

FACTORS INFLUENCING SALES DECISIONS AND THEIR IMPACT ON MICRO, SMALL AND MEDIUM ENTERPRISES IN BRAVO PHOTOCOPY BUSINESS BLANG PULO VILLAGE-

Yuyun Wahyuni¹, Fadhila Khairani Husna², Fitra Haway³,
Hafidz Aulia Ramadhan⁴, Irada Sinta⁵

^{1,2,3,4} Faculty of Economics and Business Universitas Malikussaleh

⁵ Faculty of Agriculture Universitas Malikussaleh

Corresponding Author: irada@unimal.ac.id

Author E-mail: yuyunwhyni19@gmail.com, fadhilakhairani22@gmail.com, fitrahawary08@mail.com,
hafizaulia02@gmail.com

Abstract

This study aims to find out the sales decisions and their impact on micro, small and medium enterprises in the blang pulo village photocopy business. The research method used is the survey method. The survey research method uses data collection and analysis techniques in the form of opinions / facts from the subject under study (respondents) through question and answer which is directly communicated with the respondents, and interviews (oral questions) conducted with face-to-face communication. This research is qualitative which means descriptive research and tends to use analysis with an inductive approach.

Keywords: Product, Price, Location, Promotion and Purchase Decision

1. INTRODUCTION

Background Research

At this time, competition in the field of photocopying business is very competitive. Manufacturers are racing to reduce prices so that the products they produce are cheap and of high quality. Many consumers are looking forward to the decline in prices in the photocopying business, because most of the existing ones are students. One of the actions to satisfy consumers is to provide the best service to consumers. This fact can be seen that there are several things that can provide consumer satisfaction, namely the total consumer value consisting of product value, service value, personal value, image or image value, and total consumer costs consisting of monetary costs, time costs, labor costs, and mind costs. Photocopy of Bravo Blang Pulo Village as a medium-sized business achieved with standard assets that do not pass through like primary needs, but now the growth of business ventures is increasing rapidly for that we want to know and learn information systems about the goods sold in it. In practice, Bravo Photocopy of Blang Pulo Village has product products offered by customers. For example, photocopies that are of higher quality and cheaper. By conducting research, at least researchers observe, see, study, pay attention to and activate existing systems. Photocopy of Bravo Blang Pulo Village in one day earned a turnover of around 500,000, - and monthly about 15 million.

In Blang Pulo itself, there have been many photocopies and the location is very strategic so that it is easy to find, especially in the area around Malikussaleh University. The competition between photocopies becomes very fierce, so each photocopy needs to have a special strategy to face the competition so that the desired goal can be achieved. Research Objectives Based on the formulation of the problem above, the research objectives are as follows: To find out the attractiveness of consumers through promotional media in Bravo Photocopy of Blang Pulo Village. To find out the increase in purchase volume in Photocopy Bravo Blang Pulo Village. To find out the attractiveness of consumers through promotional media in increasing the volume of purchases in Bravo Photocopy of Blang Pulo Village.

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2. STUDY OF PRODUCT LITERATURE

According to kotler in (Mursid, 2010:71), a product is a final result that contains physical elements, services and symbolic things that are created and sold by a company to provide satisfaction and profit for its buyers. In choosing the products sold, a businessperson needs to pay attention to product diversity, product quality, product design, product shape, product brand, packaging/label, product size, service, warranty and return. Price According to kotler in (Sunyoto, 2014:131), a price is an amount of money charged on a particular product. And according to Indriyo in (Sunyoto, 2014: 141) there are two strategies in pricing, namely the pricing strategy for new products and the product mix pricing strategy.

Location According

to assauri (Purchasing decisions According to Peter and Olson in sangadji and sopiah (2013:332) "Consumer decision-making is a problem-solving process geared towards goals. At the heart of consumer decision-making is an integrating process that combines knowledge to evaluate two or more alternative behaviors and has one of them.:84), location is a place of business that greatly influences a consumer's desire to come and shop. There are two steps that must be considered in choosing a business location is to determine the community to be addressed or served and choose a location around the community.

Promotion According

to Hamdani in (Sunyoto, 2014: 154) promotion is one of the variables in the marketing mix that is very important to be implemented by companies in marketing products. And according to Ginting (2011:206) the things that need to be considered in sales promotion are fast growth, promotion intent, determining sales promotion goals, choosing promotional tools and building promotional programs.

Purchasing decisions

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Previous Articles

No	Researchers	Result
1	Hermanto1) Fatti Corrina2) Agus Supriyadi3) (2019) With the title "factors influencing purchasing decisions and their impact on micro, small and medium enterprises on photocopying businesses as long as rengat "	Stating that the factors influencing the purchase decision are product, price, location and promotion simultaneously have a significant effect on the buyer's decision
2.	Andi Ristiya 1) Dr.Dra.Cicik Harini, MM2) Leonardo Budi H, SE, MM1) With the title " The influence advertising attractiveness, Brand image, and price on the purchase decision of Konica Minolta photocopy machanine (case study on cv perdana jaya pura semarang)"	Stating that the results of the study showed that there are price variables there are indicators that have low values, namely strongly disagreeing with the price of Konica Minolta photocopiers offered to affordable consumers. We recommend that companies make price adjustments so that the prices offered are competitive with other companies.

3.	Rosalina Oktavia, Rismawati (2022) With the title "The influence of the marketing mix on ATK and Photocopy purchasing decisions during the pandemic"	Stating that the product does not have a significant effect on the purchase decision at Toko Jaya ATK, because there are some products that are still lacking in durability and obstacles such as the discovery of bulpoin ink that often leaks or gets stuck. In addition, it features features that support old photocopiers"
4.	Ade Hanata Septria (2022) With the title "The Effect of Customer Satisfaction on Photocopy Customer LoyaltyMega Flash"	Stating that deciding on customer satisfaction so that it can support customer loyalty, it is better for facility company employees to increase customer satisfaction so that they can provide good contribution in achieving customer loyalty."
5.	Alviatun Nisa Rizkiani 1, Bahri Kamal 2, Dewi Sulistyowati 3 With the title "The influence of product quality and service quality on the level of consumer satisfaction in MSMEs photocopy of rainbow buniwah village, Tegal regency"	Stating that the quality of products and services has a significant effect together or simultaneously on consumer satisfaction in the rainbow of buniwah village

3. RESEARCH METHODS

The research This research is qualitative which means descriptive research and tends to use analysis with an inductive approach. This research is qualitative which means descriptive research and tends to use analysis with an inductive approach.used is the survey method. The survey research method uses data collection and analysis techniques in the form of opinions / facts from the subject under study (respondents) through question and answer which is directly communicated with the respondents, and interviews (oral questions) conducted with face-to-face communication.

Research Population and Sample

The population in this study was the owner of a bravo photocopy in the village of blang pulo . Sampling uses a non-probability method, namely purposive sampling.

Types of Research

This research is qualitative which means descriptive research and tends to use analysis with an inductive approach.

Data Collection Techniques

The method used in data collection in this study is field research by:

1. Survey, the author conducts a survey directly on the object of research.
2. Interviews, this research data was obtained through direct interviews with the owner of a photocopy of Bravo in Blang Pulo Village.
3. List of questions, by asking questions in writing to the respondent, namely the owner of a photocopy of Bravo in Blang Pulo Village.

4. Results and Discussion

Research Data on Consumer Attractiveness Through Promotional Media in Bravo Blang Pulo Photocopy

The media used in the promotion of photocopy services is by using tools such as Facebook, WhatsApp and so on. In this case, Zulfikat as the owner argues that: "The media is through Facebook, WhatsApp and other websites. In addition, Bravo Photocopy also promotes through Banners, paper leaflets at affordable prices and quality results".

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Based on the results of interviews with consumers that the price in Bravo Photocopy is quite cheap, with this, students really like it, as long as it is not cheap. In terms of doing promotions, actually the Photocopy party is not just play play. For example, the daily habit of consumers to read newspapers, while the promotional media used uses radio, the message conveyed by the promotion will never reach the consumer's hands. Media that does not match the lives of consumers causes the promotions carried out to never reach the front of consumers, therefore we must choose the right promotional media to suit the daily habits of consumers. Although in general the forms of promotion have the same function, they can be distinguished by their particular tasks.

Research Data on Increasing Sales Volume in Bravo Photocopy of Blang Pulo Village

Based on the results of the observations obtained that the services in Bravo Photocopy are running well, the results are balanced with the price offered. The purpose of promotion is to introduce manufactured goods, with the aim that consumers buy their products, thus the sales volume can increase and can also increase the company's profit. This can be achieved by an industry if the promotion is carried out correctly so that the implementation of the promotion can be as effective as possible. The existence of promotions in Bravo Photocopy is carried out continuously, or carried out every day, as Zulfikat said, that: "Promotions are carried out continuously, up to date (at all times), both from WhatsApp, Facebook, and other web. In addition, Bravo Photocopy also promotes through Banners, paper leaflets at affordable prices and quality results".

In the case of such promotion is carried out with online media, as is the expression Zulfikat, that: "Promotion is carried out on online media WhatsApp, facebook, and other web, and also through banners and paper leaflets". In order for the promotion to bear fruit, that promotion is carried out continuously: "Continue to promote continuously, up to date (at all times), both from WhatsApp, Facebook, and other web. By providing attractive advantages".

Research Data on Consumer Attractiveness Through Promotional Media in Increasing Sales Volume in Bravo Photocopy of Blang Pulo Village

In marketing activities, there are four mixes or things that must be done by each company, namely: product, price, place, and promotion. Researchers will only discuss two mixes, namely price and promotion. Researchers want to know how far the influence between these two things is on sales volume. Companies must consider many factors before implementing a promotional mix including: the type of product produced, the intended market, the stage or cycle of the product (e.g. expiration time), available distribution channels, and how consumers decide to purchase. The right promotion must also have stages that must be followed, in line with the above, Zulfikat explained that "The stages of the promotion model in Bravo Photocopy are twofold, First, advertising and publicity, namely communication media to convey information to consumers at a certain time. Second, Private Sales, which is direct interaction, meeting each other". There is more and more competition that must be faced by photo copying services. Photocopy services must have a marketing strategy to face competition between photocopies in order to compete and retain consumers for the survival of the company. In terms of promotion, Bravo Photocopy has a strategic model, namely via the internet. In line with the above, Zulfikat explained: "The model is via the internet, and it is also a direct discount model, and it is also in the form of a pamphlet, and the products offered. Its publication in a planned and structured way". And also: "Promoting and providing the best service for consumers either from students or the Kudus community and its surroundings".

5. CONCLUSIONS AND RECOMMENDATIONS

Conclusion Based on the research that has been carried out regarding the factors that affect sales and their impact on micro, small and medium enterprises in the Bravo photocopy business of Blang Pulo Village, Muara Satu, we draw the following conclusions:

1. Market and Marketing Aspects The business "Bravo Photocopy" has the opportunity to meet business feasibility standards and is considered quite promising. This is because students need photocopying services to support their lecture activities. Seeing and realizing how important this

photocopying business is, "Photocopy Bravo" was established which is located near the Malikussaleh University campus and the boarding house area of the students, which is the main target consumer of this business. Based on these market and marketing aspects, the "Photocopy Mantab Jaya" business can be said to be feasible.

2. Production / Business Operational Aspects "Photocopy of Bravo" has a strategic location, representative building area, and planned layout. This can support / support operational performance. "Photocopy of Bravo" also has an effective supply of raw materials, efficient scheduling, and a competent workforce. Based on these production / operational aspects, the "Photocopy of Mantab Jaya" business can be said to be feasible.

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