

INFLUENCE OF INSTAGRAM SOCIAL MEDIA, PRODUCT QUALITY, AND PROMOTION ON INCREASING SALES VOLUME

(Case Study at Beneficial Surabaya)

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Abstract: The purpose of this study is to find out the influence of Instagram social media, product quality, and promotion on sales volume in Beneficial Surabaya. The population used is all beneficial consumers who have made transactions, while the sample set by researchers as many as 160 consumers who have transacted at least twice, aged between 17-50 years, and have an Instagram account. The data collection technique in the study was taken by sharing an online questionnaire in the form of google form and measured based on the Likert scale. The variables used are Instagram social media, product quality, promotion as a free variable and sales volume as bound variables. Furthermore, researchers processed the data to obtain significant results in the study.. Based on the results of the research analysis obtained hypotheses that Instagram social media affects sales volume, product quality affects sales volume, promotion affects sales volume, and the three variables affect simultaneously on sales volume so it can be said that all free variables have an influence on partially or simultaneously bound variables.

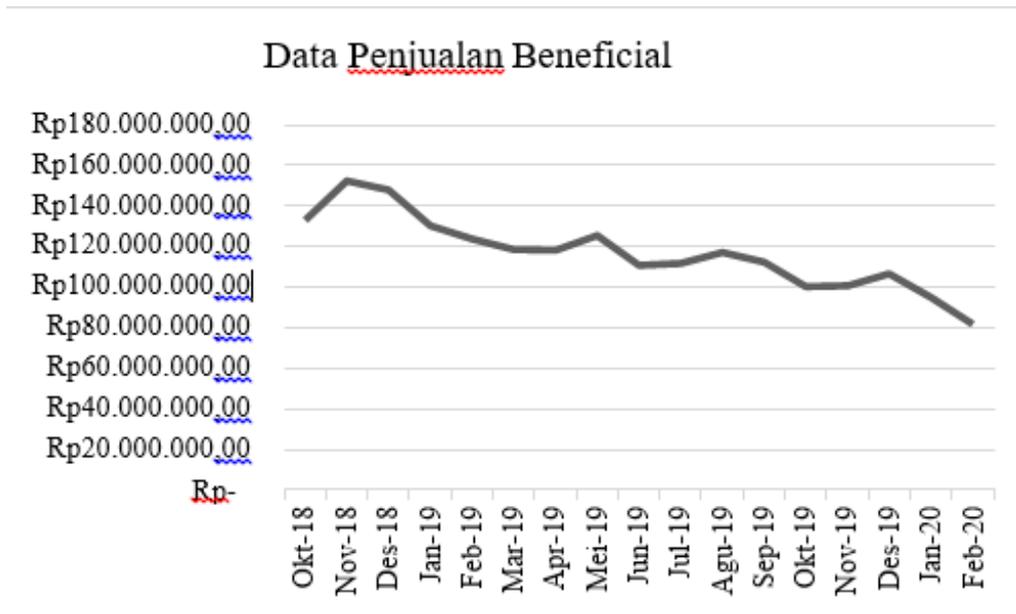
Keywords: Product Quality, Instagram Social Media, Promotions, Sales Volume

1. Introduction

In this era of globalization, the tourism sector is increasingly experiencing an increase, especially in the culinary field.

Years	Number of Restaurants/Restaurants
2016	383
2017	713
2018	790
2019	1083
2020	1341

Therefore, with high competitiveness, a company strategy is needed to increase sales in order to survive in this culinary field.



In an effort to increase sales, social media has a very important role in spreading information about a company. Instagram makes it easy for each individual to communicate with each other so this opportunity is often used by business people to market their products (Cahyono et al, 2016). It can be concluded that Instagram beneficial currently only contains monotonous or less interesting content so it can not reach its followers to interact in the world of social media. The next factor that makes consumers visit beneficial is the quality of the product. Product quality is one of the important factors of effort needed so that a business can survive. According to an initial survey of researchers, the quality of the products presented looks quite good. Not only improves the quality of products, marketing management is also indispensable when setting up a business. One of them is by holding a promotion. Product quality needs to be supported by a good marketing strategy from the company to be able to support sales volume. The purpose of promotion is to introduce products from a company to consumers so that consumers are interested in making purchases in the company (Unonongo, 2015).

2. Literature Review

Media Sosial Instagram

Social media has an important role in making sales because social media can be used as a medium of communication between business owners and consumers to share information. According to Tjiptono (2015: 395), social media is an internet-based technology that facilitates conversations as well as online sources of information used by consumers. with the aim of knowing about products, brands, services, and relevant issues. According to Gray and Fox (2018: 16), social media is a platform where people can interact online and is a popular promotional media that can provide opportunities in doing promotion or advertising.

Product Quality

One of the factors supporting the increase in the sales volume of a company is the quality of the products owned by the company. According to Kotler and Armstrong (2018:249) the definition of product quality is "the characteristics of a product or service that bear on its ability to satisfy stated or implied customer needs.". Product quality is important so that manufacturers

must produce quality products to attract the attention of consumers and be able to reach the target market (Anggraeni et al, 2016).

Promotion

Promotion is one of the important factors in increasing sales volume because promotion is a form of marketing strategy that aims to attract consumers to be interested in buying products (Tjiptono, 2015: 387). Promotion is also a determining factor in the success of a company's marketing program (Susilowati, 2016). Promotion is one of the strategies carried out by the company to keep growing and competing in the business world (Haryoko and Munawaroh, 2018).

Sales Volume

Sales is one of the efforts made by the company to obtain a strategic plan that leads to the needs and desires of consumers as well as to obtain profitable profits (Haryoko and Munawaroh, 2018). Sales volume is the number of units of a product sold by the company and the higher the sales volume obtained, the better the marketing strategy carried out by the company (Nurchahyo, 2016).

H1 It is suspected that the Instagram social media variable has a partial effect on sales volume.

H2 It is suspected that the product quality variable has a partial effect on sales volume

H3 It is suspected that the promotion variable has a partial effect on sales volume

H4 It is suspected that social media, product quality, and promotion variables have a simultaneous effect on sales volume.

3. Method

The type of research used by researchers in conducting this research is a type of quantitative research. Quantitative research is research conducted by collecting data which is then processed and analyzed to obtain scientific information (Martono, 2011:20). The nature of the research used in this research is development. The nature of this development research is research conducted by adding new variables and indicators. The approach method in this research is descriptive. According to Sugiyono (2013:147), Martono (2011:74) states that the sample is part of the population that has certain characteristics and characteristics of a population or it can be said that the sample is representative of a population selected based on certain procedures. According to Hair et al (2010:101), the ideal number of samples is to use a minimum value of 5 and a maximum of 10 times the number of indicators. The sampling technique used in this study is a non-probability sampling technique, namely a sampling technique that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample (Martono, 2011:78).

Instagram Social Media Indicator

According to Chris Heuer, there are 4Cs used as indicators of social media (Solis, 2011:263), namely:

1. Context is how the content of the message conveyed by the company to consumers.
2. Communications is the company's way of sharing messages or content to consumers as well as listening, responding, and developing so that the message content can be conveyed properly.
3. Collaboration is cooperation between companies and consumers to make things better and more efficient and effective.
4. Connections are relationships between companies and consumers that are maintained or maintained as well as possible.

Product Quality Indicator

According to research by Mbulu and Gunadi (2016) there are several product quality indicators, namely:

1. Taste
The taste served is guaranteed to be delicious when eaten, balanced between sweet, salty, sour, bitter, or spicy.
2. Appearance
The food served must have a good appearance because it is the main factor when consumers will consume the food.
3. Portion
The portion given must be sufficient (no less or no more) according to what is written on the menu.
4. Maturity Level
The level of maturity must be ensured when it will be served because the level of maturity is very influential on consumer judgment.

Promotion Indicator

According to Tjiptono (2015:399-400) there are several promotion indicators, namely:

1. Advertising
A form of promotion of goods or services that requires a fee either from the company or from the sponsor.
2. Sales Promotion
Various kinds of sales methods that aim to encourage the purchase of goods or services.
3. Public Relations
Various kinds of programs or events created to promote companies and products.
4. Personal Selling
Direct interaction between companies and consumers in offering products.
5. Direct and Online Marketing
The use of various means of marketing communication to get a direct response from consumers or potential customers

Sales Volume Indicator

According to Sasangka and Rusmayadi (2018) there are several indicators of sales volume, namely:

1. Reach sales volume.
2. Get a profit or profit.
3. Support growth.

4. Result and Discussion

A constant value of 1.267 means that without the influence of independent variables from social media Instagram, product quality, and promotion, the sales volume variable has a fixed value of 1,267.

The Instagram social media variable is known to have a positive relationship to the sales volume variable with a coefficient of 0.253, which means that if the Instagram social media variable has an increase of one unit, the sales volume variable will increase to 0.253.

The product quality variable is known to have a positive relationship with the sales volume variable with a coefficient of 0.298, which means that if the product quality variable increases by one unit, the sales volume variable will increase to 0.298.

The promotion variable is known to have a positive relationship to the sales volume variable with a coefficient of 0.102, which means that if the promotion variable increases by one unit, the sales volume variable will increase to 0.102.

The variability value of the Instagram social media variable (X1), product quality (X2), and promotion (X3) is 51.8%. The remaining 48.2% is the variability of the sales volume variable which can be explained by other variables not examined.

Model	Coefficients ^a		t	Sig.	
	Unstandardized Coefficients				
	B	Std. Error			
(Constant)	1,267	0,769	1,648	0,101	
1					
Media Sosial Instagram	0,253	0,058	0,316	4,387	0,000
Product Quality	0,298	0,051	0,399	5,806	0,000
Promotion	0,102	0,040	0,161	2,587	0,011

a. Dependent Variable: Sales Volume

5. Conclusions

The results show that Instagram social media (X1) has a positive relationship to sales volume (Y) so it can be said that by increasing Instagram social media, it can increase sales volume.

The results show that product quality (X2) has a positive relationship to sales volume (Y) so that it can be said that by increasing product quality, it can increase sales volume..

The results show that promotion (X3) has a positive relationship to sales volume (Y) so that it can be said that increasing promotions can increase sales volume.

The results show that Instagram social media (X1), product quality (X2), and promotion (X3) simultaneously have a positive relationship to sales volume (Y) so this can be said to increase Instagram social media with even better performance and always active in creating content on Instagram will be able to help attract consumers through cyberspace as well as be able to expand the market so that it will be able to increase sales volume. It can also be done by using Instagram feeds design services to upload quality photos and attractive feed designs.

Improving product quality by always maintaining and maintaining the quality of the products that have been provided so as not to make consumers disappointed. Not only that, improving product quality can also be done by adding new innovations and following trends that are currently busy in the community will be able to help increase sales volume.

Improving promotions is even better by doing paid advertising for example putting Beneficial ads on the radio, holding many events such as holding seminars or auditions to attract consumers, collaborating with brands or influencers that are more famous or can also be done in collaboration with Grab, Gojek, OVO, Shopee to multiply promos so that consumers are interested in coming and can help increase sales volume.

Improving Instagram social media, product quality, and promotions is even better because paying attention to these three variables together will help increase sales volume.

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