

The Effect Of Price, Promotion Social Media And Produc Qualityton Income Business Of Screen Printing 289 Farhan Design

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Abstrak

289 Farhan Design's screen printing business which is currently developing is aware of the importance of strategy in winning market competition. This study aims to determine the effect of price, promotion through social media and product quality on screen printing business income 289 farhan designs. The sample in this study were 66 customers who used 289 Farhan Design's screen printing business services using a total sampling technique. The variables used in this study consisted of Price (X1), Social Media Promotion (X2), Product Quality (X3) as the independent variable and Income (Y) as the dependent variable. The data analysis technique in this study used the multiple linear regression method. The results of this study indicate that price, social media promotion and product quality have a positive and significant effect on the revenue of the 289 farhan design screen printing business, while the price has a positive but not significant effect on the screen printing business income of 289 farhan design.

Keywords: Price, Social Media Promotion, Income.

I. INTRODUCTION

Background The type of convection business is one of the most popular business opportunities in the modernization era in Indonesia. The convection business mechanism consists of several stages, namely raw material providers, complementary materials, fabric cutting, screen printing, sewing and several other sectors. The t-shirt screen printing sector is one of the dominant sectors in the convection world, but running this business requires a large amount of capital. In the era of digital transformation, it presents its own challenges for small and medium businesses, given the ease of information dissemination and the increasingly open competition among business actors, making it easier for consumers to fulfill services and products as desired.

One of the basic things that made the 289 farhan design screen printing business have to change its marketing strategy is technological sophistication and digital transformation. The scope of social media has now become a trend for business actors in conducting marketing communications to increase income. When the process of introducing products to potential customers and to achieve the goal of maximum product sales, marketing activities are used as a benchmark by business actors. Before launching their products, business actors must be able to analyze or know what consumers need. If a marketer is able to identify consumer needs carefully, develop quality products, set prices, and produce quality products effectively, then their products will sell optimally.

II. RESEARCH METHOD

In analyzing the data obtained by the researcher from the respondents, this study used a quantitative analysis, which means an analysis based on statistical methods by classifying the data into one particular category, and using tables to facilitate conducting a research analysis.

Population And Sample Sugiyono (2010: 115) suggests that the population is a generalization area consisting of objects/subjects, which have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. While the sample, according to Sugiyono (2012: 116) is part of the number and characteristics possessed by the population. In this study, the authors make all consumers who have bought in the 289 Farhan Design screen printing business into a population of 66 people.

The sampling technique in this research is total sampling. Total sampling is a sampling technique where the number of samples is the same as the population (Sugiyono, 2007). The reason for taking total sampling is because according to Sugiyono (2007) the total population is less than 100 and the entire population is used as a research sample. The samples taken in the study were 66 people. The data collection method in this research is to use interview techniques used as a data collection technique, if the researcher wants to conduct a preliminary study to find problems that must be investigated, and also if researchers want to know things from respondents who are more in-depth and also the number of respondents is small (Sugiyono, 2012). Questionnaire is a data collection technique that is done by giving a set of questions or written statements to respondents to answer (Sugiyono, 2012).

I. Multiple Linear Regression Analysis Multiple Linear

Regression analysis method is an analytical tool used to determine whether or not there is a positive effect of the independent variables (X1, X2, and X3) on the dependent variable (Y) with the following regression model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Description: a : Constant

b : Regression coefficient

Y : Income

X1 : Price

X2 : Social Media Promotion

X3 : Product Quality

1. Coefficient of Determination Analysis (R²)

The coefficient of determination test (R²) is used to measure how far the model's ability to explain the variation of the dependent variable (Ghozali in Hardian, 2010:121). The value of R² which is getting closer to 1, means that the independent variables provide almost all the information needed to predict the dependent variable. The coefficient of determination used is the Adjusted R square value because it is more reliable in evaluating the regression model. The value of Adjusted R square can increase or decrease if one independent variable is added to the model. In contrast to R Square which will definitely increase every additional one independent variable, no matter whether the variable has a significant effect on the dependent variable.

2. T Test Data Analysis Test (Perial Test)

This test is to see the extent of the influence separately from each independent variable (X) on the dependent variable (Y) based on the regression results found. The t-test was performed by comparing the t-value with the t-table with an error rate of 10%. If t count > t table, it can be concluded that this variable has a significant influence.

3. Test –F

To test whether each independent variable has an effect on the dependent variable together. The test steps: 1) Determine the formulation of the null alternative hypothesis and the alternative hypothesis 2) Limit F count Ho: cannot be rejected if sig. > 0.05 and Ho : rejected if sig. = 0.05.

III. RESULTS AND DISCUSSIONS

a. Results of Multiple Regression

Analysis Multiple regression analysis was used to determine the effect of the independent variable on the dependent variable on the change of any increase or decrease in the independent variable that would affect the dependent variable. The following are the results of multiple regression analysis in table 6:

Table 6. Results Of Multiple Regression Analysis Coefficients

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.106	1.488		2.088	.041

Price (X1)	.029	.028	.051	1.034	.305
Promotion (X2)	.933	.050	.935	18.630	.000
Product Quality (X3)	-.114	.050	-.115	-2.287	.026

a. Dependent Variable: Income

Source: Data Processed by Researchers, 2022

Based on Table 6, the equations of the regression model with independent variables are obtained, namely price, promotion and product quality. The dependent variable is income (Y). The regression equation obtained by looking at the values in table B on the unstandardized coefficients. Based on the results of the coefficients test table below, the regression equation in this study can be arranged as follows: $Y = 3.106 + 0.029 X1 + 0.933 X2 - 0.114 X3$ From the above formula it can be interpreted or interpreted as follows:

1. The constant 3.106 is a condition when the income variable has not been influenced by other variables, namely the price variable (X1), Promotion (X2), and Product Quality (X3). So it can be interpreted that if the value of Price, Promotion, Product Quality is 0 then the value of purchasing decisions is 3.106..
2. The coefficient of the variable X1 Price = 0.029, indicating that the price variable has a positive influence on income, which means that every 1 unit increase in the price variable will affect income by 0.029 with the assumption that other variables are not careful in this research.
3. The coefficient of the variable X2 Promotion = 0.933. shows that the promotion variable has a positive influence on income, which means that every 1 unit increase in the price variable will affect income by 0.933 with the assumption that other variables are not careful in this research.
4. The coefficient of the X3 variable Product quality = -0.114 indicates that the promotion variable has a positive influence on income, which means that every 1 unit increase in the price variable will affect income by -0.114 with the assumption that other variables are not careful in this research.

b. **Coefficient of Determination Analysis The**

coefficient of determination (R²) aims to measure how far the ability of the independent variable to explain the variation of the dependent variable. The following are the results of the analysis of research determination:

Table 7. Results of the Analysis of the Model Determination Coefficient Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.922 ^a	.850	.842	.459	2.027

a. Predictors: (Constant), Product Quality (X3), Price (X1), Promotion (X2)

b. Dependent Variable: Income (Y)

Source: Data Processed by Researchers, 2022

Based on the table above, it can be seen that the R value is 0.922. This means that the independent variables, namely price, promotion and product quality have a close relationship to income, while the contribution of price, promotion and product quality variables to income with an R square value is 0.850. This means that the magnitude of the influence of price, promotion and product quality variables on purchasing decision variables that can be explained is 85.0% and the remaining 15.0% is explained by other variables.

c. **Results of t**

test The t-test was used to determine whether the independent variable in the regression test model partially had a significant effect on the dependent variable.

Table 8. T Test Results Coefficientsa

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.106	1.488		2.088	.041
	Price (X1)	.029	.028	.051	1.034	.305
	Promotion (X2)	.933	.050	.935	18.630	.000
	Product Quality (X3)	-.114	.050	-.115	-2.287	.026

Source: Processed Data Researcher, 2022

Based on the table of t-test results above, it can be concluded that the price has an effect but is not significant on purchasing decisions. We can see that the significance level is 0.305, meaning that the value is greater than 0.05, so it can be concluded that the price has a positive but not significant effect on income. The promotion variable has a positive and significant effect on income. The significance level is 0.000, meaning it is smaller than 0.05. it can be concluded that the price has a positive and significant effect on income. In addition, the product quality variable also has a positive and significant effect on income. We can see that the significance level is 0.026. meaning that the value is smaller than 0.05, it can be concluded that promotion has a positive and significant effect on income.

d. Result Of F

The F test is used to test whether the independent variables together have an influence on the dependent variable. The following are the results of the research regarding the F Test:

Table 9. F Anova^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	73.626	3	24.542	116.685	.000 ^b
	Residual	13.040	62	.210		
	Total	86.667	65			

Source: Data Processed by Researchers, 2022

Based on Table 9, it can be seen that the significance level of the F test simultaneously or together has a significant influence on the purchasing decision variables. This is because the significance value is smaller than 0.05.

IV. CONCLUSION

printing business income 289 Farhan Design, the following conclusions are obtained:

1. There is a positive but not significant effect between the price variable (X1) on screen printing business income 289 Farhan Design. The hypothesis is accepted in this study. Because the results of the study show that product quality has a positive, although not significant, effect on Farhan Design's 289 Screen Printing Business Income. This is because if the 289 Farhan design screen printing business experiences a price increase, then the income will still exist but not as before the price increased.

2. There is a positive and significant effect between promotion through social media (X2) on the Business Income of 289 Farhan Design Screen Printing. The hypothesis is accepted in this study. Because the results of the study show that the price has a positive and significant effect on the business income of screen printing 289 Farhan Design. This is because promotion has an important role as a form of sales strategy in an effort to increase revenue.
3. There is a positive and significant effect between product quality (X3) on the 289 Farhan Design Screen Printing Business Income. The hypothesis is accepted in this study. Because the results of the study show that product quality has a positive and significant effect on Screen Printing 289 Farhan Design's Business Income. This is because product quality is something that must be maintained in running a business, because good product quality will be accompanied by an increase in income levels.
4. There is an effect of price, promotion and product quality on the business income of Sablon 289 Farhan Design. The hypothesis is accepted in this study. Because the results of the study stated that Price, Promotion and Product Quality had a simultaneous positive and significant effect on Farhan Design's 289 Screen Printing Business Income.

V. ACKNOWLEDGEMENTS

From the results of the research, it is hoped that the practitioners can contribute ideas for readers, especially for Farhan Design's 289 Screen Printing Business to be better in running their business. Furthermore, for future research, it is necessary to examine in a larger concept by increasing the variables studied.

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