



The Influence of Marketing Strategies on the Sale of Kobelco Heavy Equipment at PT. X Constructions Machinery Indonesia Branch Pekanbaru

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Abstract: This research was conducted at PT X Constructions Machinery Indonesia at the Pekanbaru branch which is located at Jalan Arifin Ahmad number 111 Pekanbaru, from February 2023 to September 2023. This research is motivated by the sales of Kobelco heavy equipment at PT X Constructions Machinery Indonesia, Pekanbaru branch from 2018 to 2022 still has not reached the target set while the sales target trend every year continues to increase and also the higher level of competition for heavy equipment and other brands in Pekanbaru city today. For this reason, promotional activities are a very important means for PT X Constructions Machinery Indonesia at the Pekanbaru branch to optimize heavy equipment sales in achieving sales targets. The population in this study were consumers of PT X Constructions Machinery Indonesia at the Pekanbaru branch, with the number of samples taken randomly, namely 61 respondents using the Slovin method. The analysis method used is quantitative analysis, namely multiple regression analysis. From the results of the analysis carried out, the regression equation is obtained. The publicity variable has the greatest influence on purchasing decisions. Hypothesis testing using the t test which shows that all independent variables have a significant effect on the dependent variable or purchase decision. Then the F test shows that the variables X1, X2, X3 and X4 together have an effect on the Purchasing Decision variable. The Adjuster R Square figure shows that changes in sales should be determined by the independent variable, namely the promotion variable, while the rest is determined by other factors not observed in this study.

Keyword: Advertising, Personal Selling, Salles Promotion, Publicity

INTRODUCTION

Marketing is an activity and the process of creating, communicating, delivering, and exchanging offers of value to customers, clients, partners and the general public. where at the time of exchanging offers to customers it can be said to be an activity or interaction process about realizing consumer needs which then grows into the desires of consumers carried out by

producers with a predetermined system, the offer is one of the things that must be considered for every company that has a buying and selling system (Marketing) where currently buying and selling companies are very competitive and want to survive in the era of very tight economic competition to date. Each company implements its business strategy system on target in order to meet market targets. To achieve this market target requires accuracy and foresight in seeing the target market so that the marketing manager is more active in seeing existing opportunities and opportunities, because the main factor that causes the success of a business world is marketing. The process of fulfilling consumer needs that become consumer desires is the concept of marketing. Starting from product fulfillment, pricing, shipping goods, and promoting goods. Someone who works in the field of marketing is called a marketer. This marketer should not have knowledge and concepts regarding the principles of marketing a product. So that the product can be conveyed properly to consumers.

The Marketing Concept is all the activities of a company's activities to offer a product. The key to success in achieving company goals is determining the desires of the target market and providing satisfaction to consumers efficiently and effectively. Companies must be able to adapt their products to market advantages. When the company is able to develop a marketing concept that is useful for attracting attention and trust to consumers so that they can come back to buy the goods they need. So that marketing activities have a very important role to communicate the products to be offered to potential buyers / consumers.

Basically, a company has a goal to maximize the value of a company. To achieve this goal, the company must be able to compete against competitors and similar companies in this increasingly emerging era. The company must be able to survive and develop for a long period of time.

Basically, the general objective of a company is to maximize company value. To achieve this goal, the company must be able to face competitors and similar companies that are increasingly emerging today. The company must be able to survive and develop in the face of business competition in a very long period of time with market segmentation with the right marketing strategy. One of the marketing concepts or main factors in the marketing concept is promotion.

Promotion is an effort to notify or offer products or services with the aim of attracting potential customers to buy this product. Promotion is also one of the supporting factors in determining whether a company is successful or not in a marketing program. Because if consumers have never been or have not known a product is useful or not for them, they will not be sure to buy it, in essence this promotion is communication, where producers or distributors expect an increase in sales figures. Currently, there are many products that compete in marketing. One of them is marketing heavy equipment products.

PT X Construction Machinery Indonesia is a company engaged in the sale of heavy equipment in the form of excavators. PT X Construction Machinery Indonesia has a vision of *'To develop a strong relationship and to acquire customer's trust for products & services in order to be the No. 1 supplier of excavators in Indonesia'* and a mission of *"Simplicity, Speed, and Openess"*.

For the Pekanbaru branch, PT X Construction Machinery Indonesia is located at Jalan Arifin Ahmad No 111 Pekanbaru, Riau 28294. Sales of heavy equipment in the form of excavators that occurred within a period of 5 years achieved by the company seen the target and realization of sales can be seen as follows:

Table 1. PT X Construction Machinery Indonesia *Branch*
Pekanbaru Sales Target and Realization in 2018 -2022

Year	Promotion Cost	Target Sales (Unit)	Realization (Unit)	% Target achievement	Number of Customers
2018	Rp. 230,000,000	410	425	103,7%	33
2019	Rp. 270.000000	400	201	50,3%	25
2020	Rp. 270.000000	380	196	51,6%	19
2021	Rp. 250,000,000	350	398	113,7%	30
2022	Rp. 300,000,000	400	429	107,3%	26

Source: PT X Construction Machinery Indonesia *Branch* Pekanbaru

From the table above, it can be seen the sales target set by the company. In 2018 with the same target as the previous year (2017), the company was able to increase the percentage of sales by 103.7% of the sales target. while in 2019 and 2020 the cost budget increased to Rp. 270,000,000 with a sales target of 400 units & 380 Units, but from the table we can see that the company experienced a decrease in target achievement to 50.3% in 2019 and 51.6% in 2020. In 2021 the company experienced an increase in sales with a lowered target, which was achieved 113.7% of the target set. And in 2022 the company experienced a slight increase in unit sales with a percentage of target achievement of 107.3%. When viewed as a percentage between realization and the desired sales target, it can be seen that sales have been unstable for several years. To increase sales of PT X Construction Machinery Indonesia *Branch* Pekanbaru, the company carried out several sales strategies carried out such as:

1. Analyzing the advantages / strengths and weaknesses of Kobelco products compared to competing products, then mapping several sectors such as tool models and consumer characteristics by marketing approaches through group presentations to certain agencies / companies.
2. Organize and invite customers to a *Customer Gathering* event to show and introduce the advantages and toughness of the product. During the event, the company usually provides special discounts to attract consumers to buy.
3. Provide a special *website* about KOBELCO's company and products to make it easier for customers to see the specifications of the products they need.
4. Introducing a *trial* unit (*unit trial*) within a certain period of time so that customers can feel or try the advantages and toughness of the product.
5. Provide *free mechanic back up* facility, if the customer purchases 15 units within 1 year.
6. Offering payment in purchasing this unit is that buyers can make installments depending on the results of negotiations with the marketing department. So that consumers feel relieved and there are no objections in terms of payment.

However, in the case of this research, the researcher raised a problem that occurred at PT X Construction Machinery Indonesia *Branch* Pekanbaru, namely the company's inability to determine this sales strategy and was considered and considered ineffective in sales every year. This happens because of the tendency of price value changes that can be said to fluctuate the development of sales which sometimes goes up and down affecting the reduced sales of equipment. It can be said that heavy equipment sales at PT X Construction Machinery Indonesia *Branch* Pekanbaru include high heavy equipment prices. Besides that, the decline in sales is also caused by the lack of promotion carried out by the company which is considered less incessant in finding consumers and the number of heavy equipment competitors in Pekanbaru.

Promotion

Promotion is a component used to inform and promotion is a one-way flow of information or persuasion made to direct a person or an organization to an action that creates an exchange and is one of the variables in the marketing mix which is very important which aims to increase sales turnover by influencing consumers. And this promotion is carried out by the company in marketing its products or services and the right promotion will greatly help sales which ultimately helps the company's development.

According to Mursid (2010: 95), promotion is persuasive communication, inviting, urging, persuading, convincing. Where this is in order to attract consumers to be influenced and become consumers who are interested in the product. The characteristic of persuasive communication is a communicator who has organized and planned news and delivered something to get certain consequences in the attitude and behavior of the recipient (target audience).

According to Stanton quoted by Alma (2009: 179), states "*Basically, promotion is an exercise in information, persuasion and conversely, a person who is persuaded is also being informed*".

Which means that promotion is basically training in information, persuasion and vice versa, people who are persuaded are also informed.

According to Ray quoted by Morisssan (2010: 16), promotion is the coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea to the buyer.

Promotion, which is part of the *marketing mix* strategy approach, also reduces a set of strategies which are then known as the *promotion mix*. *Promotion mix is a very important concept in the marketing world. promotix mix is a form of combination of various marketing media used in order to realize marketing strategies or sales of products or services in order to achieve the desired communication targets.*

Sales

Every company has goals and targets to be achieved A company must have the ultimate goal of obtaining revenue from sales activities.

According to Soemarso (2004: 93) that sales are the amount of costs charged to buyers for selling goods and services both on credit and in cash and are the income of the company concerned.

Meanwhile, according to Mulyadi (2007: 70) is as follows: sales are the number or amount of goods or services sold in a certain period of time and are activities consisting of sales transactions for goods or services. Straightforward concepts which include efforts to persuade customers to buy a product.

From the above definition, it can be concluded that sales are a source of income or income for the company from the sale of products offered by the company to consumers, both cash and credit sales within a certain period of time. This sales activity has a very important role because if sales are successful, the goal of achieving goals can be maximally obtained and the company will succeed in achieving its goals. As described above, sales cannot be separated from what is called sales volume.

Sales according to Fandy Tjiptono (2008: 31) is the amount of goods or services sold based on quantitative data in a certain period.

Based on the above definition, it can be concluded that sales volume is the amount of goods and services that can be sold and can generate revenue for the company based on quantitative data in an ideal situation in a certain period. There are several factors that influence sales activities, as follows: (Swastha, 2007: 129).

- a. Sales capability. This sale and purchase transaction commercially involves two parties, namely the seller and the buyer of goods and services. The role of the seller is to convince

- consumers of the products offered in order to successfully achieve the expected sales goals.
- b. Market conditions. Where these market conditions can affect sales. Because the more competitors there are, the more sales will decrease. In this case the factors that need to be considered are:
 - 1) Type of market, whether it is a consumer market, industrial market, seller's market, international market, etc.
 - 2) The buyer group or market segment
 - 3) Purchasing power.
 - 4) Buyer frequency
 - 5) Her wants and needs.
 - c. Location. It will be more difficult for the seller to sell his goods if the location of the purchase is far from the place of sale. Situations like this the seller pays attention first or brings the goods to the buyer's place. To carry out this intention, it is necessary to have facilities and efforts such as means of transportation, demonstration places, and promotional efforts, all of which lead to a form of sufficient capital procurement.
 - d. Other factors. Other factors such as advertising, demonstrations, giving gifts often affect the level of purchases made by consumers. Implementation requires a lot of funds. For large companies, these activities can be carried out regularly, while for small companies this is rarely done.

The Effect of Marketing Strategy on Sales

A product has many benefits but is not recognized by many consumers, so it will not be possible for consumers to buy it because it is not known to many people. Therefore, it is necessary to create demand for the product and its development. This effort can be done through promotional activities which are the last element of the *marketing mix*. Promotional activities carried out in line with the overall marketing plan, and must be properly planned, directed and controlled, which in turn is expected to play a role in increasing marketing volume with *market share*.

In line with that, in the implementation of promotional activities, the ways and methods to be applied must be chosen. Because if there is an error in choosing a method, this will cause people to be uninterested and not called to have or buy the products offered. So the marketing strategy carried out must be able to encourage purchases for potential consumers of a product and can be based on the objectives of the promotion. This is very necessary for the company to pay attention to if the company wants to increase sales volume. So whether or not the sales volume increases greatly depends on the promotion carried out. Because marketing strategy is very influential on sales volume because it is through this promotion that the products offered by the company can be recognized by the wider community.

METHOD

To obtain data and information in writing this proposal, the author uses a data collection method in the form of a questionnaire. Questionnaire or questionnaire is a method of collecting data by making a list of questions first and then distributing them to the object of research. The objects in this study are consumers who buy Kobelco heavy equipment products at PT X Construction Machinery Indonesia *Branch* Pekanbaru.

Data Analysis Method

To analyze the data, in this study, the Linear Regression Test is used to prove the direction of the influence of advertising as an independent variable (X1) *personal selling* as an independent variable (X2) *sales promotion* as an independent variable (X3) and publicity as an independent

variable (X4) and sales of the dependent variable (Y), the multiple linear regression method equation is used as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Description:

- Y= Sales
- X1 = Advertising
- X2 = Personal Selling
- X3 = Sales Promotion
- X4 = Publicity
- a= Constant
- b1,b2,b3&b4 = Regression Coefficient
- Coefficient of determination (R²)

$$R^2 = \frac{n\sum XY - \sum X \sum Y}{\sqrt{[n\sum X^2 - (\sum X)^2] [n\sum Y^2 - (\sum Y)^2]}}$$

- b. Determine the correlation coefficient (r).
To see the strength and weakness of the influence of the two promotional variables on sales.
- c. Determining the coefficient of determination (R²) The coefficient of determination (R²) is a number that shows how much change in the infinite variable (Y) can be influenced by the independent variable (X).
- d. Conducting a t test which aims to determine the significant effect between the independent variable (promotion) on the dependent variable (sales). The t test will compare the value of t count with t table, if t count > t table then Hi is accepted and Ho is rejected, but if t count < t table then Hi is rejected and Ho is accepted.

Analysis Design and Hypothesis Testing

To obtain data and information in writing this proposal, the author uses a data collection method in the form of a questionnaire or questionnaire. Questionnaire or questionnaire is a method of collecting data by making a list of questions first and then distributing them to the object of research. The objects in this study are consumers who buy Kobelco heavy equipment products at PT X Construction Machinery Indonesia Branch Pekanbaru.

RESULTS AND DISCUSSION

Promotion Variable

Managing a marketing communication system requires the design of effective and efficient sales strategies and programs. Sales promotion is a key element in a company's campaign and the best promotion is promotion by satisfied customers. Thus, promotions need to be handled carefully because the problem not only concerns how to communicate with customers but also concerns how much money is spent on these costs which of course must be adjusted to the conditions and capabilities of the company.

Currently, competition in business activities is getting tighter and more complex, this makes companies demanding to be able to market products properly, in the sense that not only making attractive, quality products at prices affordable to consumers, but in addition the company must be able to communicate these products to consumers to realize the existence of these products and be able to convince consumers that the products or services offered will be

able to meet the needs and desires of consumers.

Promotion is one of the factors determining the success of a marketing program. If consumers have never heard of it and are not sure that the product will be useful to them, then they will not buy it, in essence promotion is a form of marketing communication. Currently, there are many products that compete to be able to market their products, especially heavy equipment products. Promotion consists of advertising, *personal selling*, *sales promotion* and publicity.

Advertising

Advertising is a form of promotional activity that is presented in a non-personnel manner through certain media intermediaries. *Advertising* or advertising can be interpreted as a form of presentation carried out through paid media with real sponsorship. Most of the companies do advertising with the intention that the services or products offered can achieve sales goals.

Personal selling

Personal selling is direct communication (face-to-face) between sellers and potential customers to introduce a product to potential customers and form customer understanding of the product so that they will then try and buy it.

The sales force is a communication that can be carried out to achieve the objectives of all marketing efforts in general, namely increasing sales volume that can generate profits by offering needs that agree to the market in the long term. In this case the sales force is a promotional tool that is different from other promotional tools and is more flexible, it can find out the desires, motives and behavior of consumers and at the same time can see consumer reactions. This *personal selling* activity does not only occur at the buyer's place, but can also be carried out at the seller's place.

Salles Promotion

Sales promotion is a form of direct persuasion through the use of various intensives that can be arranged to stimulate immediate product purchases and or increase the number of items purchased by customers. sales is a form of promotional activity that provides certain encouragement or stimulus to consumers with the aim that consumers are interested in buying products offered by producers. Sales promotions are usually carried out at certain periods. Prizes or incentives given can be done through sweepstakes, corting, coupons, and sales.

Publicity

Public Relations (Publicity), namely building good relations with company relations so that the company's good name is always maintained and fighting negative issues spread by other parties.

Every company must be able to set a price combination (*pricemix*) in order to advance the sales promotion of its products. The price combination, always involves the price list, additional discounts on goods, payment terms, and credit provided and the provision of services. In addition, company policies relating to discounts and concessions are the result of a reduction in the base price or *list price*.

Discounts are often used by companies to increase the number of sales, build good relationships with relationships and generate sales revenue and market *share for the company*. Companies can provide discounts to buyers who buy in large quantities (*quantity discount*) or to buyers who pay with cash (*cash discount*). Likewise, payment terms are a pricing strategy because they include consideration of the level of sacrifice that must be considered. Subscriptions or buyers will consider one of the most important factors, namely which sellers

or producers can provide the most lenient payments.

Basu Swasta and Irawan (2007: 348) define the promotion mix as the best strategic combination of advertising variables, *personal selling*, and other promotional tools, all of which are planned to achieve the objectives of the sales program.

From the two definitions above, it can be concluded that the promotion mix is the activities of advertising, personal selling, publicity and sales promotion, all of which are used by companies in order to increase sales volume. The amount of the discount given by the producer will be stratified according to the level of the role of the trader in the chain of distribution of goods.

Sales

In the world of trade, the key factor that is very decisive in supporting business activities, is sales. This factor is the key as well as an indicator of whether a trading business can be said to be progressing or vice versa, experiencing a setback. Even if it is related to the production process in a company, it is almost certain that without sales or marketing of the products produced, the company will experience losses.

Sales are a source of company revenue from the number of goods sold both by cash and credit sales within a certain period of time. These sales activities have a very important role because if the sale is successful, the goal of a business to obtain maximum income will automatically succeed as well. As described above, sales cannot be separated from what is called sales volume. To find out the results of respondents' responses regarding sales, it can be seen in the following table:

Instrument Validity and Reability Test

Testing the validity of each question instrument used in item analysis by correlating the score of each item with the total score which is the sum of the scores of each item. Mansyur stated that in item analysis, the correlation technique in determining the validity of this item is currently a widely used data collection technique.

Then in using the interpretation of the correlation coefficient, Mansyur stated that items that have a positive correlation with the total score criteria, as well as a high correlation, indicate that this item has a fairly high validity and usually the minimum requirement for data to be eligible is if $r = \text{positive (+)}$, so if the correlation between questions and the total score is negative (-) then the questions in the instrument are declared invalid or not in accordance with what is expected for further research.

Reliability testing is a test related to the problem of trust in the test tool (instrument). An instrument can have a high level of confidence if the results of the test show results that remain or do not change. In other words, the problem of test or instrument reliability is related to determining the problem of results. If there is a change in the final result of the test or instrument, the change is considered insignificant.

To find out whether the questions asked to consumers can be said to be valid or not, the authors tried to do a *try-out* test on 71 respondents by giving 25 questions from the promotion and sales variables to test the validity and reliability of all the questions that have been given. From the test results of the *try out* table below, it can be obtained that all data is valid because the correlation value is positive (+) and all valid data the author can be considered as a reference, then distributed to *Cutomer*. PT X Construction Machinery.

Results of Validity and Reliability Tests for Variables X1, X2 and Y

X1 Validity Test Results

Table 2. Calculation of Factor Loading Variables X1

Item	Fak.Loading Result	Standard Fak.Loading
1	2	3
X11	.767	0,70
X12	.885	0,70
X13	.802	0,70
X14	.826	0,70
X15	.834	0,70

Source: SPSS 2022 Processed Data

The minimum factor loading value for a sample size of 71 is 0.7. From the results of the validity test with factor analysis, it was found that the 5 indicator items forming variable X1 had a factor loading value above 0.7, meaning that the 5 items were valid with an explanatory contribution of 67.839 percent.

X1 Variable Reliability Test Results

Table 3. Calculation of Reliability Variable X1

Total Items	Reliability Results	Reliability Standard
1	2	3
5	.872	0,7

Source: SPSS 2022 Processed Data

From the reliability test, the Cronbach's Alpha value = 0.872> is greater than 0.7, meaning that the 5 indicator items X1 are reliable, then the X1 formers are $x1 = x11 + x12 + x13 + x15$.

X2 Variable Validity Test Results

Table 4. Factor Loading Calculation Variable X2

Item	Factor Loading Result	Standard Factor Loading
1	2	3
X21	.852	0,70
X22	.869	0,70
X23	.864	0,70
X24	.893	0,70
X25	.801	0,70

Source: SPSS 2022 Processed Data

The minimum factor loading value for a sample size of 61 is 0.7. From the results of the

validity test with factor analysis, it was found that the 5 indicator items forming the X2 variable had a factor loading value above 0.7, meaning that the 5 items were valid with an explanatory contribution of 73.308 percent.

X2 Variable Reliability Test Results

Table 5. Calculation of Variable Reliability X2

Total Items	Reliability Results	Standard Reliability
1	2	3
5	.902	0,7

Source: SPSS 2022 Processed Data

From the reliability test, the Cronbach's Alpha value = 0.902 > greater than 0.7 means that the 5 indicator items X2 are reliable.

Then the X2 constructor is $x_2 = x_{21} + x_{22} + x_{23} + x_{24} + x_{25}$.

X3 Validity Test Results

Table 6. Calculation of Factor Loading Variables X3

Item	Factor Loading Result	Standard Factor Loading 3
1	2	3
X31	.896	0,70
X32	.885	0,70
X33	.890	0,70
X34	.775	0,70
X35	.832	0,70

Source: SPSS 2022 Processed Data

The minimum factor loading value for a sample size of 71 is 0.7. From the results of the validity test with factor analysis, it was found that the 5 indicator items forming variable X3 had a factor loading value above 0.7, meaning that the 5 items were valid with an explanatory contribution of 73.436 percent.

X3 Variable Reliability Test Results

Table 7. Reliability calculation Variable X3

Total Items	Reliability Results	Standard Reliability
1	2	3
4	.909	0,7

Source: SPSS 2022 Processed Data

From the reliability test, the Cronbach's Alpha value = 0.909 > greater than 0.7 means that the 5 indicator items X3 are reliable.

Then the formers of X3 are $x_3 = x_{31} + x_{32} + x_{33} + x_{34} + x_{35}$

X4 Variable Validity Test Results

Table 8. Calculation of Factor Loading Variables X4

Item	Factor Loading Results		Standard Factor Loading 3
	1	2	
X41	.894		0,70
X42	.862		0,70
X43	.838		0,70
X44	.877		0,70
X45	.662		0,70

Source: SPSS 2022 Processed Data

The minimum factor loading value for a sample size of 71 is 0.7. From the results of the validity test with factor analysis, the results show that 4 indicator items forming variable X4 have a factor loading value above 0.7, meaning that the 4 items are valid and there is 1 item that must be removed because it is invalid (x45).

Table 9. Calculation of Factor Loading Variables X4

Item	Factor Loading Results		Standard Fak.Loading 3
	1	2	
X41	.910		0,70
X42	.891		0,70
X43	.821		0,70
X44	.895		0,70

Source: SPSS 2022 Processed Data

The minimum factor loading value for a sample size of 71 is 0.7. From the results of the validity test with factor analysis, it was found that the 4 indicator items forming variable X4 had a factor loading value above 0.7, meaning that the 4 items were valid with an explanatory contribution of 77.411 percent.

X4 Variable Reliability Test Results

Table 10. Variable Reliability Calculation X4

TOTAL ITEM 1	RELIABILITY RESULT 2	STANDARD RELIABILITY 3
4	.899	0,7

Source: SPSS 2022 Processed Data

From the reliability test, the Cronbach's Alpha value = 0.899 > greater than 0.7 means that the 4 X4 indicator items are reliable.

Then the formers of X4 are $x4 = x41 + x42 + x43 + x44 + x45$.

Y Variable Validity Test Results

Table 11. Calculation of Factor Loading Variables Y

Item 1	Factor Loading Result 2	Standard Factor Loading 3
Y1	.914	0,70
Y2	.919	0,70
Y3	.831	0,70
Y4	.898	0,70
Y5	.903	0,70

Source: SPSS Processed Data 2014

The minimum factor loading value for a sample size of 71 is 0.7. From the results of the validity test with factor analysis, it was found that the 5 indicator items forming variable Y had a factor loading value above 0.7, meaning that the 5 items were valid with an explanatory contribution of 79.856 percent.

Y Variable Reliability Test Results

Table 12. Calculation of Variable Reliability Y

TOTAL ITEM 1	RELIABILITY RESULT 2	STANDARD RELIABILITY 3
5	.926	0,7

Source: SPSS 2022 Processed Data

From the reliability test, the Cronbach's Alpha value = 0.926 > is greater than 0.7, meaning that the 5 indicator items Y are reliable.

Then the Y formers are $y = y1 + y2 + y3 + y4 + y5$.

Regression

Regression Equation: $Y = -2.191 + 0,11 X1 + 0.221 X2 + 0.208 X3 +$

0,865 X4

Test t

The t test is used to test the effect of the independent variable on the independent variable individually, hypothesis testing is carried out by comparing the t statistical value with the t table at 5% alpha and degree of freedom (df) = 61 - 5 = 56.

If the t-stat value > t table or t-stat < -t table, the hypothesis stating that there is no effect of the independent variable on the independent variable will be rejected, meaning that the independent variable has a significant effect on the independent variable,

If the value of -t table < t-stat < t-table, the hypothesis stating that there is no effect of the independent variable on the independent variable will fail to be rejected, meaning that the independent variable has no significant effect on the independent variable. The value of t table ($\alpha = 5\%$; $df = 56$) = 2,0033

Table 13. Test Results Table t

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-2.191	1.586		-	.173		
				1.38			
				2			
x1	.011	.144	.008	.078	.938	.352	2.843
x2	.221	.135	.199	1.64	.106	.264	3.792
				2			
x3	.208	.139	.157	1.50	.139	.354	2.827
				0			
x4	.865	.167	.590	5.16	.000	.295	3.390
				5			

Source: SPSS 2022 Processed Data

a. Hypothesis testing Advertising

H0: there is no effect of variable X1 on variable Y H1: there is an effect of X1 on variable Y

t-table = -2.0033 <t-count = 0.078 <t-table = 2.0033 □ tidak significant H0 is accepted, and H1 is rejected. This means that there is no effect of variable X1 on variable Y.

b. Hypothesis test Personal selling

H0: there is no effect of variable X2 on variable Y H1: there is an effect of X2 on variable Y

t-table = -2.0033 <t-count = 1.642 <t-table = 2.0033 □ tidak significant H0 is accepted,

and H1 is rejected. This means that there is no effect of variable X2 on variable Y.

c. Hypothesis testing Salles Promotion

H0: there is no effect of variable X3 on variable Y H1: there is an effect of X3 on variable Y

t-table = -2.0033 <t-count = 1.500 <t-table = 2.0033 □ tidak significant H0 is accepted, and H1 is rejected. This means that there is no effect of variable X3 on variable Y.

d. Hypothesis testing Publicity

H0: there is no effect of variable X4 on variable Y H1: there is an effect of X4 on variable Y

t-count= 5.165 >t-table= 2 → significant H0 is rejected, and H1 is accepted. This means that there is an influence of variable X4 on variable Y.

F test

This test is used to test the effect of all independent variables together, testing is done by comparing the F-stat value with the F table ($\alpha = 5\%$, $df = 4; 56$). If the F stat value < F table means that the independent variables together have no effect on the independent variable and vice versa.

H0: variables X1, X2, X3, and X4 together have no effect on variable Y

H1: variables X1, X2, X3, and X4 together affect variable Y F stat = 50.884 > F table ($\alpha = 5\%$, $df = 4; 56$) = 2.56 → significant

This means that variables X1, X2, X3, and X4 together have an effect on variable Y.

Table 14. Test Results Table f

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	489.201	4	122.300	50.884	.000 ^a
	Residuals	134.596	56	2.404		
	Total	623.797	60			

Source: SPSS 2022 Processed Data

Adjusted R² (coefficient of determination)

The coefficient of determination shows how much variation in the independent variable is explained by the independent variation, the results of this regression provide an Adjusted R value² = 0.769, meaning that 76.9 percent of the variation in variable Y is explained by the variation in variables X1, X2, X3, and X4 while 23.1 percent is explained by other variables.

Table 15. Table of Test Results of the coefficient of determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.886 ^a	.784	.769	1.55032	1.693

Source: SPSS 2022 Processed Data

Discussion

Based on the explanation from the coefficient of determination table, that the effect of the independent variable on the dependent variable, namely in the *Adjusted R Square* column shows a figure of 76.9% variable X explains the variation in variable Y. Then the remaining 23.1% is determined by the variation of other variables that can increase the dependent variable or variable Y, namely in the form of sales discounts and after-sales service services. these results are obtained from the coefficient of determination test results.

Hypothesis testing is done by comparing the t statistical value with the t table at 5% alpha and degree of freedom (df) = 61 - 5 = 56. From the results of the t test table it can be explained that :

1. For advertising is not significant because $t_{table} > t_{count}$

Based on the results of the analysis, it can be seen that advertising is not significant, because from the t-test results table which shows $t_{table} < t_{count}$ ($0.078 < 2.0033$) with α 5%. This means that there is no significant relationship between advertising and promotion on the sale of Kobelco heavy equipment at PT X Construction Machinery Indonesia *Branch* Pekanbaru. This means that there is no influence of variable X1 on variable Y.

2. For *personal selling* is not significant because $t_{table} > t_{count}$ Based on the results of the analysis, it is known that *personal selling* is not significant because from the t test results table which shows $t_{table} < t_{count}$ ($1.642 < 2.0033$) with α 5%. This means that there is no significant relationship between *personal selling* and promotion on the sale of Kobelco heavy equipment at PT X Construction Machinery Indonesia *Branch* Pekanbaru. This means that there is no effect of variable X2 on variable Y.

3. For *Salles Promotion* is not significant because $t_{table} > t_{count}$ Based on the analysis result, it can be known that *Salles Promotion* is not significant because from the t-test result table which shows the small $t_{table} < t_{count}$ ($1,500 < 2,0033$) with α 5%. This means that there is no significant relationship between *Salles Promotion* and promotion on the sales of Kobelco heavy equipment at PT X Construction Machinery Indonesia *Branch* Pekanbaru. This means that there is no influence of variable X3 on variable Y.

4. For Publicity, it is significant because $t_{table} < t_{count}$

And based on the results of the analysis, it can be seen that Publicity has a positive and significant influence compared to other variables because of the t-test results table which shows the amount of $t_{count} > t_{table}$ ($5.165 > 2.0033$) with $\alpha = 5\%$. This means that there is a dominant and significant relationship compared to other variables on the sale of Kobelco heavy equipment at PT X Construction Machinery Indonesia *Branch* Pekanbaru. This means that there is an influence of variable X4 on variable Y

From the results of multiple linear regression analysis, it shows that the publicity variable has a positive and significant effect on sales. This means that if the company provides discounts, it will increase sales.

Meanwhile, the variables of advertising, *personal selling* and *salles promotion* are negative towards purchasing decisions, this shows that ineffective promotion will reduce the level of sales.

CONCLUSIONS

From the results of filling out questionnaires by the respondents of this study who are consumers, regarding the promotion variable, it is concluded that consumers agree with the promotions carried out by PT X Construction Machinery Indonesia *Branch* Pekanbaru. From the results of filling out questionnaires by respondents in this study who are

consumers, regarding the sale of Kobelco heavy equipment at PT X Construction Machinery Indonesia Branch Pekanbaru, it is concluded that consumers agree. The regression coefficient value of the promotion variable is positive. This means that if the promotion is increased, it will have an impact on the sale of Kobelco heavy equipment at PT X Construction Machinery Indonesia Branch Pekanbaru. ²The R value of 0.769 indicates that 76.9% of changes to sales should be determined by the independent variable, namely the promotion variable, while the other 23.1% is determined by other factors not observed in this study.

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