



The Influence of Product Quality and Promotion on Tofu Sales Decisions in Dalu 10B Village MSMEs

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ABSTRACT

Dalu 10B Village is the name of an area in Tanjung Morawa District, Deli Serdang Regency. The residents of Dalu Sepuluh B village consist of various tribes such as Javanese, Malay, Batak, Mandailing, Javanese, Banten and also other tribes. The religions are also different such as Islam, Hinduism, and Christianity. The majority of the residents of Dalu Sepuluh B are Muslims. In Hamlets I, II, III, IV, V, VI, VII, VIII, IX and X in Dalu Sepuluh B, the majority of the population is Javanese, namely the indigenous tribe of Dalu Sepuluh B Village. In Law Number 6 of 2014 concerning Villages, it is stated that a village is a legal unit that has territorial boundaries that have the authority to regulate and manage government affairs, the interests of the local community based on community initiatives, rights of origin and/or traditional rights that are recognized and respected in the government system of the Unitary State of the Republic of Indonesia. Product quality is the ability of a product to carry out its functions including, durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Marwanto (2015) in (Cardia et al., 2019) states that product quality is the overall characteristics and properties of goods and services that affect the ability to meet stated and implied needs and desires. Promotion is a variable in the marketing mix that is important for companies to carry out in marketing their products or services. Promotion is a one-way flow of information or persuasion created to direct a person or organization to an action that creates an exchange in marketing. Promotional factors can influence consumer behavior and thinking in making buying decisions. With promotion, it can change a person's mind from being previously not interested in a product to being interested in a product and trying the product so that consumers make a purchase. Based on the results of the research that has been carried out, product quality has a very significant effect on increasing the sales of Tofu products in Dalu 10B Village because quality can determine the increase in consumer satisfaction. Promotions also need to be considered and carried out, whether it is using Facebook, Instagram WA and others to increase sales to run the alignment of product quality so that it causes an increase in consumer customers. Quality and promotion must be carried out simultaneously for the sake of increasing sales because it is not done only one of them. Because both are very influential in increasing sales, both promotions that can cause an increase in consumers and quality that affects consumer satisfaction significantly.

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INTRODUCTION

The importance of improving product quality in the development and progress of tofu processing production, one of which we can see with the increasingly rapid development of the business world. Companies must know what are the needs and expectations of consumers, to purchase a product. A purchase decision is a stage made by consumers before deciding to purchase a product. The company's success in influencing consumers, purchase decisions are greatly supported through efforts to build quality products by meeting the needs of consumers, creating a variety of products and as a choice of products themselves.

Product quality is the ability of a product to carry out its functions including, durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. Marwanto (2015) in (Cardia et al., 2019) states that product quality is the overall characteristics and properties of goods and services that affect the ability to meet stated and implied needs and desires.

Promotion is one of the variables in the marketing mix that is important for companies to implement in marketing their products or services. According to Swasta and Irawan (1981) in (Hidayat, 2020) promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing. Promotional factors can influence consumer behavior and thinking in making

buying decisions. With promotion, it can change a person's mind from being previously not interested in a product to being interested in a product and trying the product so that consumers make a purchase.

MSMEs stand for Micro, Small and Medium Enterprises, which is regulated based on Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. The tofu production business in Dalu 10 b is a productive business owned by an individual or an individual business entity that meets the criteria for Micro Enterprises. In Dalu Sepuluh B Village, the quality of tofu products is still not good for consumption and the tools used are still not sterile. By looking at the problems above, the solution for tofu production in Dalu Sepuluh B village, Tanjung Morawa Deli Serdang District, should further improve the quality of the product and hold promotions. Because with good product quality and promotion, consumers can make purchases continuously.

According to (Nabila Aulia, 2022) entitled batik MSME promotion strategy in increasing sales during the covid-19 pandemic (case study of muria batik kudu). It was proposed that the effect of batik shirt sales in the covid-19 pandemic did not reach the target due to a lack of promotion. One of them is carrying out a form of promotional activities at Muria Batik digitally by participating in a virtual exhibition organized by the Central Java Province Cooperatives and SMEs Office. This event is usually held conventionally by making an exhibition in person, because during the Covid-19 pandemic the exhibition was made in digital form. This event was organized by the Central Java Provincial Government with the aim of helping MSMEs affected by the Covid-19 pandemic. In the first research, another factor that affects the purchase decision is promotion. explain to consumers about the products created by the company. Promotion is various ways to inform, persuade, and remind consumers directly or indirectly about a product or brand being sold (Kotler and Keller, 2008:510.) in (Ernawati, 2019) Promotion is part of the marketing process that communicates the benefits of the product. In a competitive market, we cannot expect goods and services to be sold on our own, no matter how high the quality of the product, unless the customer knows about it.

METHOD

The research location is in Dalu 10B Village, District, Tanjung Morawa Regency, Deliserdang. The author collects primary data by survey method and observation method. The survey method is a method of collecting primary data that uses oral and written questions. The author conducted interviews with business owners of Tahu Desa dalu to get the data or information needed. Then the author also collects data by observation method. The observation method is a method of collecting primary data by observing certain activities and events that occur. So the author came to the Tahu business in Dalu Village to observe the activities that occurred in the business to get data or information that was in accordance with what was seen and in accordance with reality. The author obtained this secondary data by applying for a permit which aims to borrow evidence of transactions in the Tofu business in Dalu Village and books used to record transactions every day.

The method or way to collect data goes through three stages, namely the first stage by making direct observations on the business that has been determined, then providing questions that can add information to the researcher by conducting interviews, and after that collecting data from some evidence of transactions or can be called documentation terms that are very useful to help make applications that can facilitate the performance of the Tofu business. The technique used by the author in analyzing this data is qualitative which is a strategy that emphasizes more on user linkage to make it easier to make reports that aim to further accelerate the needs analysis process. Qualitative research, and qualitative researchers, approach the world from a different perspective and set of understandings than quantitative researchers.

RESULT AND DISCUSSION

For the location of the research object according to the results of observations that have been carried out in Dalu 10B village, the condition of the tofu production site still lacks a better strategy in increasing sales where the location is far from the nearest marketing and is still inland so as to reduce buyer interest.

Analysis

1. The Effect of Product Quality on Sales at Tofu Companies in Dalu Village

In the interview, the problem experienced by tofu entrepreneurs in doing marketing was that Mrs. Anis said that "tofu marketing is only marketed around the environment and part of marketing" because the

quality tools and materials are not good compared to other tofu production competitors. Quality or quality is an important role in the rapid competition of marketing whether the level of good or bad is a degree or level. This term is widely used in business, the concept of improving the quality of the products or services produced. Quality has a direct impact on the performance of products and services, therefore quality is closely related to customer value and satisfaction.

After noticing the lack of product quality in the company, Mrs. Anis renews the production of tofu, starting from the tools used for tofu production, ready-to-use, immediately washed so that the tools remain hygienic and choose better soybean ingredients to produce quality products.

Product quality is one of the characteristics of determining buyer pleasure because good product quality can realize, straighten and create regular consumers. According to Habibah and Sumiati (2016), product quality is the ability of a product to carry out its functions including, durability, reliability, accuracy, ease of operation and repair, and other valuable attributes. In line with several expert opinions, it is explained that product quality is the extent or extent of the feasibility of a product or service being used that can satisfy consumers and make improvements, at least there is something lacking in a product innovation (Arianty, 2015). Product Quality is the extent to which a product meets its specifications (Saekoko et al. 2020).

2. The Effect of Promotion on the Increase in Tofu Sales in Dalu 10 B Village

In an interview for tofu sales marketing activities in Dalu Sepuluh B Village, Mrs. Anis said "not using promotions on social media due to limitations that hinder the lack of use of digital media such as Facebook, Instagram and other media." While in social media, the influence is very high from those who do not know the product to know, Promotion is also a persuasive, inviting, urgent, persuasive, convincing communication. The characteristic of persuasive communication is that there is a communicator who systematically arranges news/information and the way it is delivered to get certain consequences in the attitude and behavior of the recipient (target listener).

This effort was made by some of the people of Dalu Sepuluh B village to introduce the product to consumers through Facebook and WA was the beginning of promotional activities. Since then, Anis's customers have increased, tofu consumers who have never come to become customers

This proves that promotional efforts to introduce the product are not or less successful. A product, however useful, but if it is not known by consumers, then the product will not be known for its usefulness and may not be purchased by consumers. Therefore, companies must try to influence consumers, to be able to create demand for the product and then maintain and develop it. The business can only be done through promotional activities, which is one of the marketing references/mix.

3. The Influence of Quality and Promotion on Sales Increase

Quality and promotion have a great influence on increasing sales in making sales to customers, often what is judged by consumers is product quality. Because good product quality can attract customers indirectly, this can have an impact if it does not create product quality, then, unwanted things will happen, for example, marketing products but not achieving the desired target due to a decrease in buyer customers.

The importance of promoting to increase sales in order to attract unexpected consumer buying interest instantly holds promotions through media such as Facebook, Instagram and WA, then indirectly buyers will be curious about the prices and promos offered. The factor of the occurrence of many consumers is caused by part of the promotions carried out by product sales companies.

Discussion

As a result of interviews that have been conducted with tofu entrepreneurs, Mrs. Anis said that: "the quality of the tofu she produces is still of the standard quality that she has, compared to other tofu production." looking at the problems expressed by Mrs. Anis tried to provide a solution, namely by suggesting to use a more sterilis tool to wash the tool after use, for example the bucket used for soaking tofu, the wood used for tofu printing, replace the cloth packaging used for tofu packaging once a month, choose better soybean materials so that they have good quality, good sterilis and healthy.

According to (Hasanah, 2020) said that product quality is a statement of the level of capability of a certain brand or product. Based on the results of the research, product quality shows a significant influence on sales volume. This is in line with the findings of Karim et al., (2014) in the book (Hasanah, 2020) that

product variables, especially quality products, have a significant influence on sales or perception of sales volume.

From the results of the interview, it can still be seen that the problem is that the business owner knows that he has not used the promotion properly. Saying "I haven't done a good job of promoting my tofu business. Because of the limitations of using media such as Facebook, Instagram and other media." Seeing from these problems, the researcher suggests taking an approach in utilizing digital media whose references invite and inform others about the production of Anis's mother's tofu.

According to (Putri & Rahmizal, 2022) The Effect of Product Quality, Price and Promotion on Sales at Indoriva Online at Pt. Multisukses Energi The results of the analysis of product quality, price and promotion obtained significant values, so the hypothesis in this study was declared accepted. Based on the results obtained, it can be concluded that product quality, price and promotion have a positive and significant effect on sales.

From the results of the discussion above, it is important to pay attention to product quality and promotions to be in line with increased sales. Because product quality can significantly affect the determination of increasing consumer satisfaction. Meanwhile, doing promotions has a significant positive value in introducing products to increase sales.

CONCLUSION

Based on the results of the research that has been carried out, product quality has a very significant effect on increasing the sales of Tofu products in Dalu 10B Village because quality can determine the increase in consumer satisfaction. Promotions also need to be considered and carried out, whether it is using Facebook, Instagram WA and others to increase sales to run the alignment of product quality so that it causes an increase in consumer customers. Quality and promotion must be carried out simultaneously for the sake of increasing sales because it is not done only one of them. Because both are very influential in increasing sales, both promotions that can cause an increase in consumers and quality that affects consumer satisfaction significantly.

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