SPSS and Sobel test. The results showed that advertising costs (X1) and personal selling costs (X3) had a significant effect on sales volume in increasing profits with the calculated value of the Sobel test, the Z1 value obtained was 2.0337 and Z3 was 2.168 > 1.669 and the selling promotion costs (X2) does not have a significant effect on sales volume in increasing profits in small and medium agribusiness enterprises in Maros district. The value of the calculation of the Sobel test, the Z2 value obtained is -0.4967 < 1.669 (t table N = 63, Prob 5%).

Keywords: *advertising costs, promotion costs, personal selling costs, sales volume and profit*

1. INTRODUCTION

Agribusiness is an effort in various sub-sectors of agriculture, fisheries, and livestock to increase added value and competitiveness of products, which is one of the strategic options to increase people's income, including through the development of commodities that have economic value and are popular, especially in Maros district. Maros Regency has an area of 1,619.12 km² and has a population of 349,822 people

with a population density of 216.06 people / km² in 2018 (www.maroskab.bps.go.id, 2019-08-23). Most of the inhabitants of the Maros district work as farmers and breeders with a percentage of 42%. This is good for the growth of agribusiness-based business units that have the potential to grow in the Maros district. In 2019 the Regional Original Revenue (PAD) of Maros Regency was Rp. 285 billion (www.maroskab.bps.go.id, 2019-08-23), with the SME sector contributing to the top five PAD in Maros district.

One of the efforts of the Maros district government in improving the welfare of the community is by fostering the interest of Small and Medium Enterprises (UKM) in the community whose business activities are able to encourage economic growth, expand employment and increase community income. The small and medium enterprises in the agribusiness sector in Maros district are experiencing an increase, it can be seen from Table 1 below:

No	Number of UKM in Three Fields in 14 Districts in Maros Regency			
	Usaha			
		Micro	Small	Medium
1	Otomotive	1.181	319	15
2	Agribusiness	2.096	504	20
3	Internet Tech	821	289	10
	Jumlah	4.098	1.112	45

Sumber: *Dinas Koperasi, UKM dan Perdagangan Kabupaten Maros*

From table 1 above, the number of SMEs in the agribusiness sector is the highest compared to the automotive and internet sectors, this indicates that the agribusiness sector has the potential to develop in the Maros district. Besides a large number of SMEs in Maros district, of course, there is business competition among SMEs that cannot be avoided.

It's just that it needs to be known that SME entrepreneurs are required to be more creative and innovative in formulating effective marketing strategies and actively promoting products to consumers. Marketing is a very important function in a company, wherewith the right marketing it can determine the sales volume and position of the company (product) in the market. Therefore the role of marketing is very important in helping companies seize business opportunities, one of which is through product promotion.

Promotion is an activity that communicates the benefits of a product and persuades target consumers to buy the product (Kotler and Armstrong: 2012). Marketing and promotional activities of the company when it goes well and can attract consumer interest, automatically sales will also increase, but the problem is that there are often promotional activities that are ineffective and only make company expenses swell. Therefore, marketing managers must choose the right and integrated form of promotion in order to produce a significant effect so that it can increase sales. Sales are very important for the survival of the company because the sales volume is a quantitative measurement of the company's success.

Promotion carried out by the company must be on target so that costs are spent efficiently, the promotion mix is an alternative step in promoting. The promotion mix is a special blend of advertising, personal selling, sales promotion, and public relations

that are used by companies to get their advertising and marketing purposes (Kotler and Armstrong 2010). Promotion mix that is given, companies / SME can introduce their products, persuade, suggest, and convince consumers to buy the products to be offered. If the company / SME carries out the right and effective promotional mix activities, it can increase the volume of SME sellers and can increase profits for UKM players. It's just that the problem that often occurs is that promotional activities are carried out ineffectively and efficiently so that the business expenditure being carried out has increased. The purpose of this research is to partially determine the effect of advertising costs, promotion costs, personal selling costs on sales volume in increasing profits in agribusiness SMEs in Maros district.

II. METHODS

The type of research used is quantitative research. An associative approach/relationship is used in this study, which aims to determine the relationship between two or more variables. The relationship between the variable promotional mix costs (X), the variable sales volume (Y1), and profit (Y2). The sampling technique used was the purposive sampling method, with the following criteria:

1) Agribusiness UKM must be established for at least 3 years from 2017-2019.
2) agribusiness SMEs carry out a promotional mix
3) Agribusiness SMEs must not have uniform products in one sub-district.

From the sampling criteria above, the number of samples in the study was 21 agribusiness SMEs.

Data source:

1 Primary Data

   Primary data were obtained from agribusiness SMEs in Maros district, namely the cost of the promotion mix and the benefits of SMEs.

2 Secondary Data

   Secondary data in this study were obtained from the Cooperative, UKM, and Trade Office of Maros Regency, in the form of the number of agribusiness UKM spread across 14 sub-districts in Maros district.

The data collected will be analyzed using descriptive statistical analysis. Through descriptive statistical analysis will be described and illustrated with a table of respondent characteristics in terms of demographic variables such as the length of time the agribusiness UKM was established, and the education level of UKM owners. While the magnitude of the influence of the cost of the promotion mix on sales volume and its impact on the profits of SMEs uses multiple regression analysis with the help of SPSS 24 software first, then to see how much influence the intermediate/mediation variable uses the Sobel test.

SPSS program produces test

1. Normality Test

   The normality test uses the Kolmogorov Smirnov test to determine whether the test variables are normally distributed or not.

2. Multicollenarity Test

   Multicollinearity test aims to test whether the regression model found a correlation between one or all of the independent variables. To determine whether there is a multicollinearity problem in the regression, it can be seen with the Variace Inflactor Factor (VIF) value that is less than 10 and a tolerance value greater than 0.10.

3. Heteroscedasticity Test

The heteroscedasticity test uses the Glejser test by regressing between the independent variables and their residual absolute values. If the significance value between the independent variables and the absolute residual is more than 0.05, there is no heteroscedasticity problem.

4. Autocorrelation Test

The autocorrelation test in this study used the Durbin-Watson experiment.

5. Linear Regression Analysis

Multiple linear regression is based on a linear relationship between two or more independent variables. The equation model is as follows:

a. $Y1 = \beta1X1 + \epsilon 1$ .... (equation 1)
b. $Y1 = \beta2X2 + \epsilon 1$ .... (equation 2)
c. $Y1 = \beta3X3 + \epsilon 1$ .... (equation 3)
d. $Y1 = \beta4X4 + \epsilon 1$ .... (equation 4)
e. $Y2 = \beta1X + \beta2Y1 + \epsilon 2$ .... (Equation 5)

6. Coefficient of Determination (R2)

The coefficient of determination can be seen in the Model Summary table (data processing output) R2 (adjusted R square). The value of R2 is the contribution of the influence of the independent variable to the dependent variable, while the rest is usually influenced by other factors that are not examined.

Sobel Test Mediation Hypothesis Testing

Testing the mediation or intervening hypothesis is done by using the Sobel Test, by testing the strength of the indirect influence X1 to Y is written with the formula:

$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (b^2 SE_b^2)}}$$

Where:

a = independent variable regression coefficient on the mediating variable
b = regression coefficient of the mediating variable on the dependent variable
SEa = standard error of estimation of the effect of the independent variable on the mediating variable
SEb = standard error of estimation of the effect of the mediating variable on the dependent variable

The t value of the Sobel test is compared with the significant t table value of 5% and if the t value is greater than the t table value, it can be concluded that there is a mediation effect (Ghozali, 2009) in Januarti (2012).

III. RESULT AND DISCUSSION

Respondent Characteristics

The characteristics of the respondents aim to describe the state of the research sample in terms of demographic variables such as the length of time the agribusiness UKM was established, and the education level of the UKM owner.

Long established UKM

Age is one of the factors driving success in managing business activities. In general, the longer a business is run, the more productivity and profits will increase. In Table 2, you can see the details of the length of time the establishment of UKM is as follows:

Tabel 2. Tabel 2. Responden Lama Pendirian UMKM Agribisnis di Kabupaten Maros

Year of the establishment of UKM	Number of UKM (unit)	Percentage (%)
2009-2011	4	19,04
2012-2014	2	9,52
2015-2017	15	71,42
Total	21	100

Source: Primary data processed, 2020

Table 2 above shows that there are 4 agribusiness SMEs that were established in 2009-2011 with a percentage of 19.04% of the total sample, and in 2015-2017 there were 15 SMEs with a percentage of 71.42%, this shows that The development of SMEs in the agribusiness sector occurred from 2015 to 2017. This is in line with the government's program to foster interest in SME businesses.

Types of Agribusiness SMEs that are Run

Agribusiness SMEs in Maros district which is run in divided into 3 can be seen in table 3 which can be seen in the details of the types of agribusiness SMEs that are run as follows:

Tabel 3. Characteristics of Types of Agribusiness SMEs Run in Maros Regency

Type of UKM (Processed Products)	Number of UKM (unit)	Percentage (%)
Agriculture and Plantation	14	66,667
Fishery	5	23,8
Animal Husbandry	2	9,523
Total	21	100

Source: Primary data processed, 2020

Based on table 3 above, shows that the types of agribusiness SMEs that are mostly run in the Maros district are processed products from agriculture and plantations with a percentage of 66.667%. This is supported by extensive land for agriculture and plantations in the Maros district so that agricultural and plantation products are processed into finished products such as cassava chips, banana chips, and mushroom chips. Agribusiness UKM that manages fishery products has a percentage of 23.8%, processing fishery products into shredded milkfish, shredded milkfish spines, and milkfish without spines.

SME Owner Level

The level of education is one of the factors that can affect the ability of SME owners to receive information and make decisions in running their business. The education level of respondent UKM owners can be seen in the following table:

Table 4. Educational Level of Agribusiness UKM Owners in Maros Regency

Education Level	Number of UKM (unit)	Percentage (%)
Primary school	0	0
Junior High School	1	4,76
Senior High School	15	71,42
Bachelor	5	23,8
Total	21	100

Source: Primary data processed, 2020

Normality Test

The normality test uses the Kolmogorov Smirnov test using the SPSS 24 for windows program, to find out whether the test variables are normally distributed or not.

Tabel 5. Uji Normalitas *(One-Sample Kolmogorov-Smirnov Test)*

		Unstandardized Residual
N		63
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	1.72671474E7
Most Extreme Differences	Absolute	.146
	Positive	.146
	Negative	-.076
Kolmogorov-Smirnov Z		1.162
Asymp. Sig. (2-tailed)		.134

a. Test distribution is Normal.

Source: Primary data processed, 2020

Based on the SPSS output in table 5 above, it can be seen that the significant value of 0.134 is greater than 0.05. So it can be denied that the residual value in the research-tested has been normally distributed.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between one or all of the independent variables. To determine whether there is a multicollinearity problem in the regression, it can be seen with the Variance Inflator Factor (VIF) value that is less than 10 and a tolerance value greater than 0.10.

Table 6 Multicollinearity Test Results Coefficientsa

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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	8.733E6	5.468E6		1.597	.116		
Advertising Costs	22.272	7.149	.333	3.116	.003	.572	1.747
Sales Promotion Costs	2.091	1.079	.246	1.938	.057	.405	2.472
Personal Selling Costs	.724	1.672	.052	.433	.666	.451	2.216
Sales Volume	369.940	86.798	.385	4.262	.000	.799	1.252

Table 6. Multicollinearity Test Results Coefficientsa

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Sales Volume	369.940	86.798	.385	4.262	.000	.799	1.252

a. Dependent Variable: Profits
Source: Primary Data Processed, 2020

The multicollinearity test results in table 6 above show that the VIF value for each variable, namely advertising costs, sales promotion costs, personal selling costs, and sales volume <10 and the Tolerance value of each variable> from 0.10, there is no multicollinearity.

Heteroscedasticity Test

The heteroscedasticity test uses the Glejser test by regressing between the independent variables and their residual absolute values. If the significance value between the independent variables and the absolute residual is more than 0.05, there is no heteroscedasticity problem.

Tabel 7. Uji *Glajser*

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.921E7	2.363E6		8.133	.000
	advertising costs X1	-.496	.413	-.195	-1.199	.235
	sales promotion expensesX2	.415	.484	.161	.858	.395
	personal selling costs X3	-1.110	.758	-.262	-1.464	.149
	sales volume Y1	-53.737	38.739	-.184	-1.387	.171

a. Dependent Variable: Abs_RES
Sumber: Data primer Diolah , 2020.

Based on table 7 above, it can be seen that the significance value of each variable of advertising costs, sales promotion costs, personal selling costs, and sales volume is greater than 0.05, meaning there is no heteroscedasticity.

Autocorrelation Test

Tabel 8. Uji Autokorelasi

Model	R	R Square	Adjusted R Square
1	.794a	.631	.605

a. Predictors: (Constant), sales volume Y1, sales promotion costs X2, advertising costs X1, personal selling costs X3

Tabel 8. Uji Autokorelasi

Model	R	R Square	Adjusted R Square
1	.794ᵃ	.631	.605

a. Predictors: (Constant), sales volume Y1, sales promotion costs X2, advertising costs X1, personal selling costs X3

b. Dependent Variable: Y2 profit

Source: Primary Data Processed, 2020.

Based on table 8 above, it can be seen that the Durbin-Watson value in this study is 1.811, greater than the dU limit of 1.7311 and less than the value (4-dU) = 4-1.73111 of 2.268 so it can be concluded that there is no autocorrelation.

Linear Regression Test
Substructure Analysis 1
The structural equation: $Y_1 = PY_1X_1 + PY_1X_2 + PY_1X_3 + \epsilon_1$

Information: Y1 = Sales volume, X1 = Advertising costs, X2 = Sales promotion costs, X3 = personal selling costs and $\epsilon 1$ = error

Koefisien Determinasi (R^2)

Tabel 9. Koefisien Determinasi (R^2) Sub Struktur 1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.448ᵃ	.201	.160	26777.350

a. Predictors: (Constant), personal selling costs X3, advertising costs X1, sales promotion costs X2

b. Dependent Variable: volume Sales : Y1

Based on table 9 above, the value of R Square shows the number 0.201 × 100% = 20.1%. This indicates that the effect of variables, sales promotion costs, advertising costs and personal selling costs on sales volume is 20.1% while 79.9% is influenced by other factors outside of this model.

Substructural Regression Test 1
In the first substructural, it is to see the influence of the variable sales promotion costs, advertising costs and personal selling costs on sales volume.

Tabel 10. Uji Regresi Substruktur 1

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	-5397.124	7941.354		-.680	.499
advertising costs X1	.023	.010	.329	2.210	.031
sales promotion costs X2	-.001	.002	-.163	-.921	.361

personal selling costs X3	.005	.002	.312	1.909	.061

a. Dependent Variable: Y1 sales volume
Source: Primary Data Processed, 2020.

The path equation in substructure 1 is: $Y_1 = 0,329X_1 + (-0,163)X_2 + 0,312X_3 + \mathcal{E}_1$

Substructure Analysis 2
The structural equation: $Y2 = PY2X1 + PY2X2 + PY2X3 + PY2Y1 + \mathcal{E}2$

Y2 = Profit	Y1 = Volume of sales
X1 = Advertising costs	X2 = Sales promotion costs
X3 = Cost of personal selling	$\mathcal{E}1$ = Error

Uji Koefisien Determinasi (R^2)

Tabel 11. Koefisien Determinasi (R^2) Sub Struktur 2
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.794[a]	.631	.605	1.764E7

a. Predictors: (Constant), sales volume Y1, sales promotion costs X2, advertising costs X1, personal selling costs X3

Source: Primary Data Processed, 2020.

In table 11 above the value of R Square shows the number $0.631 \times 100\% = 63.1\%$. This indicates that the effect of the variable sales volume, sales promotion costs, advertising costs, and personal selling costs on profits is 63.1%, while 36.9% is influenced by other factors outside of this model.

Substructural Regression Test 2
In the second substructural to see the magnitude of the influence of the variable sales promotion costs, advertising costs and personal selling volume sales costs on profits.

Tabel 12. Uji Regresi Substruktur 2
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	8.838E6	5.251E6		1.683	.098
advertising costs X1	21.036	7.107	.314	2.960	.004
sales promotion costs X2	2.394	1.041	.281	2.299	.025
personal selling costs X3	.583	1.603	.042	.364	.717
volume penjualan Y1	373.375	85.743	.389	4.355	.000

Tabel 12. Uji Regresi Substruktur 2
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.838E6	5.251E6		1.683	.098
advertising costs X1	21.036	7.107	.314	2.960	.004
sales promotion costs X2	2.394	1.041	.281	2.299	.025
personal selling costs X3	.583	1.603	.042	.364	.717
volume penjualan Y1	373.375	85.743	.389	4.355	.000

a. Dependent Variable: keuntungan Y2
Sumber: Data Primer Diolah, 2020

The path equation in substructure 1 is: Y_2
$= 0,314X_1 + 0,281X_2 + 0,042X_3 + 0.389Y_1 + €_1$

Sobel Test Mediation Hypothesis Testing

1) The effect of variable advertising costs on profits through sales volume

$X_1 \qquad Y_1 \longrightarrow Y_2 \longrightarrow$
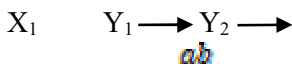
$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

$$z_1 = \frac{0,023 \times 373,375}{\sqrt{(373,375^2 \times 0,010^2) + (0,023^2) \times (85,743^2)}}$$

$z_1 = 2,03374$

Based on the results of the calculation of the Sobel test, the Z value is 2.03374, because the Z1 value obtained is 2.03374> 1.669 (t table N = 63, Prob 5%) it proves that sales volume is able to mediate the relationship between the effect of advertising costs on product sales profits. Maros District Agribusiness UKM. This indicates that advertising costs play an important role in increasing agribusiness SMEs in the Maros district. if the agribusiness SMEs are able to maximize the sales done through print media, (brochures, advertisements through newspapers) and also through social media (Facebook, Instagram) then it can increase sales volume and can directly increase the profits of agribusiness SMEs in Maros district. The opinion of Ramsiah Tasruddin (2015) states that advertising strategy and marketing strategy basically have a correlation line that is strategic in selling and promoting products to consumers or customers and can directly increase company profits.

2) Pengaruh variabel biaya promosi penjualan terhadap keuntungan melalui volume penjualan

$X_2 \longrightarrow Y_1 \longrightarrow Y_2 \longrightarrow$

$$z = \frac{-0,001 \times 373,375}{\sqrt{(373,375^2 \times 0,002^2) + ((-0,001^2) \times (85,743^2))}}$$

$z_2 = -0,4967$

Based on the results of the calculation of the Sobel test, the Z2 value was -0.4967, because the Z2 value obtained was 0.4967 <1.669 (t table N = 63, Prob 5%), this proves that sales volume is not able to mediate the effect of sales promotion costs on the profit of selling products of the Maros District Agribusiness UKM. This indicates that sales promotion costs are not maximally applied to the marketing of agribusiness SME products in Maros district so that they do not have an impact on increasing profits through sales volume. Agribusiness SMEs do not apply discount promos for every product purchase. From the researcher's observations, the cost of implementing sales promotions issued by each SME is different, there are only 3 agribusiness SMEs that incur large sales promotion costs, this is because the 3 SMEs have a large capital, and the SMEs have long been established.

3) The effect of personal selling costs on profits through sales volume

$$X_3 \longrightarrow Y_1 \longrightarrow Y_2$$

$$z = \frac{0,005 \times 373,375}{\sqrt{((373,375^2 \times 0,002^2)) + ((0,005^2) \times (85,743^2))}}$$

$z_3 = 2,168$

Based on the results of the calculation of the Sobel test, the Z3 value was 2.168, because the Z3 value obtained was 2.168> 1.669 (t table N = 63, Prob 5%), this proves that sales volume is able to mediate the effect of personal selling costs on the sales profits of Agribusiness SME products. Maros district. Meanwhile, sales volume has a direct effect on the profits of agribusiness SMEs in Maros district. Sales volume is the final result achieved by the company from the sales of products produced by the company. Sales volume increases and distribution costs decrease, the level of company profit achievement increases, but on the other hand, if the sales volume decreases, the company's profit achievement also decreases. This proves that volume has an important role in mediating the effect of personal costs on profits.

IV. CONCLUSION

Advertising costs affect sales volume in increasing profits for agribusiness SMEs in Maros district, with the results of the Sobel, Z test value of 2.03374, because the Z1 value obtained is 2.03374> 1.669 (t table N = 63, Prob 5%).

Sales promotion costs have no effect on sales volume in increasing profits for agribusiness SMEs in Maros district based on the results of the Sobel test calculation which carried out the Z2 value of -0.4967, because the Z2 value obtained was 0.4967 <1.669 (t table N = 63 , Prob 5%)

Personal selling costs have an effect on sales volume in increasing profits for agribusiness SMEs in Maros district based on the results of the Sobel test calculation which carried out the Z3 value of 2.168, because the Z3 value obtained is 2.168> 1.669 (t table N = 63, Prob 5%)

V. ACKNOWLEDGMENTS

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