

ANALYSIS OF THE IMPACT OF MARKETING MIX (4Ps) ON SALES VOLUME OF SERVVO'S PRODUCTS IN JAKARTA

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ABSTRACT

The purpose of this research is to analyze the impact of the marketing mix (4Ps) strategy on the sales volume of Servvo's products in Jakarta. It is useful to give an insight into how the marketing mix (4Ps) can give impact the sales volume of Servvo's products aka the fire extinguishers. This research is quantitative research. The subject of this research is the customers of Servvo in Jakarta. To determine who will be the respondents, the researcher used a random sampling of 100 respondents. The technique of collecting data was observation and questionnaire. According to the result of the research, the t count is 0,602 with $df = 1,984$. Where $0,602 < 1,984$ within significance value $0,549 > 0,05$. Therefore, H1 is rejected and H0 is accepted. We can conclude that Marketing Mix 4Ps does the to give an impact on the sales volume of Servvo's products in Jakarta.

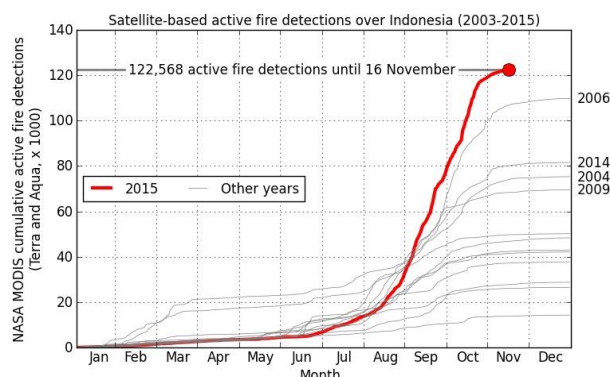
Keywords: Marketing Mix (4Ps), Sales Volume, Servvo

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INTRODUCTION

A small fire can cause a huge fire that will burn the largest house and the largest forest in the world. This means that anything can be burned easily by starting a fire. According to NASA MODIS, the fire detections over Indonesia in 2015 progressed in relation to previous ones (2003-2014). October 21st, 2015 passed 2006, which was the highest fire year in the MODIS satellite era, 2000 onwards. The main fire season is from August through October when the southern part of Indonesia experiences its dry season.

Figure 1.1 Fire Detections over Indonesia



Source: globalfiredata.org (2015)

As humans, we must prepare for anything that can prevent that from happening. There is something called a fire extinguisher to put out all kinds of fires. Therefore, not many people are aware of the importance of fire extinguishers. There may be many possibilities why people are still not aware of it. One of them is the lack of knowledge about fire extinguishers (Lovreglio et al., 2021). The problem is, the safety industry that is included in the red ocean

industry makes it difficult for companies to sell their products. This is due to the lack of public awareness of fire extinguishers.

In 2020, the number of fire cases in Jakarta were increasing from January to December. Even on January, it reached 1073 fire cases.

Figure 1.2 Fire Cases in Jakarta throughout 2020

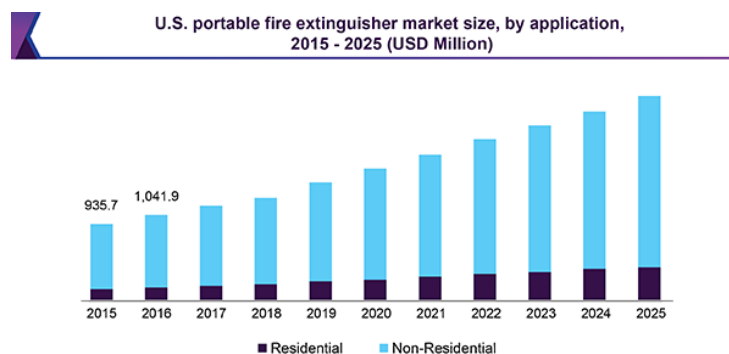


Source: data.jakarta.go.id (2020)

We can conclude that the average number of fire cases in Jakarta is 17 cases/day. By knowing the amount of fire cases, we all should be aware that it's not a joke anymore and that we should take care in a serious manner.

Every safety company could have a good marketing strategy to compete with other competitors (Hofer, 1990). Doing so, it will help increase the sales volume which is the goal of every company.

Figure 1.3 Fire Extinguisher Market's Size



Source: www.grandviewresearch.com

Source: grandviewresearch.com (2016)

As you can see here, the market size keeps growing through the years, because the amount of people living in this world keeps increasing, and the building, the houses are increasing too so that's what makes the market size grow. On the other hand, when the market size grows, it means that the competition between each company is getting tighter (Buzzell et al., 1975).

In order to increase the sales volume, a company should create an excellent marketing mix strategy. The sales volume is greatly influenced by how a company creates its marketing mix strategy (Gajić, 2012). The more people know it, the more they trust the brand, and will be planted well as if there's only one brand that sells fire extinguishers (Lundin & Lancaster, 1990).

Figure 1.4 Servvo's Competitors



Source: Author

Nowadays, there are many fire extinguisher companies that try to improve their products with various prices, media, and quality. Not only that, but they also improve their marketing strategy which can be more useful to get new customers. In this case, if a company doesn't want to improve the marketing strategy or ignore the fact that they're lacking, it will become the biggest mistake ever made. The sales volume will decrease and the company will lose the competition. Bankruptcy might happen as well in the near future if the company doesn't make a quick move on this case.

Therefore, a deeper study is needed regarding the strategy to increase sales which are influenced by several factors such as marketing strategies so that it can attract the interest of potential customers.

A. The Identification of the Problems

Based on the background of the problem described above, it can be identified several issues such as:

1. The lack of public awareness regarding fire extinguishers.
2. Low probability percentage of purchasing decision.
3. The competition among the fire extinguishers brand is tighter.

B. The Limitation of Study

It's necessary for the researcher to limit the study. The purpose of the limitation of the study is to avoid a problem in the near future that might come and also it helps the researcher to focus on the main problem. As the reference from the background and the identification of the study, this study will focus on analyzing the impact of the marketing mix strategy on the sales volume of Servvo's products in Jakarta. However, this research will focus on the customer's perspective, where the respondents of the questionnaire are the customers of Servvo in Jakarta. The main reason why the researcher chose the topic, is because the researcher wants to know how the marketing strategy is going on and affects the sales volume of Servvo's products in Jakarta. The researcher believes that it would give more insights to the safety company about marketing mix strategy affects the sales volume. In light of view, the study is conducted by analyzing the impact of the marketing mix (4Ps) on the sales volume of Servvo's products in Jakarta based on the customer's perspective without involving the data of sales volume directly, but will precisely compare to the secondary data of sales volume from the past 3 years.

C. The Formulation of Study

Based on the limitation of the problem above, the formulation in this study:

Is there any influence of marketing mix (4Ps) on increasing sales volume on Servvo products in Jakarta?

D. The Objective of Study

The objective of this research is to analyze the impact of marketing mix strategy on the sales volume of Servvo's products in Jakarta.

E. The Significance of Study

The significance of the study will be useful for:

1. Fire Extinguisher Companies, the result of this research is expected to provide them with a marketing mix strategy to increase sales. It is also expected to motivate the fire extinguisher company to be more creative in planning the strategy.
2. Researcher, the result of this research can develop her experience related to her knowledge in research on marketing and business.
3. Students, the result of this research is expected to give them a new insight into the use of marketing mix strategy to the company's sales volume.

METHOD

In this study, the researchers used a quantitative study because the data obtained was in the form of numbers. The results obtained will be further analyzed by data analysis. The data sources used in this study are primary and secondary data.

1. Types of Data

- a) Quantitative Data
- b) Qualitative Data

A. Location and Time of Research

1) Location

The research took place at PT Servvo Fire Indonesia (Business Development Division), Address: Pusat Niaga Roxy Mas, Jl. Kh Hasyim Ashari No.17, RW.8, Cideng, Kecamatan Gambir, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10150.

2) Time

The research took time between October 2021 to April 2022.

B. Operationalization of Research Variables

1. Research Variable
 - a. Independent Variable
 - b. Dependent Variable
2. Definition of Variable Operationalization

C. The Technique of Collecting Data

- a. Observation
- b. Questionnaire
- c. Literature Study
- d. Research Measurement Scale

D. Data Analysis Method

- a. Planning

At this stage the activities carried out are as follows:

- 1. Researchers design customers who will be sampled.
- 2. Researchers make research instruments that will be used for research.

- b. Implementation

At this stage the activities carried out are as follows:

- 1. Researchers carry out observations on the research sample.
- 2. The researcher tested, analyzed, and determined the research instrument.

- c. Evaluation

At this stage, the researcher analyzes and processes the data that has been collected using a predetermined method.

- d. Preparation of reports

The activities performed during this phase are editing and reporting survey results.

RESULTS AND DISCUSSION

A. General Illustration of Research Object

- 1. Company Profile of PT Servvo Fire Indonesia

PT SERVVO FIRE INDONESIA is a manufacturer of fire extinguishers under the brand name SERVVO, servicing the market and meeting the needs of fire extinguishers and fire extinguishing equipment.

Since 2001, we have been developing the company to be what we are today. The process takes time and will keep improving so that we could compete with other big companies. We have won work on many prestigious projects because we were able to develop high-quality products at a reasonable price.

The company also cares about the well-being of its employees by continuously improving their skills and admitting good work. This policy is very important to be able to develop and deliver premium products with the latest technology and provide premium services to our customers.

Near the end of September 2005, Servvo obtained an ISO 9001: 2000 quality management system certificate from TÜV NORD (Germany) and was renewed to ISO 9001: 2015 by TÜV

NORD. Our Quality Policy: "Service Speed for Continuous Improvement" reflects the commitment of our shareholders or the Board of Directors to provide the best service to our customers. That's why we put a lot of trust in us not only for your supplier but also for your partner in fire protection.

2. Vision and Mission

a) Vision

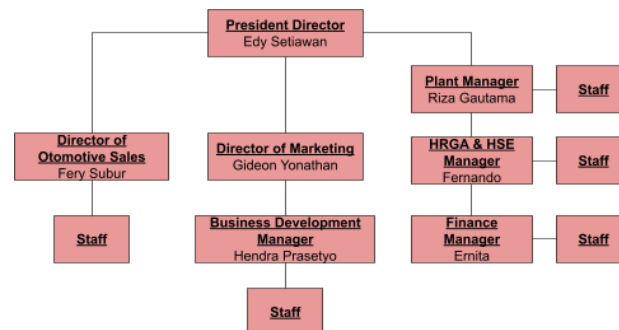
To become a company that is able to meet market needs for quality fire protection products & services, as well as meet national and international requirements & standards so as to improve public safety.

b) Mission

Improving product quality, innovation, competence, human resources and services to customers quickly and continuously by following technological developments.

3. Structure of Organization

Figure 4.1 Structure of Organization



Source: Author

B. Analysis of Unit Description

1) The Characteristics of Respondents

From the results of the questionnaire obtained the characteristics of the respondents are as follows:

Table 4.1 Characteristics of Respondents

Description	Total	Percentage
Age		
- 21 – 35 y.o	85	85%
- 36 – 45 y.o	14	14%
- >45 y.o	1	1%
Job		
- Purchasing	24	24%

- Business Owner	18	18%
- HSE	16	16%
- Contractor	12	12%
- Marketer	10	10%
- Admin	9	9%
- Consultant	7	7%
- IRT	4	4%
Purpose of Purchase		
- Company	45	45%
- Project/resell	29	29%
- Personal	26	26%

Source: Author

According to the table, we know that the majority of age from 21-35 y.o is 85 respondents (85%), from 36-45 y.o is 14 respondents (14%), from >45 y.o is 1 respondent (1%). Meanwhile, the majority of job categories are Purchasing by 24 respondents (24%), Business Owner by 18 respondents (18%), HSE by 16 respondents (16%), Contractor by 12 respondents (12%), Marketer by 10 respondents (10%), Admin within 9 respondents (9%), Consultant within 7 respondents (7%), and lastly, IRT within 4 respondents (4%).

The majority of the purpose of purchase is for the company within 45 respondents (45%), project/resell within 29 respondents (29%), and personal within 26 respondents (26%).

2) Descriptive Analysis

a) Response of Respondents on Marketing Mix (4Ps) (X)

The response of respondents on Marketing Mix (4Ps) is shown as follows:

Table 4.2 Response of Respondents on Marketing Mix (4Ps) (X)

No	Indicator	Response				Total
		VD	D	A	VA	
1	Servvo provides products in a wide variety of media, capacities, and models to suit your needs	0	2 2%	11 11%	87 87%	100 100%

2	Servvo has excellent product quality in extinguishing fires in just a few seconds	0	3 3%	22 22%	75 75%	100 100%
3	Servvo is a well-known local brand	0	0	32 32%	68 68%	100 100%
4	Servvo often provides economical bundling promos on certain special events/days	0	0	40 40%	60 60%	100 100%
5	The price of the Servvo product provided is in accordance with the quality and benefits	0	0	46 46%	54 54%	100 100%
6	Servvo product prices are competitive with other brand products that have similar quality	0	1 1%	57 57%	43 43%	100 100%
7	Servvo has many authorized distributors/dealers throughout Indonesia	0	0	67 67%	33 33%	100 100%
8	Servvo is available at ACE Hardware and Mitra10 retail outlets	0	0	76 76%	34 34%	100 100%
9	Servvo can be delivered directly to your location via selected delivery services	0	0	83 83%	17 17%	100 100%
10	I bought Servvo products after seeing ads on social media	0	1 1%	89 89%	10 10%	100 100%

11	I bought Servvo product afterseeing an influencer's post on Instagram	0	1 1%	52 52%	47 47%	100 100%
12	I bought Servvo products after being offered directly by sales	0	0	15 15%	85 85%	100 100%

Source: Author

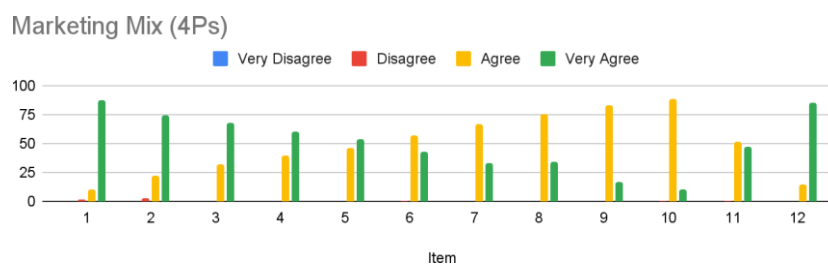
According to the table above, we know that:

- 1) Respondents who stated "Very Agree" is 87% and those who stated "Agree" is 11%. Meanwhile, a respondent who stated "Disagree" is 2%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that Servvo provides products in a wide variety of media, capacities, and models to suit your needs.
- 2) Respondents who stated "Very Agree" is 75% and those who stated "Agree" is 22%. Meanwhile, a respondent who stated "Disagree" is 3%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that Servvo has excellent product quality in extinguishing fires in just a few seconds.
- 3) Respondents who stated "Very Agree" is 68% and those who stated "Agree" is 32%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that Servvo is a well-known local brand.
- 4) Respondents who stated "Very Agree" is 60% and those who stated "Agree" is 40%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that Servvo often provides economical bundling promos on certain special events/days.
- 5) Respondents who stated "Very Agree" is 54% and those who stated "Agree" is 46%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that the price of Servvo's products provided is in accordance with the quality and benefits obtained.
- 6) Respondents who stated "Very Agree" is 43% and those who stated "Agree" is 57%. Meanwhile, the respondent who stated "Disagree" is 1%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that Servvo product prices are competitive with other brand products that have similar quality.
- 7) Respondents who stated "Very Agree" is 33% and those who stated "Agree" is 67%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of

respondents agree that Servvo has many authorized distributors/dealers throughout Indonesia.

- 8) Respondents who stated "Very Agree" is 34% and those who stated "Agree" is 76%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that Servvo is available at ACE Hardware and Mitra10 retail outlets.
- 9) Respondents who stated "Very Agree" is 17% and those who stated "Agree" is 83%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that Servvo can be delivered directly to your location via selected delivery services.
- 10) Respondents who stated "Very Agree" is 10% and those who stated "Agree" is 89%. Meanwhile, the respondents who stated "Disagree" is 1%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that they bought Servvo products after seeing ads on social media.
- 11) Respondents who stated "Very Agree" is 47% and those who stated "Agree" is 52%. Meanwhile, the respondents who stated "Disagree" is 1%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that they bought Servvo's products after seeing an influencer's post on Instagram.
- 12) Respondents who stated "Very Agree" is 85% and those who stated "Agree" is 15%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that they bought Servvo products after being offered directly by sales.

Figure 4.2 Bar Chart of Response of Respondents on Marketing Mix (4Ps) (X)



Source: Author

Response of Respondents on Sales Volume (Y)

The response of respondents on Sales Volume is shown as follows:

Table 4.3 Response of Respondents on Sales Volume (Y)

No	Indicator	Response				Total
		VD	D	A	VA	
13	In your opinion, the Servvo product	0	0	29 29%	71 71%	100 100%

	purchased has been met according to needs					
14	In your opinion, there is an increase in the need to purchase Servvo products every year	0	0	71 71%	29 29%	100 100%
15	You always refill Servvo products every time the item is used or expires	0	7 7%	76 76%	17 17%	100 100%
16	In your opinion, the budget for purchasing Servvo products is in accordance with the price offered	0	0	93 93%	7 7%	100 100%
17	In your opinion, the budget for purchasing Servvo products are increasing every year	0	7 7%	52 52%	41 41%	100 100%
18	You buy Servvo products because they fit your personal/company budget	0	1 1%	49 49%	50 50%	100 100%
19	Servvo has made product innovations every year	0	0	32 32%	68 68%	100 100%
20	Servvo always improves the quality of its products and services	0	0	18 18%	82 82%	100 100%
21	Servvo outlets keep growing and increasing	0	0	22 22%	78 78%	100 100%

Source: Author

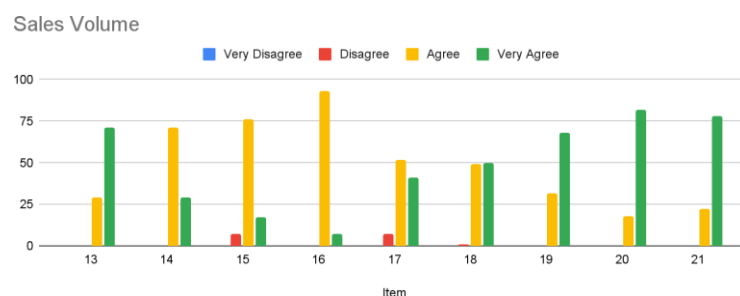
According to the table above, we know that:

- 1) Respondents who stated "Very Agree" is 71% and those who stated "Agree" is 29%. No respondents stated they "Very Disagree" and "Disagree". It shows that the majority of

respondents agree that the purchasing of Servvo's products has been met according to needs. Respondents who stated "Very Agree" is 29% and those who stated "Agree" is 71%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that there is an increase in the need to purchase Servvo products every year.

- 2) Respondents who stated "Very Agree" is 17% and those who stated "Agree" is 76%. Meanwhile, the respondents who stated "Disagree" is 7%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that they always refill Servvo products every time the item is used or expires.
- 3) Respondents who stated "Very Agree" is 7% and those who stated "Agree" is 93%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that the budget for purchasing Servvo products is in accordance with the price offered.
- 4) Respondents who stated "Very Agree" is 41% and those who stated "Agree" is 52%. Meanwhile, the respondents who stated "Disagree" is 7%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that the budget for purchasing Servvo products is increasing every year. Respondents who stated "Very Agree" is 50% and those who stated "Agree" is 49%. Meanwhile, the respondents who stated "Disagree" is 1%. No respondents stated they "Very Disagree". It shows that the majority of respondents agree that they bought Servvo products because they fit your personal/company budget.
- 5) Respondents who stated "Very Agree" is 68% and those who stated "Agree" is 32%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree Servvo has made product innovations every year.
- 6) Respondents who stated "Very Agree" is 82% and those who stated "Agree" is 18%. No respondents stated they "Very Disagree" or "Disagree". It shows that the majority of respondents agree that Servvo always improves the quality of its products and services.
- 7) Respondents who stated "Very Agree" is 78% and those who stated "Agree" is 22%. No respondents stated they "Very Disagree" or "Disagree". It shows that Servvo's outlets keep growing and increasing.

Figure 4.3 Bar Chart of Response of Respondents on Sales Volume (Y)



Source: Author

1. The Analysis of Quantitative Data

a. Research Instrument Test

Before the research instrument was used, the validity and reliability test was conducted using 30 respondents. The resulting *r* table value for *N* = 53 (*df* = *n*-2) was 0.279. The

purpose of testing instruments related to quality is an attempt to determine the validity. An instrument is valid if it can measure what it wants to measure.

Testing the validity and reliability in this study using SPSS Software (Statistic Package and Social Science) 26 version for Windows.

1) Validity Test

a) Marketing Mix (4Ps)

The result of the validity test is shown as follows:

Table 4.4 Validity Test of Marketing Mix (4Ps)

No	Question	Rcount	Rtable	Result
1	Item_1	0,578	0,361	Valid
2	Item_2	0,741	0,361	Valid
3	Item_3	0,822	0,361	Valid
4	Item_4	0,858	0,361	Valid
5	Item_5	0,872	0,361	Valid
6	Item_6	0,856	0,361	Valid
7	Item_7	0,795	0,361	Valid
8	Item_8	0,717	0,361	Valid
9	Item_9	0,629	0,361	Valid
10	Item_10	0,537	0,361	Valid
11	Item_11	0,881	0,361	Valid
12	Item_12	0,621	0,361	Valid

Source: Author using SPSS 26

Validity testing is used to test whether or not the items of the instrument are suitable for research. To test the validity of this research instrument using the Pearson correlation method (Pearson correlation). A validity test is used by testing the correlation between item scores and the total score of each variable. Statistically, the correlation number of the total share obtained must be compared in the r product moment table. If the value of $r_{\text{count}} > r_{\text{table}}$ then it is said to be valid.

While the value of r_{table} with $N = 30$ can be obtained by 5% of significance. The significance level of 0,05 is 0,361. Validity test results show that all research indicators have $r_{\text{count}} > r_{\text{table}}$ (0,361) so it can be concluded that all research indicators are valid.

a) Sales Volume

The result of the validity test is shown as follows:

Table 4.5 Validity Test of Sales Volume

No	Question	Rcount	Rtable	Result
1	Item_13	0,647	0,361	Valid
2	Item_14	0,712	0,361	Valid
3	Item_15	0,733	0,361	Valid
4	Item_16	0,453	0,361	Valid
5	Item_17	0,880	0,361	Valid
6	Item_18	0,850	0,361	Valid
7	Item_19	0,802	0,361	Valid
8	Item_20	0,719	0,361	Valid
9	Item_21	0,762	0,361	Valid

Source: Author using SPSS 26

The test results of the validity of the Sales Volume

(Y) a variable can be seen that the Sales Volume variable statement item is valid if $r_{\text{count}} >$ from r_{table} (0,361) then it means that the entire Sales Volume statement item is valid because of the 30 statements above $r_{\text{count}} > r_{\text{table}}$.

2. Reliability Test

The purpose of testing instruments related to quality is an attempt to determine the reliability of the instrument and can measure what is meant in answering questions or statements among subjects. Reliability shows the stability and consistency of the measuring instrument to assess the goodness of the measure. Measurement of reliability using Cronbach's Alpha if the alpha coefficient $> 0,6$ then the instrument is said to be reliable. The results of the reliability test can be shown below:

Table 4.6 Reliability Test

No	Variable	Cronbach's Alpha	Cronbach's Alpha Standard	Note
1	Marketing Mix (4Ps) (X)	0,929	$> 0,6$	Reliable
2	Sales Volume (Y)	0,896	$> 0,6$	Reliable

Source: Author using SPSS 26

According to the table above, we know that each variable have Cronbach Alpha's value within $> 0,6$, therefore we conclude that all variables in this research are reliable.

b. Classical Assumption Test

1) Normality Test

According to Sujianto (2009), the normality test is a test to measure whether our research's data has a normal distribution. To test heteroscedasticity. A good regression model is homoscedasticity or there is no heteroscedasticity. To detect whether there's a heteroscedasticity problem by using Glesjer Test method where:

- There's no heteroscedasticity if $t_{\text{value}} < t_{\text{table}}$ and the significance $> 0,05$.
- There's a heteroscedasticity, if $t_{\text{value}} > t_{\text{table}}$ and the significance $< 0,05$.

The results of the heteroscedasticity test can be shown as shown below:

Figure 4.5 Heteroscedasticity Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1					
	(Constant)	5.814	1.748	3.325	.001
	Marketing Mix	-.077	.041	-.184	.067

a. Dependent Variable: RES2

Source: Author using SPSS 26

According to the table above, the t_{value} is -1.852, while the t_{table} is 1.98447. It means, $t_{\text{value}} < t_{\text{table}}$ which shows that there's no heteroscedasticity. The significance of the test is 0.067, which means that significance $> 0,05$ and shows that there's no heteroscedasticity. Therefore, the regression model is fit to predict the Analysis of the Impact of Marketing Mix (4Ps) on the Sales Volume of Servvo's Products in Jakarta.

1) Linearity test

A linearity test is used to examine whether there is a linear relationship between independent variables and dependent variables. It's also used to determine the model of the relationship.

In the linearity test, to detect the linearity of each variable is using a significant value to be $> 0,05$.

The results of the linearity test can be shown as shown below:

Figure 4.6 Linearity Test

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Sales Volume * Marketing Mix	Between Groups	(Combined)	116.702	14	8.336	.841	.624
		Linearity	3.531	1	3.531	.356	.552
		Deviation from Linearity	113.172	13	8.706	.878	.578
	Within Groups		842.688	85	9.914		
	Total		959.390	99			

Source: Author using SPSS 26

According to the table above, we can know the result of the linearity test by the significant value in the row of Deviation from Linearity within 0,578. The result shows that the significance value is $> 0,05$, so we can conclude that the Marketing Mix (4Ps) (X) variable and Sales Volume (Y) are linear.

a. Simple Linear Regression

Sugiyono (2015) stated that simple linear regression is based on a functional or causal relationship of one independent variable with one dependent variable. This analysis is to determine the direction of the relationship between the independent variable and the dependent variable whether positive or negative and to predict the value of the dependent variable if the

value of the independent variable increases or decreases. The results of simple regression analysis can be seen in the following table.

Figure 4.7 Simple Linear Regression
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.358	3.259		9.009	.000
	Marketing Mix	.046	.077	.061	.602	.549

a. Dependent Variable: Sales Volume

Source: Author using SPSS 26

According to the table above, the regression equation is obtained as follows:

$$Y = a + bX$$

$$Y = 29,358 + 0,046X$$

Here's the explanation:

$a = 29,358$ is a constant value, indicating that if there is no Marketing Mix (4Ps) or equal to 0, then the Sales Volume is 29,358.

$b = 0,046$ is the coefficient value shows that if the Marketing Mix value is 1 point, then Sales Volume will increase by 0,046.

- If $t \text{ count} < t \text{ table}$ then H_0 is accepted, at $\text{sig} > 5\%$
- If $t \text{ count} > t \text{ table}$ then H_1 is accepted, at $\text{sig} < 5\%$

Figure 4.8 Hypothesis Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	29.358	3.259		9.009	.000
	Marketing Mix	.046	.077	.061	.602	.549

a. Dependent Variable: Sales Volume

Source: Author using SPSS 26

According to the table above, the t count is 0,602 with $df = 1,984$. Where $0,602 < 1,984$ within significance value $0,549 > 0,05$. Therefore, H_1 is rejected and H_0 is accepted. We can conclude that Marketing Mix 4Ps does not give an impact on the sales volume of Servvo's products in Jakarta.

However, based on the t test, it doesn't show specifically whether there's an indicator that could give an impact significantly to the dependent variable. The researcher decided to test it separately and here's the result:

Figure 4.9 Hypothesis Test on separate indicator
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	28.719	3.786		7.584	.000
	Product	.167	.402	.066	.415	.679
	Price	-.332	.430	-.148	-.773	.442
	Place	.804	.401	.302	2.007	.048
	Promotion	-.347	.718	-.103	-.483	.630

a. Dependent Variable: Sales Volume

Source: Author

According to the table above, we know that one of the indicators shows a positive and significant result. The t count of indicator "Place" is 2,007 with $df = 1,984$. Where $2,007 > 1,984$ within significance value $0,48 < 0,05$. From this test, we can see that "Place" gives an impact on the Marketing Mix, meanwhile, the other indicators don't give an impact to the Marketing Mix.

Based on the result, here's the explanation of why the rest of the marketing mix (4Ps) indicators don't give a significant impact on sales volume as follows:

Product: Servvo is the brand for fire extinguishers. By looking at the variety of the products, Servvo doesn't really provide the whole fire protection stuff such as hydrant, boots, safety clothes, and other safety equipments. The other side is that limited media is provided. For example, for liquid gas, Servvo only provides Clean Agent SV-36 with type HFC-236 fa.

- Price: For the price, Servvo is known as the fire extinguisher brand that is brave enough to sell at a fantastic price. The cheapest product is Rp890.000/unit for 1 Kg. A lot of customers have problems with the price and they think it's too expensive compared to other brands.
- Promotion: Servvo is still in development, especially on the promoting side. They start pulling a strategy on promoting the product via social media such as Instagram, Facebook, Tiktok, and Youtube. However, the strategy is not strong enough to promote the brand itself.

b. Determination Coefficient Test (R^2)

The coefficient of determination (R^2) essentially measures how far the ability of the model marketing mix (4Ps) to explain the variation of the dependent/independent variable (sales volume). A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Figure 4.10 Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.061 ^a	.004	-.006	3.123

a. Predictors: (Constant), Marketing Mix

Source: Author using SPSS 26

According to the table above, we could obtain the determination coefficient value (R^2) is 0,004. This shows that Marketing Mix (X) can explain the effect of 0,4% on Sales Volume. While the remaining 99,6% ($100\% - 0,4\%$) is influenced by other factors which in this case are not studied.

A. Research and Findings

In this research, the research uses Marketing Mix to measure the impact on the Sales Volume of Servvo's products in Jakarta. Hereby the result of the findings to answer the hypothesis:

- Based on the result of the research, it shows the t count is 0,602 with $df = 1,984$. Where $0,602 < 1,984$ within significance value $0,549 > 0,05$. Therefore, H_1 is rejected and H_0 is accepted. We can conclude that Marketing Mix (4Ps) does not give an impact on the sales volume of Servvo's products in Jakarta.

- Although there's no significant impact on the sales volume, the researcher believes that there may be at least one indicator that can show a positive and significant impact on the dependent variable. Therefore, another test is done by testing them separately and it shows that one of the indicators shows a positive and significant result. The t count of indicator "Place" is 2,007 with $df = 1,984$. Where $2,007 > 1,984$ within significance value $0,48 < 0,05$. From this test, we can see that "Place" gives an impact on the Marketing Mix, meanwhile, the other indicators don't give an impact on the Marketing Mix.

Discussion

In this discussion, we will be discussing the result of this research. According to the result, we finally know that there's no positive significance on sales volume. However, there must be some explanations and the process undergo this research as follows:

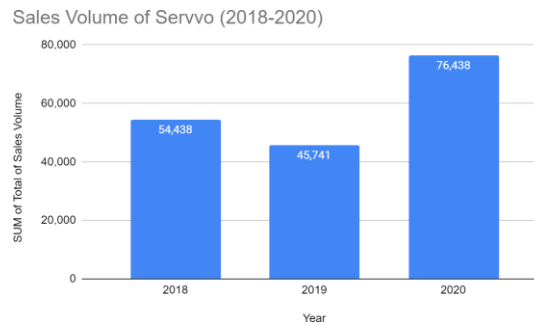
On the first try, all the items in the questionnaire are valid and reliable. However, when the researcher tried to do the normality test, the result came out unexpectedly. The result showed that the data were not distributed normally. In the end, the researcher reshared the questionnaire and luckily the data came out normally distributed.

The data was tested in the classical assumption test. It was fine until the researcher went to test the hypothesis test. The result came out unexpectedly because it rejected the H1 which was the researcher's hypothesis. However, this research is to test whether our hypothesis would be accepted or not. Therefore, the researcher tried to test the indicators separately in order to see the result specifically. Finally, it came out with the result showing that indicator Place accepted the H0 which gave a positive significant impact on the sales volume.

- Researcher went to see if there are some other researchers in the past that had a similar result. In the journal of Strategic and Global Studies by Nurbaiti & Soehardi (, 2021) "The Effect of the Marketing Mix of MSME Products on Sales Volume During the Covid-19 Pandemic", showed that product, price, and the place had no effect on sales volume.
- It has no significant effect because the researcher tests it all in one which is hard to detect which indicator that gives an effect on sales volume. However, the researcher made a special analysis of why indicator products, price, and promotion have no effect on sales volume. Here are some explanations:

- 1) Product: Servvo is the brand for fire extinguishers. By looking at the variety of the products, Servvo doesn't really provide the whole fire protection stuff such as hydrant, boots, safety clothes, and other safety equipments. The other side is that limited media is provided. For example, for liquid gas, Servvo only provides Clean Agent SV-36 with type HFC-236 fa.
- 2) Price: For the price, Servvo is known as the fire extinguisher brand that is brave enough to sell at a fantastic price. The cheapest product is Rp890.000/unit for 1 Kg. A lot of customers have problems with the price and they think it's too expensive compared to other brands.
- 3) Promotion: Servvo is still in development, especially in the promoting side. They start pulling a strategy on promoting the product via social media such as Instagram, Facebook, Tiktok, and Youtube. However, the strategy is not strong enough to promote the brand itself.
- 4) Here's the data on Servvo's Sales volume from 2018-2020. It shows that there's an increase in the sales volume from 2019 to 2020.

Figure 4.11 Data of Sales Volume of Servvo in Jakarta fom 2018-2020



Source: PT Servvo Fire Indonesia (secondary data)

- 5) In fact, there are probably other factors which not being studied here. For example, the factor of customer satisfaction may lead to why the marketing mix (4Ps) has no effect on sales volume. According to Thorat et al (n.d.), satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance/outcome to their expectations. Perhaps, the customers of Servvo had a high expectations. When it didn't mean their expectations, of course, there would be no repurchase in the future so it would affect the sales volume.

CONCLUSION

Based on the result of the test that's been done about the analysis of the impact of the marketing mix (4Ps) on the sales volume of Servvo's products in Jakarta, the researcher could pull some conclusions as follows:

1. Marketing Mix (4Ps) does not give a significant impact on the sales volume of Servvo's products in Jakarta, based on the result of the t-test within $0,602 < 1,984$ (t_{table}) and significance value $0,549 > 0,05$.
2. The determination coefficient value (R^2) is 0,004. This shows that Marketing Mix (4Ps) can explain the effect of 0,4% on Sales Volume. While the remaining 99,6% ($100\% - 0,4\%$) is influenced by other factors which in this case are not studied.

B. Suggestion

Based on the result of the test that's been done about the analysis of the impact of the marketing mix (4Ps) on the sales volume of Servvo's products in Jakarta, the researcher could give some suggestions as follows:

1. To PT Servvo Fire Indonesia (Company)

As we know, from the result of this research, Marketing Mix (4Ps) doesn't give an impact on the Sales Volume of Servvo's products in Jakarta. However, after the researcher took another test separately to test each indicator, there was an impact of place on sales volume. It's only one indicator, while the others don't. It means, as a company, Servvo should improve the marketing mix strategy so that it could give a positive impact significantly to the sales volume.

2. To Readers

With this research, we hope that all of the readers could get positive knowledge. The result of the analysis of the impact of the marketing mix on the sales volume of Servvo's products in Jakarta might not be coming out as written in the H1. However, by reading this research, all of you could understand that the marketing mix should be created with a great strategy so that it could give a positive impact to any aspects.

We hope you could expand your knowledge and use this research as a reference for your next research.

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