

The Effect of Giving Discounts and Service Quality on Sales at PT Midi Utama Indonesia Tbk Alfamidi Branch of SM Raja 4 Medan

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ABSTRACT

This study aims to determine how much the effect of discounting and service quality on sales of PT. Midi Utama Indonesia TBK Alfamidi branch Sm Raja 4 Medan. The data analysis technique used in this research is qualitative and quantitative analysis. The sample in this research, amounting to 50 people, namely the Consumer Alfamidi Sm Raja 4 Medan. The results of this study obtained the Multiple Regression equation $Y = (2.535) + 0.166 X1 + 0.105 X2$, where the constant coefficient (a) is 2.535, the regression coefficient value (X1) is 0.166 and the regression coefficient value (X2) is 0.105. The results of the validity test with a sample size of 50 and a value of r tabel 0.279., Of the 26 items, the lowest r table value was 0.285 but it was still declared valid because $r_{table} > r_{count}$. And based on the results of the t hypothesis test on the effect of giving discounts on sales variables, the tcount value is obtained (10.553). And based on the results of the t hypothesis test on the effect of service quality on sales variables, it is obtained value_count (2.104). Because the value of t is greater than t table, the hypothesis is accepted. And based on the determination coefficient test (KD) or R Square (R2), it is known that the R Square value is 0.861 or 86.1%, while the remaining 13.9% is influenced by other variables not examined by this study. And based on the coefficient of determination test (KD) or Adjusted R Square (R2), it is known that the value of R Square is 0.854 or 85.4%, while the remaining 14.6% is influenced by other variables not examined by this study.

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1. INTRODUCTION

In today's modern era, a high level of business competition makes companies compete to defend, win market competition and expand their existence. Similar industries will always try to compete for the same market. The impact of this competition is of course very clear where consumers then become increasingly critical in choosing the best, therefore marketers need to know and study the needs and desires of consumers, as well as the characteristics of consumers.

Apart from the promotions carried out by the company in supporting the sales achievement of both goods and services, discounts are also one of the most important elements to support sales. According to Kotler and Keller (2007: 103), it is explained that a discount is a gift made by companies for faster payments. Bulk purchases, and out-of-season purchases.

Most companies make modifications to their prices by adjusting their prices and providing certain centive discounts for payment activities. Discount pricing is the mode of operation for companies offering products or services. The behavior of people who shop in a planned manner becomes unplanned.

One of the fastest growing businesses today is retail. One example is Alfamidi, which is a mini-market that is engaged in retail trade, which is found in almost all cities in Indonesia. Alfamidi Minimarket to win the competition always does many strategies, one of which is by giving discounts and providing quality service to increase sales at Alfamidi.

Alfamidi SM Raja 4 minimarket in Medan is one of the stores that often provides discounts and also provides quality service to consumers to return to shop. For this reason, Alfamidi is required to always maintain the excellence of its services. The quality of service provided by employees to consumers can increase sales and contribute not only to the Alfamidi SM Raja 4 Medan branch but to the company in its long-term improvement.

In this discussion, the researchers tried to raise the problems that occurred at PT.Midi Utama Indonesia Tbk Alfamidi SM Raja 4 Medan branch, where the company held discounts and service quality.

Based on the description above, the researcher is interested in conducting a study with the title: "The Effect of Discounting and Service Quality on Sales at PT. Midi Utama Indonesia Tbk Alfamidi SM Raja 4 Medan branch.

2. RESEARCH METHOD

2.1. Population and Sample

Population is a group of people, events or everything that has certain characteristics, while the sample is part of the population taken through certain methods which also have certain, clear and complete characteristics which are considered to represent the population (Sugiyono, 2017). According to Alfamidi Sm Raja 4 Medan, the average number of visitors or consumers per week was 250 people in June 2020. The population in this study was 250 visitors to the Alfamidi Sm Raja 4 minimarket in Medan whose visitors made purchases due to seeing price cuts and getting service. of employees at the store.

According to Arikunto (2009: 131-134), if the research will carry out multivariate analysis (correlation or multiple regression), if the subject is less than 100 people, it is better to take all of them. However, if the number of objects is large it can be taken between 10% -15% or 20% -25% or more. Based on the above opinion, the authors took a sample of 20% of the total population of 250 people, namely (250 people X 10% = 50 people) Alfamidi consumer respondents.

The sample is a part of the population research subject to be studied (Sugiyono, 2005: 56). According to Arikunto (2006: 131), the sample is part or representative of the population under study. If we are only going to study a portion of the population, it is called a sample study. The sampling technique in this study was accidental sampling. According to Sugiyono (2017: 85), accidental sampling is the determination of the sample based on respondents who are met in the field by chance, namely who are visitors who happen to be met by researchers at the research location at Alfamidi SM Raja 4 Medan.

2.2. Types and Sources of Data

The types and sources of data used in this study are as follows:

1. Quantitative Data

The type of data obtained is in the form of information that supports this research such as data that can be calculated from a survey of consumers at PT. Midi Utama Indonesia Tbk Alfamidi SM Raja 4 Medan branch.

2. Qualitative Data

Data that is not in the form of numbers. This type of data is in the form of oral and written information from interviews and literature research on what information is needed.

3. Data source

In addition to the type of data, this study also used several data sources, namely:

a. Primary Data

The data were obtained by field surveys using all original data collection methods. The primary data in this study is based on the results of a questionnaire distributed to visitors to the Alfamidi SM Raja 4 minimarket who made purchases.

b. Secondary Data

Secondary data is a source of research data obtained indirectly through intermediary media or that has been recorded by other parties. Secondary data from this research is data derived from articles and scientific works published on the internet as well as various literature that supports the problem and books, magazines, studies that have been done.

4. Data collection technique

In order to obtain data and information regarding this writing material, the authors use the following data collection methods:

- a) Observation, namely research conducted by visiting the object of research directly to obtain the data needed in this study.
- b) Interview, namely the author held a direct question and answer to the object of research in this case the leader and customer of Alfamidi Sm Raja 4 minimarket in Medan.
- c) Documentation, namely studying secondary data in the form of sales in the company related to the author's research, namely the sales volume of 2019 to 2020.
- d) Questionnaire, namely research conducted by distributing questionnaires to a number of respondents who were the sample in this study.

2.3. Instrument Testing Techniques

In a research study, instrument testing is needed to determine whether the measuring instrument used in the research is feasible or not. In this research, the instrument used is in the form of a questionnaire, so it is necessary to test the validity and reliability.

a. Validity Test

Validity testing is used to measure the measuring instrument used to obtain data. According to Duli (2019: 103) validity is the degree of accuracy between the data that actually occurs on the object of research and the data reported by the researcher. Testing the validity of the list of questions asked is by using the product moment method with the following formula:

$$r_{xy} = \frac{n\sum xy - (\sum x)(\sum y)}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Where:

- r_{xy} : Correlation coefficient
 x : The independent variable
 y : The dependent variable
 n : Number of samples or respondents

The criteria for the decision making are valid or not a questionnaire, namely:

If $r_{count} > r_{table}$ then the questionnaire is valid

If $r_{count} < r_{table}$ then the questionnaire is invalid

The r_{table} value is obtained from $(df) = n - k$ with a significance level of $\alpha = 5\%$, in this case n is the number of samples and k is the number of constructs.

b. Reliability Test

According to Ghazali (2016: 47) states that the reliability test is a tool for measuring a questionnaire which is an indicator of a variable or construct. A questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time. A data is said to be reliable is that the variable has a Cronbach alpha value greater than 0.6 or is not reliable if it has a Cronbach alpha value less than 0.6.

c. Hypothesis test

Hypothesis testing is intended to determine whether there is a significant influence between the independent variables and the dependent variable. In testing this hypothesis, the researcher uses a significant test, by determining the null hypothesis (H_0) and the alternative hypothesis (H_a).

The null hypothesis (H_0) is a hypothesis which states that there is no significant influence between the independent variable and the dependent variable while the alternative hypothesis (H_a) is a hypothesis which states that there is a significant influence between the independent variable and the dependent variable (Sugiyono, 2017: 63). This test is carried out partially (t test) or simultaneously (F test).

d. Simultaneous Test (F test)

According to Rahayu and Susanto (2018: 226), the F test basically shows whether all the independent variables have a joint influence on the dependent variable. The statistical test used in simultaneous testing is the F test or what is commonly known as the Analysis of Variance (ANOVA). The F test according to Miftahul (2018) can use the double significant correlation formula as follows:

$$F_h = \frac{(R^2/k)/((1 - R^2)/(n - k - 1))}{1}$$

Information:

R: multiple correlation coefficient

k: number of independent variables

n: number of sample members

This test is carried out at a 95% confidence level with the following conditions:

If the significance level is greater than 0.05, it can be concluded that H₀ is accepted, on the other hand H_a is rejected.

If the significance level is smaller than 0.05, it can be concluded that H₀ is rejected, otherwise H_a is accepted.

Partial Test (T test)

This test shows how far the influence of the independent variable partially on the dependent variable (Septian and Saputra, 2020: 50). In the end, a conclusion will be drawn that H₀ is rejected or H_a is accepted from the hypothesis that has been forwarded. According to Sugiyono (2017: 184) the formula for testing the t test is as follows:

$$t = \frac{(r - r_{table})}{\sqrt{(1 - R^2)/n}}$$

Information:

T : t test value

R : correlation coefficient

r² : coefficient of determination

N : number of samples

This test is carried out with the t test at the 95% confidence level with the following conditions:

If the significance level is greater than 0.05, it can be concluded that H₀ is accepted, on the other hand H_a is rejected.

If the significance level is smaller than 0.05, it can be concluded that H₀ is rejected, on the contrary H_a is accepted.

e. Coefficient of Determination (R²)

The coefficient of determination is used to explain the proportion of the dependent variable (free), namely the quality of service, facilities and location that can be explained by variations in the independent variable (dependent), namely patient satisfaction (Dewi, 2016: 541). The coefficient of determination is zero and one. A small value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one dependent variable provides almost all the information needed to predict the variation in the dependent variable. A fundamental weakness of using the coefficient of determination is the usual number of independent variables included in the model. For each additional one independent variable, R² must increase regardless of whether the variable has a significant effect on the dependent variable. Therefore, many researchers recommend using the adjusted R² (adjusted R square) value when evaluating which regression model is the best. Unlike R², the adjusted R² value can increase or decrease if one independent variable is added to the model.

3. RESULTS AND DISCUSSION

3.1. Validity Testing

After collecting questionnaires from respondents, then the validity test was again carried out on the data obtained. Validity shows the accuracy and accuracy of a measuring instrument in performing its measuring function.

Validity testing is done using the product moment correlation formula. r count is obtained from the output, the value is then compared with the r table value from the statistical book.

The validity test can be done by looking at the correlation between the score of each item in the questionnaire with the total score to be measured, using the Pearson Correlation Coefficient in SPSS. If the significance value (P Value) > 0.05, there is no significant relationship. Meanwhile, if the significance value (P Value) < 0.05, there is a significant relationship.

This study uses an analytical tool in the form of SPSS 20 (Statistical Package for Social Science 20). The results of the data validity test can be seen in the following table.

Table 1. Validity Test Results of Discount Variable (X1)

Variabel	No. Pernyataan	Rhitung	rtabel	Keterangan
<i>Pemberian Diskon (X1)</i>	Pernyataan 1	0,368	0,279	Valid
	Pernyataan 2	0,520	0,279	Valid
	Pernyataan 3	0,564	0,279	Valid
	Pernyataan 4	0,285	0,279	Valid
	Pernyataan 5	0,471	0,279	Valid
	Pernyataan 6	0,496	0,279	Valid
	Pernyataan 7	0,465	0,279	Valid
	Pernyataan 8	0,441	0,279	Valid
	Pernyataan 9	0,381	0,279	Valid
	Pernyataan 10	0,493	0,279	Valid

Table 2. Validity Test Results of Service Quality Variables (X2)

VARIABEL	No.Pernyataan	Rhitung	Rtabel	Keterangan
<i>Kualitas Pelayanan (X2)</i>	Pernyataan 1	0,445	0,279	Valid
	Pernyataan 2	0,335	0,279	Valid
	Pernyataan 3	0,318	0,279	Valid
	Pernyataan 4	0,426	0,279	Valid
	Pernyataan 5	0,663	0,279	Valid
	Pernyataan 6	0,603	0,279	Valid
	Pernyataan 7	0,546	0,279	Valid
	Pernyataan 8	0,303	0,279	Valid

Table 3. Validity Test Results of Discounting Variable (X2)

VARIABEL	No.Pernyataan	Rhitung	Rtabel	Keterangan
<i>Penjualan (Y)</i>	Pernyataan 1	0,363	0,279	Valid
	Pernyataan 2	0,358	0,279	Valid
	Pernyataan 3	0,365	0,279	Valid
	Pernyataan 4	0,451	0,279	Valid
	Pernyataan 5	0,458	0,279	Valid
	Pernyataan 6	0,440	0,279	Valid
	Pernyataan 7	0,437	0,279	Valid
	Pernyataan 8	0,514	0,279	Valid

The table above shows that all statement items used to measure the variables used in this study have a correlation coefficient that is greater than r table. The analysis was carried out using SPSS Version 20 with an error rate (significant) of 5% with a two-way test and the number of respondents (N) as many as 50 people. So the degree of freedom (df) for correlation in this validity test is $df = N - 2$, namely $df = 50 - 2 = 48$. Based on this df, the r table is 0.279. From these results indicate that all statement items (indicators) are valid.

The coefficient of determination is used to determine how much influence the independent variables have on the dependent variable.

Table 4. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.928 ^a	.861	.854	3.633

From the results of calculations using the SPSS 20 program, it can be seen that the coefficient of determination (R Square) obtained is 0.861 ha line, which means that the variables of discounting

and service quality have an effect of 86.1% on sales. While the remaining 13.9% is influenced by other variables which were not examined in this study.

From the calculation results, it can be seen that the coefficient of determination (Adjusted R Square) obtained is 0.854, this means that the variables of discounting and service quality have an effect of 85.4% on sales. While the remaining 14.6% is influenced by other variables not examined in this study.

4. CONCLUSION

Based on the data obtained from the results of the analysis, the following conclusions can be drawn : Based on the results of the F test shows that the independent variable giving discounts and service quality together on the dependent variable sales has a significant effect, namely with the F value of 5.825 and a significance value of $0.000 < 0.05$. From the results of the t test shows that the provision of discounts with sales has a significant effect by obtaining a t value of 2.218 and a significance of $0.000 < 0.05$. Based on the R square (R²) test, it shows that the value of 0.861 means that the variable giving discounts and service quality has an effect of 86.1% on sales. From the simultaneous research results based on grouping of gender, age, education, work status and income level, there is no difference with the results of the simultaneous test as a whole.

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