

The Effect Of Promotion And Branding In Improving The Sale; Empirical Study In BMT (Baitul Mal Wa'tamil) Kudus District

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Abstract: The aim of this research are; 1) to analyse the promotion of sale profit. 2) to analyse the brand image as a moderating variable between promotion and sale. This research is associative research, the data obtained directly from the result of response chosen. The process of analysing data begin with instrument test to evaluate the level of validation and reliability of instrument/questioner used continued with analysing data by using Moderating Regression Analysis. The result of the analysis data shows that the variable of promotion and branding has a positive and significant effect on the sale. The result of this study explains that the higher sale rhythm done by the company, the higher of sale profit. Meanwhile, to reach the more top sale needs strong and consistent branding strategy to avoid the failure in the promotion. Moreover, branding can be intermediary or moderating.

Keyword: Promotion, Brand image and sales

1. Introduction

The higher of business world development, the higher level of competition [1]. Companies are demanded to be strict about reaching the opportunity, both the opportunity in promotion and another opportunity. Besides, the company must have the ability to manage the resource exist to win the competition. According to some experts of sale, the company needs various ways to be the first and the winner because in the real situation the competition cause many hostilities even most of them kill each other to win the sales [2]. However, to win the competition isn't an easy way because of the strict level of competition nowadays is competitive. The sale of competition can be observed if certain things or services are salable in the market. So in the next step the competition in sales begun by companies more concretely [3]. The intense competition in business makes companies more carefully to determine the market target. This way has done to reach the opportunity to be the winner which means to be the winner in selling their product to consumer [4]. One of the ways taken by the company to win the competition is by doing sales communication which includes sales promotion. Sales promotion aims to give information about the product produced by the company to the consumer or society [5]. The step done is to maximise the strategy of the promotion, because by promoting the product, the product which isn't known to become a booming product. The strategy of promotion done is branding because by good branding it will able to introduce the product [6, 7]. Besides, maximising the sales isn't an easy way because it should be followed by real and consistent action with the goal of sales. An enterprise can be said developing and able to be last if it has the outset indicator which includes good sales or sales increasing from time to time. Sales is an integrated effort to develop the strategic plans which are directed to the effort of satisfaction need and consumer desire to get the profit [8, 9].

The sales are the breath of the company because the development of the company depends on the high/low of the profit obtained from the sales [10]. Moreover, the company run to be developed which appropriate with vision and mission as well the goal. Sales are regarded as art. Therefore the sale manager or the expert in the sale field will be able to develop the area of the sale which suitable with their passion. It means that every sale strategy followed by different direction of the strategy from one to another approach. Baitul Mal Wa'tamil (BMT) is a micro financial institution which manages the source of the fund from society [11, 12]. So far, BMT is known by a low level of society. Therefore its development isn't developing fast as another big financial institution. The trend of BMT focuses on the low level of society, but it doesn't mean that it is only for low-level society. According to this condition, the existence of BMT can give the spirit for sub-urban society because it can give a contribution to the economy [11-13]. This research is sourced on the existence of BMT in Kudus District because Kudus is known as *kretek* city, *Soto* city and cultured city because of walisongo history. By this case, society's ideology required Islam shari'a but for financial existence and micro financial circulation lead to the conventional way. This case becomes the focus of researcher to investigate the existence of BMT in Kudus District by measuring the existence of sales division as an effort of sale development especially in product from a micro financial institution.

One of the starting ways to win the competition is introducing the product to the market by promotion, besides promotion has wide meaning; introducing and communicating the product to the consumer. From the information above, the formulation of the research problem will the promotion improve the sale and how is branding able to be intervening variable?. This research aims to know whether the promotion improve the sale and to know the branding as an intervening variable.

2. Framework of Thinking and Hypotheses

2.1 Promotion

The company's activity not only producing things or services, determining the price, and selling the product or services, but also another activity which related each other. One of them is a promotion. Promotion activity is one of

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part of company sales which give the information to the consumer about the things or services offered by the company. Besides that, promotion is a communication activity between the company and its consumer. Oesman Saladin and Oesman [14] explain that promotion is the communication of information between seller and consumer which aim to change consumer's behaviour. In other word, consumers are expected to know about the product. Another point of view from Buchari Alma [15] explain that promotion is a kind of communication which give an explanation and convince the consumer about the things and service which aim to get attention, educate, remind and convince the consumer. From two point of views about the theory above, promotion defined as a step of informative communication from producer to consumer about the things and services which aim to get attention, educate, remind and convince the consumer. Because promotion is a tool to communicate the things and services to the consumer, therefore it needed steps to determine the promotion including persuading the consumer, bonding the consumer, build up and dig up the information from a consumer.

2.2 Sales

Generally, the sale is a concrete step moving a thing or service from producer to consumer by bonding an agreement, and both of them realise and obey the agreement. In managing the sales always involve awareness element, therefore by awareness minimise the harmed between two sides. According to Swastha and Handoko [16], sales is an interaction between individual which face each other to create, repair, master or maintain the relationship to give profit for another side. Sales can be defined as an effort done by a human to deliver the things for them who need by money reward according to the price determined by agreement. Marwan A explains that sales are an integrated effort to develop plans of strategies which directed to the effort of satisfaction need and consumer desire to get profitable sales. Based on the definition above, sales means an interaction between individual faced each other which directed to develop plans strategies in the effort for satisfaction need and consumer's desire to get profitable sales. Moreover, sales have a wide philosophy because the relationship between sales and company division is very close. Sales have a role in company development, the higher volume of sales the higher level of production. Sales have a smart and general goal because the main function of sales is selling as much as possible of things and services to the consumer. Pakpahan [17] explain that the important factor in influencing the volume of sales is distribution channel which aims to look for the market opportunity whether it can give a maximum profit. While distribution has a role in developing sales. Division of sales has a strong relationship with another part including sales and marketing division because each division has its role to success and develop the company.

2.3 Branding

Branding is a big part of marketing, even some experts define that branding is a spearhead of successfulness of marketing because marketing always preceded by branding. Practitioner and academic circle conclude that successful branding will be followed by successful marketing activity, but for some circle try to annual that

branding is only marketing activity. Because branding defined as a name which has the magic power to hook up the consumer, so every things and service are always followed by branding. The pioneer need long step because the power of branding begins with the pattern of good thinking. Besides that, the more strict competition the higher demand of branding. Therefore, branding will be a spearhead of promotion through branding. The study which is very objective from branding are:

- a. Delivering a message
- b. Confirmation of credibility of branding own
- c. Connecting with marketing target
- d. Motivating the consumer
- e. Creating the loyalty of consumer

From the description above explained that successful in branding strategy needs a good idea because the strategy must know the consumer want and need because branding is both of experience and perception of the consumer which can be used and persuade. Some findings which strengthen that branding has advantageous for a famous brand, besides branding focus on emotional brandings such as relationship, five sense's experience, imagination and vision. Gobe [18] explain that in high market competition things and services are not enough to interest the consumer or maintain the consumer, so the emotional aspect of the product and distribution system is the key of differences between the final choice of consumer and the price they pay. Emotional means how a brand interested the feeling and emotion of the consumer, how the brand become live for society and shape a deep relationship and long last. Heggelson dan Suphelan explains the advantageous of branding offered is symbolise benefit which refers to the effect of psychological which will get the consumer when the consumer uses the brand. It means that the brand will communicate who and what consumer to another consumer [19]. From the description above framework thinking in this research is:

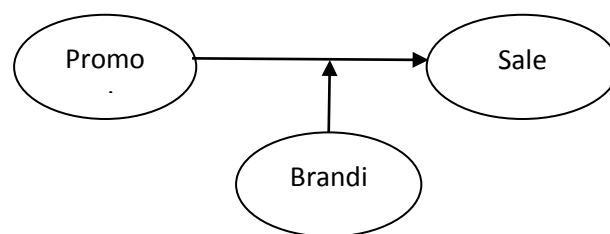


Figure 1. Framework Thinking

2.4 The relationship between promotion variable and sales increasing

Promotion is an activity which tends to reach in the final result, by various efforts in order the consumer can accept the product. While the relationship between promotion and sales is if promotion conducted maximally and consistent, sales will be increased, this case happens because the consumer will know the existence of the new product in the company. from the description above the first hypothesis in this research is:

Ha1: there is an effect of the relationship of promotion toward the sales

2.5 The relation between branding variable and promotion and sale increasing

Branding or introduce the brand to the consumer is a strategy before reaching the target, besides that branding is the essence of marketing, because if we discuss the brand, so automatically it will discuss the marketing science, but branding is predicted as a part of marketing science. The relation between the elements of the market such as promotion and the result of sales, branding has double function which are introduced to the society as a weapon to explore the company product to the consumer. From the description above the second hypothesis is:

Ha2: Branding can be connecting variable between promotion and sales

3. Research Method

This research is associative research to see the relation between variable. Data used is primer data which obtained by instrument test such as pretest used by the researcher to evaluate the level of validation and reliability from the instrument used, so if questioner is valid and reliable, the researcher continues by analyzing the data by used Moderating Regression Analysis. The aims are to know whether the branding can be connecting variable between promotion and sales. The result of the instrument test by used 30 respondents is presented in the table below:

Table 1 The result of Instrument Test

Variable	Item	Validation			Reliability		
		Total Score-Pearson correlation	r table	Description	Alpha	Description	
Promotion	1	0,367	0,349 4	Valid	0,64 5	Reliable	
	2	0,605		Valid		Reliable	
	3	0,721		Valid		Reliable	
	4	0,637		Valid		Reliable	
Branding	1	0,662		0,70 4	Valid	0,62 8	Reliable
	2	0,584			Valid		Reliable
	3	0,591			Valid		Reliable
	4	0,708			Valid		Reliable
Sales	1	0,370		0,62 8	Valid	0,62 8	Reliable
	2	0,615			Valid		Reliable
	3	0,445			Valid		Reliable
	4	0,425			Valid		Reliable

Source: Output SPSS, 2016

Based on the description of the table above explained that all of the items from valis question question is r is bigger than r table 0.3494, and reliable with value r alpha is more significant than 0.6.

4. Result and Discussion

4.1 MRA (Multiple Regression Analysis)

After conducted instrument test, it obtains a valid and reliable result, so the researcher continues with moderating test using software SPSS 17.0 for windows and Moderating Regression Analysis as presented below.

Table 2 Result Test of MRA

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	72.021	34.213		2.67	0.041
	PROMOTION	3.009	1.668	1.436	2.300	0.006
	MODERATOR_Z	0.149	0.096	1.87	2.492	0.03

a. Dependent Variable: SALE

To know the effect partially between independent variable toward the dependent variable can be seen in the value of significance and t value. If the significance is smaller than 0.05 or t value is more significant than t table, so independent variable has effect partially toward the dependent variable. While, if the significance is bigger than 0,05 or t value is smaller than t table, independent variable has no effect partially toward dependent variable.

1. Hypothesis 1: there is a positive and significant effect between promotion and sale

Promotion variable which has t value about 2.300, t value is more significant than t table (2.300>1.683), besides, significance value show 0,006 is smaller than 0,05. Therefore, the test shows that Ho. 1 is rejected and Ha.1 is accepted. This result indicate that variable of promotion has positive and significant effect toward the sale. This means that the first hypothesis is accepted.

2. Hypothesis 2: there is positive and significant effect between moderating promotion of variable and sale

Branding variable with t value about 2.492 and t value is more significant than t table (2.492>1.683), moreover from the test result shoe that ho.2 is rejected and hypothesis (ha.2) is accepted. This result shows that branding variable has a positive and significant effect toward a sale. Besides that, branding variable can moderate the relationship between promotion and sale. This means that the second hypothesis is accepted.

Promotion effect to the sale, this statement proves that the existence of promotion really affect the sale, especially the product of syari'ah bank or micro financial institution. Moreover, the role of the promotion for the company is a policy to win the competition even the strategy of promotion done by the financial institution to market their products have been accepted by the market. This result is in line with

the study conducted by [20-22], revealed that there is a positive effect between promotion and sale. Furthermore, branding has a contribution to improve the sale. This result is in line with the study conducted by Romdonah, Fathoni and Haryono [23] and Septyaningrum, Haryono and Fathoni [24], branding is also able to be connecting variable between promotion and sale which in line with the result of study from Yudhiartika and Haryanto [21], therefore if branding is done maximally, automatically sale will have increase in target market.

5. Conclusion

The promotion has positive and significant effect, this case proves that the higher of sale promotion, the sale will more increase. Branding can be an intermediary variable which means that promotion did maximally by using branding strategy therefore the sale will increase. The result of study explains that the higher rhythm of promotion done by the company, the higher of the sales. But, to reach the higher sale needs strong and consistent branding strategy to avoid the failure of the promotion. The product of financial institution (BMT) more lead to the product of service; therefore, the financial institution is consistent with the promotion of the product of syariah bank. In case, it won't have a reduction because of the strict level of the competition among the companies.

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