THE INFLUENCE OF THE MARKETING MIX ON THE EXPORT SALES VOLUMES OF TEXTILE PRODUCT AT PT. PRIMATEXCO INDONESIA

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ABSTRACT

This study entitled "The Influence of The Marketing Mix on The Export Sales Volumes of Textile Product at PT. Primatexco Indonesia", aimed to analyze the influence of the marketing mix on the export sales volumes. This study used secondary data taken from PT. Primatexco Indonesia, per month in 2004 through 2014.

The analysis method that is used in this research is using normality test, classical assumption test (which includes heteroscedasticity, multicollinearity, autocorrelation), multiple linear regression analysis, T-test, F-test, and R^2 (coefficient of determination).

Based on the simultaneous test, the results proved that independent variables that is product, place, promotion, and price simultaneously had a significant influence on the export sales volumes with the calculated value of F values = 167.475 and sig = 0,000 < 5% this means independent variables product, place, promotion, and price simultaneously significant influence on the dependent variable (export sales volume). In other words, the independent variables are able to explain the amount of the dependent variable.

Based on partial analysis, the results proved that the three independent variables that is product, place, and price significantly influenced on the export sales volumes. On product variable t count value of 13.887 was > t table 2.29 which means that Ho was rejected and Ha was accepted. While the promotion variable did not have any influence significantly on the export sales volumes, because t count value -1.609 was < t table, so Ho was accepted and Ha was rejected.

The results of multiple linear regression test shows that all independents variables that is product, place, and price had a positive influence on the export sales. The greatest positive influence on export sales volumes was product variable (X1), it is shown from the regression coefficient of 8.976, followed by price variable (X4) with a regression coefficient of 1.451E-5, followed by place variable (X2) with a regression coefficient of 2.383E-6. While the promotion variable (X3) with coefficient regression of -6.210E-10, it means that promotion variable does not have any positive influence on the export sales volumes.

Keywords: *Product, Place, Promotion, Price, Export Sales Volumes, Textile Products*

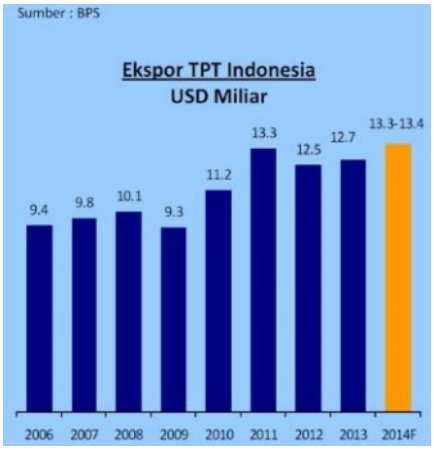
INTRODUCTION

The development of textile industries in Indonesia is not without any problem at all. Textile trading policy, both International and Regional, have taken textile industries to the higher rivalry level. The higher rivalry in the international market has made the development of National textile export stalled. Beside that, national textile also loses grips on the market inside the nation.

The average selling value of textile industry and national textile product (TPT) is USD 20 billion these last three years. Export selling dominated the turnover of Indonesia's TPT (>60%), especially garment.

Picture 1

TPT'S Export Graphic Year 2006 -2014



Considering on how big is the export portions, the work of Indonesia's Textile Industries will be very influenced by the global economic condition, especially USA and Europe, as the biggest TPT's export market for Indonesia. In 2014, US economic was assumed to be better. However, the impact on the recovering of Indonesia's TPT Industries won't be expected to be felt significantly in 2014. In this case, Indonesia's export products still need to fight with the competitor's products such as Vietnamese products, to fight for recovery chances of USA's market. Export market share of Indonesia's TPT in the USA and Europe's main market itself is so small, it even stalled. In USA, Indonesia's TPT market share is 3.8%, it's decreased compared to 2009 which is 4.9%, In Europe is 0,9%, 1% decreased in 2009. According to the research results of Statistics Indonesia (BPS): in 2014, every 1% escalation of USA's economic development, will escalate 1.5% export development of Indonesia's textile company to USA in the next 3 quarterly, however every 1% escalation of European's economic development, is going to be escalate 3% export development of Indonesia's textile company to European the next 2 quarterly.

PT. Primatexco Indonesia is the pioneer of the national textile industry which was established in 1970. PT. Primatexco Indonesia is a Foreign Investment Company (PMA) by means of cooperation in a joint venture between Indonesia and Japan. Approximately 75% of the products of fabric produced by PT. Primatexco Indonesia now have been exported to many countries. For Asia, the products are successfully marketed in Japan, Hong Kong, Singapore, and Saudi Arabia, while the European region covering Germany, UK, Belgium, Switzerland, Italy, Spain, and Turkey. A small portion of PT. Primatexco Indonesia for the local market has been penetrated Jakarta, Bandung, Semarang, Solo, Yogyakarta, Surabaya, Makassar, Banjarmasin, and Bali.

With a decrease in the national textile export numbers also have an impact on the company's decline in textile manufacturers as well, one of them is PT. Primatexco Indonesia. For more detail regarding the export volume sales numbers can be seen in the table 1.

Table 1
Export Sales Volumes
of PT. Primatexco Indonesia
2004-2014)

No.	Year	Export Sales Volumes (Rupiah)
1	2004	159,031,014,661.56
2	2005	179,585,749,213.48
3	2006	149,970,437,210.98
4	2007	151,399,158,672.05
5	2008	36,802,732,175.92
6	2009	27,277,804,652.80
7	2010	45,993,573,843.96
8	2011	44,018,521,115.56
9	2012	33,279,580,423.74
10	2013	76,484,868,499.01
11	2014	101,997,936,700.93
Total		1,005,841,377,169.99
Average		91,440,125,197.27

Source: PT. Primatexco Indonesia, 2015

By looking at the problem of the national textile export industry that occurred, then it also affects the textile industries that exist, one of which PT. Primatexco Indonesia. On the basis of this, the authors are interested **Volume of Textiles Products at PT. Primatexco Indonesia**".

LITERATURE REVIEWS

Marketing

Marketing is a process of developing an integrated communication that aims to provide information about the goods or services to satisfy human needs and desires. In a general sense, marketing can be defined as a social and managerial process in specifically to hold and take to hold and take the object of research at PT. Primatexco Indonesia with the title "**The Influence of Marketing Mix on the Export Sales**

whichindividuals and groups obtain what they need and to create, offer, and exchange, the valuable products with others (Kotler, 2000).

Philip Kotler (1993: 5) stated that marketing is a social and managerial process by individuals and groups to obtain what they need and they want to create and bring products and value each other. According to that definition, Philip Kotler (1993: 5) uses the term needs of desire, product demand, exchange, transactions, and markets.

Marketing Concept

While definitively according to BasuSwastha (2000:17), *"Konsep pemasaran adalah sebuah falsafah bisnis yang menyatakan bahwa pemuasan kebutuhan konsumen merupakan syarat ekonomi dan social bagi kelangsungan hidup perusahaan,"* According to his opinion, marketing concept can be as a business philosophy that satisfies the customer needs under the prerequisite for economic and social viability of the company.

Marketing Mix

According to Kotler and Armstrong (2000: 56), marketing mix is a set of tactical marketing tools are combined and controlled by the company to produce the desires response target market. The marketing mix consists of everything you could do to influence the demands for its products.

According to Indriyo Gitosudarmo, he defined that marketing mix a blend of product, price, promotion, and distribution that is used by entrepreneurs to market their products or to serve costumers; it is also used to influence consumers.

Product

According to Kotler, (2000: 428), product is anything that can be offered by manufacturers to be noted, asked, sought, bought, and used.

Products offered may include physical goods, services, or a private person, place, organization, and ideas. Thus, products can be tangible or intangible benefits that can satisfy customers. Conceptually, a product is the subjective understanding of the producers of something that can be offered as an attempt to achieve organizational goals through fulfilling needs and desires of consumers, in line with the competence and capacity of the organization as well the purchasing power of the market. In more details, the concept of total product includes goods, packaging, brand, label, services, and warranty (Tjiptono, 1997).

Place

According to Philip Kotler, place is a wide range of activities by the company to make its products accessible and available to target consumers. As one of the marketing mix variables, place or distribution has a very important role in helping companies ensure their products, because the purpose of the distribution is to provide goods or services that are needed and wanted by the consumer at the right time and right place. Punctual goods delivery will reduce the scale of consumers moving to the other manufacturer.

Promotion

Promotion is an important activity, which plays an active role in introducing, informing, and reminding the benefits of a product in order to encourage consumers to buy the product being promoted. To hold a promotion, every company should be able to determine exactly which promotional tools that are used in order to achieve success in sales.

Price

Price is an important role in marketing both for sellers and buyers. According to Alma (2004: 79), "Price is the value of an item that is expressed in money". According to Swasta (2000: 89) definition of price is "the amount of money (added with some stuff that might be) which is required to obtain a number of combinations of items and its services".

"Price is the amount of money charged for a product or service. Generally, price is the overall value of redeemable for consumers to get benefit of the ownership of goods or service" (Philip Kotler).

Sales Volumes

Sales activity is an activity that must be performed by a company by marketing their products. Sales activities that is done by the company aims to achieve the expected sales volumes and maximum profit achievement.

The definition of sales volumes stated by Rangkuti (2009: 207):

Volume penjualan adalah pencapaian yang dinyatakan secara kuantitatif dari segi fisik atau volume atau unit suatu produk. Volume penjualan merupakan suatu yang menandakan naik turunnya penjualan dan dapat dinyatakan dalam bentuk unit, kilo, ton, atau liter

Based on his opinion sales volume is an achievement which is expressed quantitatively in terms of physical volume or unit of a product. Sales volume indicates a rise and fall of sales and can be expressed in terms of units, pounds, tons, or liters.

Export

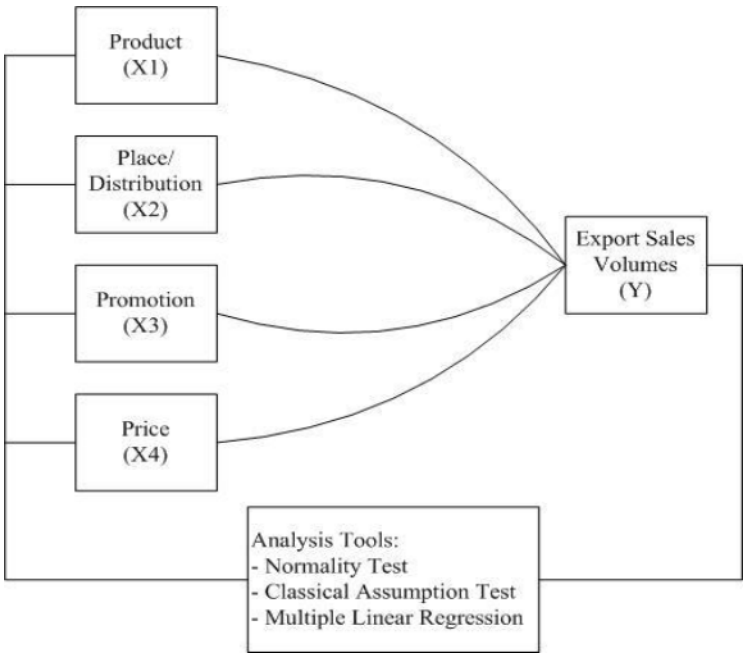
Exports are selling goods abroad by using the payment system, quality, quantity and other terms of sales approved by the exporters and importers. Export process in general is an activity to move out the goods or commodities of the country to put it to other countries.

RESEARCH METHODS

Research method is a productive or a way to find out something which has systematic steps. While the methodology is defined as a theoretical framework used to analyze, work or solve the problems facing (Kerf, 2004).

The methods of collecting the data in this research are using interviews, literatures, observation, and documentation.

According to the literature reviews and some of the previous studies, the theoretical framework in this research is as follows



The hypotheses that can be obtained:

H1: It is assumed that there is a significant influence simultaneously between marketing mix with the four variables: product, price, promotion, and place on the export sales volumesof textile product at PT. Primatexco Indonesia.

H2: It is assumed that Product Variable significant influence partially on the export sales volumes of textile product at PT. Primatexco Imdonesia.

H3: It is assumed that Price Variable significant influience partially on the export sales volumes of textile product at PT. Primatexco Indonesia.

H4: It is assumed that Promotion Variable significant influence partially on the export sales volumes of textile product at PT. Primatexco Indonesia.

H5: It is assumed that Place (Distribution) Variable significant influence partially on the export sales volumes of textile product at PT. Primatexco Indonesia.

In this research data that is used is secondary data which is taken from PT. Primatexco Indonesia. Secondary data in this reseacrh include: export sales volumes of textile product at PT. Primatexco Indonesia, product cost, pricing cost, distributation cost, and promotion cost.

In this study, there are four independent variables, namely product, price, place (distribution), and promotion

The operational variables that can be obtained from this research:

a. A product is defined as what is offered to the market to be notices, acquired, used, or consumed to fulfill a want or need. In this research, what is mentioned product (X1) are variety of the textile product, quality, packaging, servicing, and warranty.

b. Place can be defined as marketing channels, market scope, grouping, location, inventory, transportation, and distribution. In this research the place variable is location, inventory, transportation, and distribution.

c. Promotion is a set of activities to intoduce the product to the customers. Promotion can be done by doing sales promotion, advertising, personal selling, public relation, and direct marketing. In this reserch the promotional mix that have been done by the company is public relation, direct marketing, and personal selling.

d. Price are contains of price list, discount, term of payment, credit requisite. In this reserach what is mentioned in the price variable is price list of the products.

While data analysis methods used in this research is as follows:

a. Normality Data Test

Normality test is used to determine whether the dependent variable in the regression model, the independent variables, or both have a normal distribution or not. A good regression model is those that are normally distributed. Normality test can be done by using Kolmogorov-Smirnov test (goodness of fit, Imam Ghozali, 2001).

b. Classical Assumption Test

1) Heteroscedasticity

Detection of heteroskedasticity can be done by using the model of output Glesjer to see a larger significance. If the probability value (sig) is greater than 0,05, it can be concluded that there is no heteroskedasticity and otherwise (Imam Ghozali, 1995:81-82).

2) Multicollinearity

Multicollinearity test is conducted to examine whether there is a correlation between the independent variables (Gujarati, 1978: 157). The test is seen based on the value of Variance Inflation Factor (VIF) were obtained. The lack of correclation that is high (above 0,90) indicates that there is not multicollinearity on each independent variables. In addition, VIF is known that none showed values abobe 10 or tolerance value of 0.10.

3) Autocorrelation

Autocorrelation can be defined as the correlation between the members of a set of observations which is arranged according to the listed time (such as time series data) or a sequence of spaces / places (data cross sectional), or correlations that arise on ittself (Sugiarto, 1992). The existence of autocorrelation can leas to assessments that have no minimum variance (Gujarati, 1997) and the test can not be used, as it will give the wrong conclusions (Rietveld and Sunaryanto, 1994). Autocorrelation test can be obtained by doing Durbin – Watson Test.

c. Multiple Linear Regression

Multiple linear regression is a statistical technique that uses several explanatory variables to predict the outcome of a response variable. The goals of multiple linear regression (MLR) is to model the relationship between the explanatory and response variables.

1) Partial Test (T-test)

T-test is a statistical examination of two population means. A two-sample T-test examines whether two samples are different and is commonly used when the variances of two normal distributions are unknown and when an experiment uses a small sample size.

2) Simultan Test (F-test)

F-test is used to determine the real impact or influence between the independent variable on the dependent variable simultaneously (PS. Djarwananto, 1993: 268).

3) Coefficient Determination

Coefficient of determination is a measure that is used statistical model analysis to assess how well a model explains and predicts future outcomes. It is indicates of the level of explained variability of the model.

FINDINGS

a. Normality Data Test

Table 2
Normality Test Result

One-Sample Kolmogorov-Smirnov Test

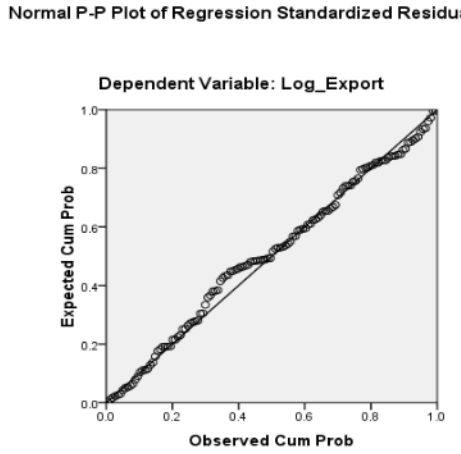
		Unstandardized Residual
N		132
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	.12502351
Most Extreme Differences	Absolute	.076
	Positive	.042
	Negative	-.076
Kolmogorov-Smirnov Z		.874
Asymp. Sig. (2-tailed)		.430

a. Test distribution is Normal.

Source: Data processed by the writer, 2015

From the table 2 was obtained that sig values = 0.430 = 43 % > 5%, it means H0 is accepted. This also means that the variable of un-standardized residual was normally distributed. Normality test can also be seen in the chart Normal P-Plot as follows.

Diagram 1
Normal PP-Plot Graph



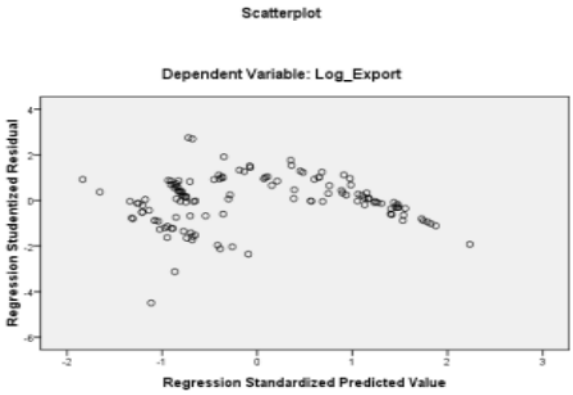
Source: Data processed by the writer, 2015

In the P-Plot graph the data were spread around the diagonal line and follow the direction of the line histograf towards normal distribution pattern, so it means that the dependent variable (Y) meets the assumption of normality.

b. Classical Assumption Test

1) Heteroscedasticity

Diagram 2
Scatterplot



Source: Data processed by the writer, 2015

On the scatterplot graph shows that the dots randomly spread and spread both above and below the zero on the axis Y. This can be concluded there is no heteroscedasticity in this regression model.

Table 3
Glejser Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.053	.037		1.433	.154
	Prod	-7.708E-8	1.05E-06	-.020	-.121	.904
	Place	-2.031E-7	5.57E-07	-.080	-.600	.549
	Prom	-3.421E-10	3.86E-10	-.125	-1.459	.147
	Price	6.159E-6	5.44E-06	.228	1.864	.065

a. Dependent Variable: Abs_res

Source: Data processed by the writer, 2015

SPSS output display results clearly show that all the independent variables have sig ≥ 0.05. So this means that there are no independent variables which statistically significant influence Abs_res dependent variable. So we can conclude the regression model did not contain any heteroscedasticity.

2) Multicollinearity

Table 4
Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.976	.061		147.957	.000		
	Prod	1.451E-5	.000	.965	13.887	.000	.260	3.847
	Place	2.383E-6	.000	.238	4.279	.000	.407	2.457
	Prom	-6.210E-10	.000	-.058	-1.609	.110	.979	1.022
	Price	4.633E-5	.000	.436	8.518	.000	.478	2.091

a. Dependent Variable: Log_Export

Source: Data processed by the writer, 2015

From the table above shows each independent variable has a value of tolerance> 0.1 and VIF <10. So it can be concluded that there is no multicollinearity between independent variables in this regression model.

3) Autocorrelation

Autocorrelation test is conducted to determine whether on the linear regression model there is correlation of the confounding error in the time period t with the error in the time period t-1. In this study, autocorrelation test conducted by the Durbin-Watson test. The results can be seen in the following table.

Table 5
Durbin – Watson Test Result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.917[a]	.841	.836	.12698	.795

a. Predictors: (Constant), Price, Prom, Place, Prod

b. Dependent Variable: Log_Export

Source: Data processed by the writer, 2015

c. Multiple Linear Regression

First regression analysis is to assess the influence of the product, place, promotion, and price on the export sales volume at PT. Primatexco Indonesia. Tests were carried out such as by using the F test, T test, and R Test.

Table 6
Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.976	.061		147.957	.000
	Prod	1.451E-5	1.05E-06	.965	13.887	.000
	Place	2.383E-6	5.57E-07	.238	4.279	.000
	Prom	-6.210E-10	3.86E-10	-.058	-1.609	.110
	Price	4.633E-5	5.44E-06	.436	8.518	.000

a. Dependent Variable: Log_Export

Source: Data processed by the writer, 2015

Based on the table 4.11 abovethe equation of multiple regression as follows:

Log_Export= 8.976 + 1.451E-5 + 2.383E-6 – 6.210E-10 + 4.633E-5

1) Simultaneous Test (F-test)

Table 7
Simultaneous Test

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	10.801	4	2.700	167.475	.000[a]
	Residual	2.048	127	.016		
	Total	12.849	131			

a. Predictors: (Constant), Price, Prom, Place, Prod

b. Dependent Variable: Log_Export

Source: Data processed by the writer, 2015

In the Anova table were obtained that F values is 167.475 and sig is 0,000 < 5% this means independent variables product, place, promotion, and price simultaneously significant influence the dependent variable (export sales volume). In other words, the independent variables are able to explain the amount of the dependent variable.

2) Partial Test (T-test)

Table 8
Partial Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.976	.061		147.957	.000
	Prod	1.451E-5	1.05E-06	.965	13.887	.000
	Place	2.383E-6	5.57E-07	.238	4.279	.000
	Prom	-6.210E-10	3.86E-10	-.058	-1.609	.110
	Price	4.633E-5	5.44E-06	.436	8.518	.000

a. Dependent Variable: Log_Export

Sourc Source: Data processed by the writer, 2015

Hypothesis:
Ho: The independent variable does not influence on the dependent variable.
Ha: The independent variables influence on the dependent variable.

Decision-making criteria:
With a level of trust = 95% or (α) = 0.05. Degrees of freedom (df) = nk-1 = 132-4-1 = 127, as well as testing the two sides which is gained from $t_{0,05}$= 2,29.

Ho accepted if $-t_{table} \leq t_{count} \leq t_{table}$ or sig ≥ 5%
Ho rejected if ($t_{count} < -t_{table}$ or $t_{count} > t_{table}$) and sig <5%.

Statistical tests using SPSS on a product variable was obtained that value of t_{count} = 13.887 and sig = 0.000 = 0% ≤ 5%, so this means that Ho is rejected. This means that product variable is statistically significant influence on the dependent variable (export sales volume).

While based on the table place variable was obtained that the value of t_{count}= 4,279 and = 0.000 = 0% ≤ 5%, so this means that Ho is rejected. This means that place variable is statistically significant influence on the dependent variable (export sales volume).

According to the table, it can be obtained that promotion variables is equals to t_{count}= -1,609 and = 0.000 = 0% ≤ 5%, so this means that Ho is rejected. This means that promotion variable is statistically significant influence on the dependent variable (export sales volume).

As we can see from the table, it can be seen that value of t_{count}= 8,518 and = 0.000 = 0% ≤ 5%, so this means that Ho is rejected. This means that place variable is statistically significant influence on the dependent variable (export sales volume).

3) Coefficient Determination

Table 9
Coefficient Determination Test
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.917[a]	.841	.836	.12698

a. Predictors: (Constant), Price, Prom, Place, Prod

Source: Data processed by the writer, 2015

From the Table 9, it can be obtained that the values of adjusted R^2 = 0.836 = 83.6%,it means that the independent variables namely product, place, promotion, and price simultaneously influence on the dependent variable (export sales volumes) which amounted to 83.6% and the rest is influenced by other variables that are not included in this research.

CONCLUTIONS

Based on the results of the research that has been done about the influence of marketing mix on the export sales volumes at PT. Primatexco Indonesia, conclusions can be drawn as follows:

a. Based on the simultaneous test, the results proved that independent variables that is product, place, promotion, and price simultaneously had a significant influence on the expot sales volumes with the calculated value of F value = 167.475 and sign = 0.000 <5%, it means independent variables simultaneously significant influence on the dependent variable. In other words, the independent variables are able to explain the amount of the dependent variable.

b. The partial analysis, found that product, place, and price significantly influenced on the export sales volumes. While the

promotion did not influence significantly the export sales volumes.

c. The results of multiple linear regression test shows that product, place, and price had a positive influence on the export sales volumes. The greatest positive influence was product.

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