


## The Influence of Marketing Strategy and Service Quality on Sales Volume in MSMEs Penyet 18 Pabuaran, Cirebon Regency

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ARTICLE INFO	ABSTRACT
<p><b>Article History:</b> Received: 2023, 02, 15 Revised: 2023, 02, 16 Accepted: 2023, 02, 20</p> <p><b>Keywords:</b> Marketing Strategy, Quality of Service, Sales Volumes</p>	<p><i>High sales are the main goal for every business, including micro, small and medium enterprises (MSMEs). In this context, an effective marketing strategy and good service quality can be key factors affecting sales volume. This study aims to analyze the influence of marketing strategy and service quality on sales volume in MSME players in Pondok Penyet 18 Pabuaran. This research method uses quantitative descriptive research. The study will be conducted in March 2023. The population of this study consists of all MSME consumers of Pondok Penyet 18 Pabuaran, Cirebon Regency as many as 350, then with the Slovin formula, the margin of error of 5% was obtained by 90 respondents. Sampling is carried out using the purposive sampling method. The researchers' data collection technique is carried out by observation and distribution of questionnaires directly by visiting the object of research, namely to customers / consumers of Pondok Penyet 18 Pabuaran. The collected data is then analyzed using statistical analysis techniques to identify the relationships between the variables studied. Data analysis techniques used with the help of SPSS include validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis testing through t tests and F tests, and determination coefficient analysis. Based on the results of the analysis, it can be concluded that there is an influence of marketing strategy on the sales volume of MSMEs in Pondok Penyet 18 Pabuaran with a calculated t value (<math>2.276 &gt; t \text{ table } (1.99085)</math>) and a significant value of <math>0.019 &gt; 0.05</math>; there is an influence of service quality on the sales volume of MSMEs Pondok Penyet 18 Pabuaran with a t-count value (<math>2.2172 &gt; t\text{-table } (1.99085)</math>) and a significant value of <math>0.012 &gt; 0.05</math>; and there is an influence of marketing strategy and service quality together on the sales volume of MSMEs Pondok Penyet 18 Pabuaran with a calculated F value of <math>20.786 &gt; F \text{ table of } 2.48</math>, and a significance value of <math>0.000 &lt; 0.05</math>. Marketing strategy and service quality variables simultaneously affect sales volume by 22.5%, while the remaining 77.5% are influenced by other variables not discussed in this study.</i></p>
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### Abstract

High sales are the main goal for every business, including micro, small and medium enterprises (MSMEs). In this context, an effective marketing strategy and good service quality can be the key factors influencing sales volume. This study aims to analyze the effect of marketing strategy and service quality on sales volume in Pondok Penyet 18 Pabuaran MSME actors. Method this research uses quantitative descriptive research. The research was conducted in March 2023. The population for this study consisted of all 350 UMKM consumers at Pondok Penyet 18 Pabuaran, Cirebon Regency, then using the Slovin formula, the margin of error was 5%, 90 respondents were obtained. Sampling was carried out using *purposive sampling method*. Data collection techniques were carried out by

(Abdul Aziz Al-Khatiri, Hendri Sucipto, Slamet Bambang Riono, Dwi Harini)  
The Influence of Marketing Strategy and Service Quality on Sales Volume  
in MSMEs Penyet 18 Pabuaran, Cirebon Regency

researchers by observing and distributing questionnaires directly by visiting the research object, namely the customers/consumers of Pondok Penyet 18 Pabuaran. The data collected was then analyzed using statistical analysis techniques to identify the relationship between the variables studied. Data analysis techniques used with the help of SPSS include validity test, reliability test, classic assumption test, multiple linear regression analysis, hypothesis testing through t test and F test, as well as analysis of the coefficient of determination. Based on the results of the analysis, it can be concluded that there is an influence of marketing strategy on the sales volume of UMKM Pondok Penyet 18 Pabuaran with a calculated t value ( $2.276 > t$  table (1.99085) and a significance value of  $0.019 > 0.05$ ; there is an effect of service quality on the sales volume of UMKM Pondok Penyet 18 Pabuaran with a t-count value ( $2.2172 > t$ -table (1.99085) and a significance value of  $0.012 > 0.05$ ; and there is an influence of marketing strategy and service quality together on the sales volume of UMKM Pondok Penyet 18 Pabuaran with a calculated F value of 20,786 > F table of 2.48, and a significance value of  $0.000 < 0.05$ . Marketing strategy and service quality variables simultaneously affect sales volume by 22.5%, while the remaining 77.5% is influenced by other variables not discussed in this study.

**Keywords:** Marketing Strategy, Service Quality, Sales Volume

## 1. INTRODUCTION

In today's competitive business world, MSME actors face various challenges, including increased competition and changes in consumer behavior. To be able to survive and develop, MSMEs need to have an effective marketing strategy and focus on quality service to customers. The right marketing strategy can help MSME players promote their products and services, reach a wider target market, increase brand awareness, and encourage consumers to make purchases. Through a good marketing strategy, MSME actors can differentiate themselves from competitors and create attractive added value for potential customers.

In addition, good service quality is also an important factor in attracting customers and maintaining a loyal customer base [1] Customers tend to choose to transact with MSME players who provide friendly, responsive service and meet their needs. Good service quality can create a positive experience for customers and help build long-term profitable relationships [2]. Even though marketing strategy and service quality have the potential to affect sales volume, there is still a need for more in-depth research and empirical evidence to understand a more specific relationship between these two factors and the sales volume of MSME players. Therefore, this research is important to provide better insight into the effect of marketing strategy and service quality on sales volume, especially in the context of MSME actors in the Cirebon Regency area. The results of this study are expected to provide a deeper understanding and practical recommendations for SMEs in developing effective marketing strategies and improving service quality to increase their sales volume.

The regional government of Cirebon Regency has provided support and guidance to MSME actors, especially members of the Pondok Penyet 18 Pabuaran group, through HR development training, marketing training and other types of training. In addition, the Brebes Regency government also held socialization activities to encourage people to love and be proud of using local products and consuming MSME products, with the hope of increasing sales volume from MSME players.

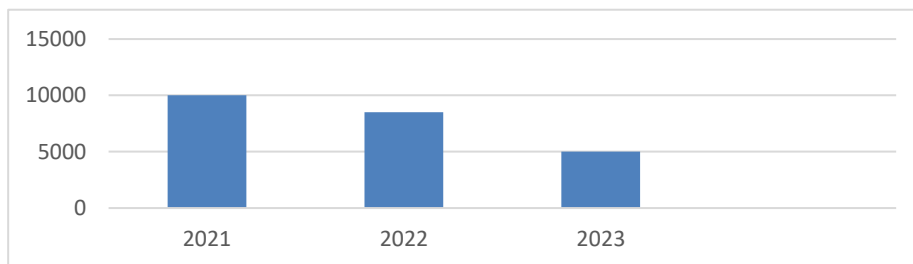
To increase sales volume, the efforts made include improving the marketing strategy. Improving marketing strategy is an important step to increase sales volume and overall business success [3]. By strengthening marketing efforts, you will be able to reach a wider target market, retain existing customers, and increase brand awareness, which will ultimately have a positive impact on business growth and success. [4]. Today's business market is highly competitive with many competitors offering similar products or services. In this context, an effective marketing strategy is the key to attracting customer attention and differentiating a business from competitors. Consumer behavior is constantly changing with developments in technology, trends and preferences. Improved marketing strategies can help businesses stay relevant by identifying and meeting changing customer needs and wants.

A strong marketing strategy can help build better brand awareness for a business [5]. By increasing brand awareness, customers will know and trust the products or services offered, which in turn can increase their interest and tendency to buy. An effective marketing strategy can help businesses reach a wider market [6]. By leveraging various marketing channels such as social media, content marketing, online advertising, or partnerships, you can expand your target market reach and attract more potential customers. A strong marketing strategy aims not only to attract new customers, but also to retain existing customers. Through constant communication and loyalty programs, you can build long-term relationships with customers that can result in repeat sales and recommendations to others. By improving the marketing strategy, you can optimize the allocation of resources and direct them to activities that provide the best results [7]. This helps improve marketing efficiency and reduce unnecessary costs, thereby increasing profits and business growth.

Services that can satisfy consumers will have an impact on repeat purchases, which means there will be an increase in sales. With good service can create customer satisfaction and loyalty and help keep the distance from competitors [8]. The quality of services offered by the company can also be a strength of attraction. Good service quality can increase customer satisfaction. Satisfied customers tend to become loyal customers and recommend the business to others. As customer satisfaction increases, their likelihood to repurchase or buy additional products or services also increases. Superior service quality can be a differentiation factor that differentiates a business from competitors. In a competitive market, customers often seek an enjoyable experience and a service that meets or exceeds their expectations. If business people can provide superior service, customers will tend to choose competitors who may offer similar products or services.

Good service quality helps build a positive business reputation [9]. Satisfied customers often leave positive testimonials or favorable reviews about their experiences with businesses. This can influence the perception of potential customers and help build greater trust in business people, which in turn can increase sales volume. Focus on service quality helps improve customer retention. When customers feel valued and well served, they tend to remain loyal and maintain business relationships with businesses. Retaining existing customers is more *cost-effective* than acquiring new customers, and can make a significant contribution to long-term sales volume. Satisfied customers with maximum service quality can naturally become business promoters. They can make positive recommendations to their family, friends and colleagues, encouraging others to try the product or service provided. Word-of-mouth marketing has a strong influence in shaping the perception of potential customers and can contribute significantly to increasing sales volume. By prioritizing service quality, you will be able to build strong relationships with customers, increase their satisfaction, and build a positive business reputation [10]. All of this contributes to long term increase in sales volume and overall business success.

Service quality in addition to determining consumer satisfaction and dissatisfaction with the product or service purchased, can also have an effect on consumer repurchase interest in the product or service in question. [11]. Standardization of service quality is very important to minimize consumer disappointment with the services provided. Today's business people compete with each other to provide the best products and services to customers to create customer satisfaction. Satisfaction reflects the customer's assessment after making a purchase and they will be satisfied when performance meets or exceeds their expectations and dissatisfied when it does not match their expectations. [12]



**Figure 1.** Graph of Visitors to Pondok Penyet 18 Pabuaran

Based on field observations, visitors to Pondok Penyet 18 Pabuaran have decreased. This can be seen in the following table.

**Table 1.** Number of Visitors to Pondok Penyet 18 Pabuaran

Month	February	March	April
Amount	412	402	390

Source: Results of field observations

It is possible that there is a shift in trends or changes in customer needs that make them switch to other food choices or restaurants. If UMKM Pondok Penyet 18 Pabuaran does not adapt to these changes or is unable to meet new customer preferences, this can lead to a decrease in the number of customers. Stronger competition can also reduce the number of customers and reduce the MSME market share. If UMKM Pondok Penyet 18 Pabuaran does not adapt to these changes or is unable to meet new customer preferences, this can lead to a decrease in the number of customers. With a good understanding of the causes, business owners can take appropriate steps to improve the situation, such as improving service quality, innovating menus, implementing effective marketing strategies, or adapting to changing trends and customer preferences. Based on the description of the background above, the authors are interested in conducting research entitled. "The Influence of Marketing Strategy and Service Quality on Sales Volume at Pondok Penyet 18 Pabuaran MSMEs".

The formulation of the problem in this study is a) does marketing strategy affect sales volume at Pondok Penyet 18 Pabuaran UMKM?; b) a does the quality of service affect sales volume at Pondok Penyet 18 Pabuaran UMKM?; c) does the marketing strategy and service quality affect sales volume at Pondok Penyet 18 Pabuaran UMKM? This study aims to analyze the relationship between marketing strategy, service quality, and sales volume at UMKM Pondok Penyet 18 Pabuaran. Through statistical analysis and relevant research methods, this research can reveal the extent to which marketing strategy and service quality contribute to sales volume. This provides a deeper understanding of the factors that influence business success and assists business owners in developing more effective strategies to increase sales.

## LITERATURE REVIEWS

This literature review will describe the material raised in the research, namely marketing strategy, service quality, and sales volume. Strategic management is a system consisting of various components that are interrelated and influence each other [13]. In the context of MSMEs, business actors need to have strategies that are able to compete with other products, especially through online marketing using social media as an effective marketing medium, especially during the current pandemic. Marketing strategy has an important role in marketing MSME products. Kotler (2009: 365) states that marketing strategy is a set of principles that are consistent, appropriate, and feasible (*feasible*) expected by a company to achieve the goals set in terms of customers and profit revenue in the midst of a certain competitive environment. [14]. According to Makmur (2015), a marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain markets. [15].

The influence of marketing strategy is a marketing process that focuses on the long-term goals of the organization, accompanied by the preparation of a method, or how to achieve these goals in order to achieve sales that always increase [16]. This can also determine the volume of sales up or down in a company. The influence of the marketing strategy is all the company's programs designed to determine the target market and satisfy consumers by building a combination of elements from *the marketing mix*; product, distribution, promotion, and price will affect the ups and downs of sales. One of the things that is the key to a marketing strategy that can affect the increase and increase in sales volume is the marketing mix, or mixed marketing [17]. It is important to use this as a strategy for business people to gain consumer trust and satisfaction. For this reason, this marketing mix requires 4 "P" keys, these include: *Product / Product Price / Price, Promotion / Promotion, Place / Location.*

The role of marketing strategy includes trying to achieve a fit between a company and its environment in finding solutions for two main considerations. First, the company must determine the type of business it is currently running and what type of business it can succeed in a competitive environment, taking into account the product, price, promotion and distribution aspects that will serve the target market. In the Pondok Penyet 18 Pabuaran UMKM group, the marketing strategy is carried out online, both through social media such as Facebook and Instagram, as well as through *marketplaces*. Marketing strategy indicators include a) pricing according to product and market segmentation, b) product planning with a variety of models and raw materials used, c) distribution channels with sales locations and product distribution, and d) promotion through promotional media and sales promotion [18]. With a good marketing strategy, Pondok Penyet 18 Pabuaran UMKM is expected to increase its competitiveness, reach more customers through *online marketing*, and achieve the goal of increasing sales volume.

### Service quality

According to Parasuraman, et al in Tjiptono (2014) service quality (service quality) is defined as a global assessment or attitude regarding the superiority of a service [6]. Quality of service (service quality) as a measure of how well the level of service provided is able to match customer expectations [19]. In addition, service quality focuses on efforts to fulfill consumer needs and desires and the accuracy of their delivery to match consumer expectations [12]. Service quality is one of the factors that influence customer satisfaction [20]. Service becomes a form of company to face and treat its customers. Service quality is an action taken to meet customer needs in accordance with expectations or even exceed these expectations [21]. In addition to tracing the meaning of service, it cannot be separated from the problem of public interest, which is the origin of the term public service. In other words, the public interest has something to do with public services. Service according to Pratiwi (2021), is a thing, way or service, providing everything that is needed by people [22]. Meanwhile, according to Fitzsimmons (2020), service is a business that aims to satisfy individuals by fulfilling the individual's *needs* or *wants*. [23].

There are five dimensions of service quality that can be used to evaluate service quality, as stated by Valerie Zeithaml, A. Parasuraman, and Leonard Berry [24]:

- a. Tangible (tangible): This dimension refers to the appearance of physical facilities, equipment, employees, and materials used in the delivery of services. For example, in a restaurant, this includes the neat appearance of employees, a sufficient number of tables, and the availability of complete cutlery.
- b. Reliability: This dimension shows the company's ability to provide promised services reliably and accurately. In a broader context, reliability includes the fulfillment of company promises regarding the provision of services, resolution of problems, and prices that have been promised.
- c. Responsiveness: This dimension reflects the company's awareness and desire to help customers and provide prompt service. Responsiveness emphasizes attention and speed of response in dealing with customer requests, questions and complaints.
- d. Assurance(certainty): This dimension involves knowledge, courtesy, and the ability of employees to create customer confidence and trust. This certainty is very important in services that require a high level of trust, where customers feel safe and confident in the quality of the services provided.
- e. Empathy: This dimension includes the caring and personal attention given to customers. The essence of the empathy dimension is to show customers that they are considered special and their needs are understood through the services provided.

By paying attention to and improving service quality in these five dimensions, Pondok Penyet 18 Pabuaran UMKM is expected to increase customer satisfaction, build trust, and contribute to increasing sales volume.

### Sales Volume

Sales volume is the number of units sold from production units, a transfer from the production party to the consumer side, and remains in a certain period [25]. According to Ahmadi (2020), selling is an activity that aims to find buyers, influence them, and make deals that benefit

both parties regarding the price and purchase of the products offered. [26]. Sales volume is the result of sales that have been generated by the company in the form of a marketing method or is a part of the results of the overall marketing program [27]. Sales volume has an important meaning, because it can provide an overview of effective sales activities in encouraging consumers to make purchases. The purpose of this sales volume is to estimate the profits/profits generated from selling products/services to consumers, as well as calculating the costs incurred. Total sales volume can be seen from the number of products sold. Sales volume indicators, according to Darmawan (2020), include achieving sales volume targets, achieving profit targets, and supporting company growth. [28]. The volume of sales can be seen from the large number of products sold. The framework of this research can be described as follows.

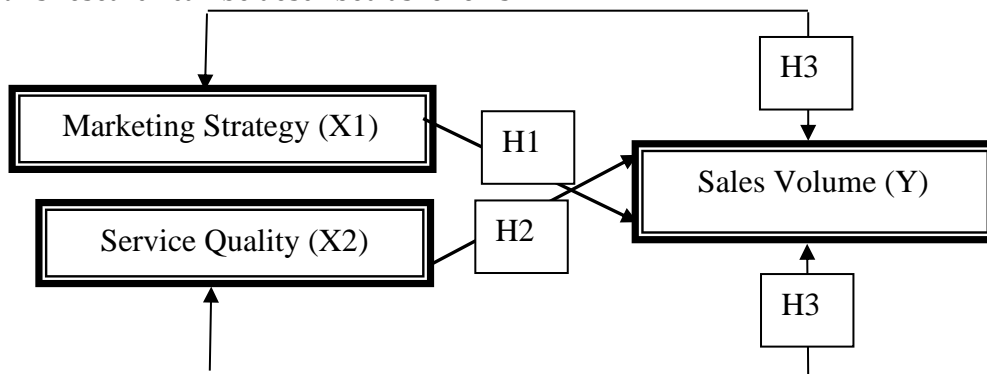


Figure 1. Thinking Framework

- H<sub>1</sub> : It is suspected that there is an influence of marketing strategy on sales volume at Pondok Penyet 18 Pabuaran UMKM;
- H<sub>2</sub> : It is suspected that there is an influence of service quality on sales volume at Pondok Penyet 18 Pabuaran UMKM;
- H<sub>3</sub> : It is suspected that there is the effect of marketing strategy and service quality on sales volume at Pondok Penyet 18 Pabuaran SMEs .

According to Philip Kotler in Arihandy , sales volume is goods sold in the form of money for a certain period of time in which they have a good service strategy. [25]. Sales volume has an important meaning, namely the amount of activities carried out effectively by sales to encourage consumers to make purchases. The purpose of this sales volume is to estimate the amount of profit/profit received by selling products/services to consumers and the costs that have been incurred.

Sales volume is to increase the volume of product sales that are profitable in the sense that they can generate optimal income and increase profits [29]. According to Swastha (2002:404) there are several indicators of sales volume, namely: a) achieving sales volume, b) getting a certain profit, and c) supporting the company's growth [28]. The results of Holfian Daulat Tambun Saribu's previous research (2020) partially show that marketing strategy has a positive and significant effect on the sales of PT. Astragraphia Medan [16]. In addition, the results of Anisa Amallia Fadhila's research (2022) show that service quality has a significant effect on the sales volume of desserts at Harris Cafe Restaurant where the t-count value is 5.238. This is because the services provided to guests are very satisfying with *friendly* and *cheerful service* [27].

## 2. METHODS

This type of research used by researchers is quantitative research that is causal. According to Sugiyono , quantitative research is a research method based on the philosophy of positivism, used to examine certain populations or samples, collecting data using research instruments, data analysis is quantitative or statistical, with the aim of testing established hypotheses. [30]. This study uses a descriptive approach with the aim of describing the research object or research results. The descriptive understanding is a method that functions to describe or give an overview of the object under study through data or samples that have been collected as they are, without conducting analysis and making generally accepted conclusions. [31]. The research was conducted

at the Pabuaran Penyet 18 Cottage which is located at Jalan Letjend S. Parman, Pabuaran Kidul, Pabuaran, Kab. Cirebon. The location of this research was chosen because it is a place where the food industry gathers, and the number of *online food delivery users* is high. When the research was conducted in March 2023.

The method used in collecting data in this study was field research by means of interviews, distribution of questionnaires, and literature study. In this study, data collection techniques used a questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of written questions to respondents to answer [30]. Questionnaires are in the form of closed or open questions which are given to the respondents directly. The questionnaire used in this study is closed, that is, respondents can only answer according to the answer choices that have been provided. Questionnaire answers use a Likert scale, according to Sugiyono (2013:132) Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. With five alternative answers, namely Strongly Agree/Good, Agree/Good, Less Agree/Not Good, Disagree/Not Good, and Strongly Disagree/Very Bad. Respondents answered the questionnaire by choosing one of the alternative answers provided with a Likert scale.

Questionnaires were given to respondents in the form of a *sample* from a population. The subjects of this study were all 350 customers of the Pondok Penyet 18 Pabuaran MSME group. Then the sample was taken using the Slovin formula with a 5% *margin of error* of 90 respondents. Formula:  $n = \frac{N}{1+Ne^2}$

$$n = \frac{350}{1 + (350 \times 0,05^2)}$$
$$n = \frac{350}{1+0,875} = 90.32$$

So, the research sample is 90 respondents. The questionnaire instrument was tested for validity on 30 respondents. After that, the data is tested to do the correlation between the score of the statement items with the total score of the construct or variable. Data processing techniques with SPSS tools. Beginning with the Classical Assumption test including normality, multicollinearity and heteroscedasticity tests. Test the hypothesis with multiple regression analysis.

### 3. RESULTS AND DISCUSSION

#### Validity test

Validity test is used to measure whether or not an indicator is valid in measuring its construct. Validity testing can be done by measuring the correlation between the score of the question items and the total variable score. If the correlation of each of these factors is positive and the value is greater than 0.176, it can be concluded that the indicator has good validity [30]. The results of the validity test of this study indicate that all the correlation coefficients of the variable indicators of marketing strategy, service quality and resale volume are greater than 0.3610. These results indicate that all indicators used in this study proved valid [9].

**Table 2.** Results of Marketing Strategy Validity Test

Instrument	Corrected Item-Total Correlation	r table	Information
X1.1	.535		
X1.2	.706		
X1.3	.603		
X1.4	.546	0.3610	Valid
X1.5	.671		
X1.6	.423		
X1.7	.673		
X1.8	.631		

Source: From SPSS data processing

From the results of the validity test, it can be concluded that the marketing strategy variable indicators have 8 statement items. Based on the column r table, the value is greater than the r table, which is 0.3610. Valid item results, continued for the next research.

**Table 3. Service Quality Validity Test Results**

Instrument	Corrected Item-Total Correlation	r table	Information
X2.1	.633		
X2.2	.605		
X2.3	.502		
X2.4	.643		
X2.5	.576		
X2.6	.625	0.3610	Valid
X2.7	.874		
X2.8	.732		
X2.9	.774		
X2.10	.532		

Source: From SPSS data processing

From the results of the validity test, it can be concluded that the service quality variable indicators have 10 statement items. Valid item results, continued for the next research.

**Table 4. Sales Volume Validity Test Results**

Instrument	Corrected Item-Total Correlation	r table	Information
Y. 1	.431		
Y.2	.602		
Y.3	.505		
Y.4	.643		
Y.5	.574	0.3610	Valid
Y.6	.526		
Y.7	.677		
Y. 8	.735		
Y.9	.535		

Source: From SPSS data processing

From the results of the validity test, it can be concluded that the sales volume variable indicator has 8 statement items. Valid item results, continued for the next research.

### Reliability Test

The reliability test measures the extent to which a measuring instrument can be trusted or can be dependable. This means showing the extent to which the measuring device is said to be consistent, if measurements are taken 2 or more times in the same study (Noor, 2011:130). Testing the reliability of a construct is said to be reliable if it has a *Cronbach Alpha value* > 0.60.

**Table 5. Reliability Test Results**

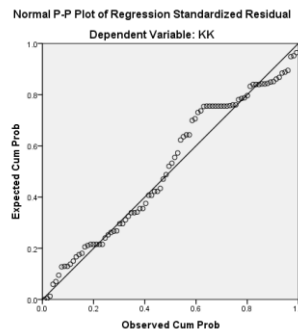
Variable	Alpha Cronbach	Information
Marketing Strategy (X <sub>1</sub> )	0.845	
Quality of Service (X <sub>2</sub> )	0.923	Reliable
Sales Volume (Y)	0.915	

Source: From SPSS data processing

Based on the table "Reliability Statistics" shows that the Cronbach Alpha value of all variables is greater than the required criteria, namely 0.60 with each Cronbach Alpha value being a Marketing Strategy variable (X<sub>1</sub>) of 0.845, Service Quality variable (X<sub>2</sub>) of 0.923, and the variable Sales Volume (Y) of 0.915 is greater than 0.60, so it can be concluded that the statement items for each variable are declared reliable or trusted as research data collection tools

### Normality test

Shows that the data spreads around the diagonal line and follows the direction of the diagonal line, so that the research data is normally distributed.



**Figure 2.** Normality Test Results  
 Source: From SPSS data processing

Based on Figure 2, it can be seen that the existing points are close to the diagonal line, thus it can be concluded that the residual data distribution is normal.

### Multicollinearity Test

The multicollinearity test aims to test the existence of a correlation between independent variables. One way to determine whether there is multicollinearity in a regression model is to look at the Tolerance and VIF (Variance Inflation Factor) values.

**Table 8.** Multicollinearity Test Results

Coefficients <sup>a</sup>		
Model	Collinearity Statistics	
	tolerance	VIF
1 Marketing Strategy ( $X_1$ )	.957	1.037
Quality of Service ( $X_2$ )	.976	1.123
Sales Volume (Y)	.959	1.114

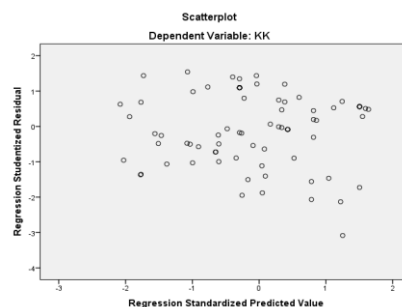
a. Dependent Variable: Decision\_Purchase\_Y

Source: From SPSS data processing

Based on the results of the multicollinearity test listed in the table, it can be seen that all independent variables in this study have a VIF value of less than 10 and a tolerance value of  $> 0.10$ . This indicates that there are no symptoms of multicollinearity. Table 8 in the SPSS output shows the results of the multicollinearity test in the Collinearity Statistics section, where the independent variable  $X_1$  has a Tolerance value of 0.957, the  $X_2$  variable is 0.976, and the Y variable is 0.959. These three variables have a Tolerance value of  $> 0.10$ . In addition, the VIF  $X_1$  value is 1.037,  $X_2$  is 1.123, and  $X_3$  is 1.114, all of which are less than 10. Thus, these results indicate that there is no multicollinearity problem in the regression model used.

### Heteroscedasticity Test

The heteroscedasticity test is used to test whether there is a difference in residual variability between one observation period and another.



**Figure 3.** Chart of Heteroscedasticity Test Results

(Abdul Aziz Al-Khatiri, Hendri Sucipto, Slamet Bambang Riono, Dwi Harini)  
 The Influence of Marketing Strategy and Service Quality on Sales Volume  
 in MSMEs Penyet 18 Pabuaran, Cirebon Regency

Based on Figure 3 above, it shows that the dots spread in the middle of the numbers and do not form any images on the Y axis, it can be concluded that there is no problem with the results of the heteroscedasticity test.

**t test**

Partial testing (t test) was conducted to determine whether brand image, price, and purchasing decisions and market segmentation have a significant effect on increasing individual sales. In this test, acceptance or rejection of the hypothesis is carried out using the following criteria: if the significance value of the t statistic > 0.05, then the null hypothesis (Ho) is accepted, which means that the independent variables individually have no effect on the dependent variable. Conversely, if the significance value of the t statistic is < 0.05, then Ho is rejected, which means that the independent variables individually have a significant influence on the dependent variable.

**Table 9. Test Results t**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients Betas	t	Sig.
	B	std. Error			
1 (Constant)	17,356	3,186		2,733	.007
Marketing Strategy (X <sub>1</sub> )	.578	.267	.210	2,276	.019
Quality of Service (X <sub>2</sub> )	.321	.148	.292	2.172	.012

a. Dependent Variable: Sales\_Volume\_Y

Source: From SPSS data processing

According to the table, the results of the (partial) t test show that the significance value of marketing strategy (X<sub>1</sub>) to sales volume (Y) is 0.019 < 0.05 and the calculated t value of marketing strategy (X<sub>1</sub>) is 2,276 greater than t table (2,276 > 1.99085), so the conclusion is that (H<sub>1</sub>) is accepted and can be interpreted that X<sub>1</sub> has an effect on Y. Testing the second hypothesis the significance value of service quality (X<sub>2</sub>) to sales volume (Y) is 0.012 < 0.05 and the value of t calculates the strategy marketing (X<sub>2</sub>) 2.172 is greater than t table (2.172 > 1.99085), so the conclusion is that (H<sub>2</sub>) is accepted and can be interpreted that X<sub>2</sub> has an effect on Y.

**F test**

The F test is used to determine whether all the independent variables included in the regression model have a jointly significant impact on the dependent variable.

- a. If the significance value (Sig.) < 0.05, or the calculated F value > the F table value, it can be concluded that there is a simultaneous effect of variable X on variable Y.
- b. If the significance value (Sig.) > 0.05, or the calculated F value < the F table value, it can be concluded that there is no simultaneous influence of the X variable on the Y variable.

**Table 10. F Test Results**

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	98,273	2	32,645	16,341	.000 <sup>b</sup>
residual	416,321	88	4,539		
Total	472,627	90			

a. Dependent Variable: Sales\_Volume\_Y

b. Predictors: (Constant), Marketing Strategy\_X<sub>1</sub>, Service Quality\_X<sub>2</sub>

Source: From SPSS data processing

To determine the F table can be seen in the residual df which has a value of 88 with a significance level of 5%. The F table value is 88, which is 2.48. Based on the table above, it is known that the significance for the influence of X<sub>1</sub> and X<sub>2</sub> simultaneously on Y is 0.000 < 0.05 and

the calculated F value is  $20,786 > F$  table 2.48, so it can be concluded that it is accepted, which means that there are  $X_1$  and  $X_2$  simultaneously against Y. Means that the variables of marketing strategy and service quality simultaneously have a significant influence on sales volume at Pondok Penyet 18 Pabuaran UMKM, Cirebon Regency.

### Determination Coefficient Test

The coefficient of determination ( $R^2$ ) is used to measure the extent to which the regression model can explain the variation that occurs in the dependent variable. The  $R^2$  value reflects how much influence the branding, taste, and market segmentation variables have on increasing sales. The following is the result of calculating the coefficient of determination using the SPSS program:

**Table 11.** Determination Test Results

Summary Model <sup>b</sup>					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.475 <sup>a</sup>	.225	.218	3.46934	1,562

a. Dependent Variable: Sales\_Volume\_Y

b. Predictors: (Constant), Marketing Strategy\_  $X_1$ , Service Quality\_  $X_2$

Source: SPSS data processing

Based on the results of the output in table 11, it is known that the R square value is 0.225. This can be interpreted as the influence of the independent variables, namely marketing strategy ( $X_1$ ) and service quality ( $X_2$ ) simultaneously on the dependent variable, namely sales volume (Y) at UMKM Pondok Penyet 18 Pabuaran, Cirebon Regency. by 22.50%.

### Discussion of Research Results

The results showed that an effective marketing strategy had a significant positive effect on sales volume at Pondok Penyet 18 Pabuaran UMKM. MSME actors who are able to design appropriate marketing strategies, such as market segmentation, competitive pricing, effective promotion, and good distribution, tend to have a higher increase in sales volume. Service quality has also proven to have a positive effect on sales volume at Pondok Penyet 18 Pabuaran UMKM.

The effect of marketing strategy on sales volume is the focus of this research because marketing strategy is an important factor in increasing sales of a business. The results showed that there was an effect of marketing strategy on sales volume at Pondok Penyet 18 Pabuaran UMKM. This can be seen from the data analysis which shows a positive relationship between the marketing strategy undertaken and the sales volume achieved. An effective marketing strategy can help Pondok Penyet 18 Pabuaran MSMEs in promoting their products and reaching a wider target market. Some of the marketing strategies that might be implemented are marketing through social media, collaboration with influencers or public figures, promotional programs such as discounts or special offers, as well as improving the quality of products and services.

In this study, the marketing strategy carried out by UMKM Pondok Penyet 18 Pabuaran through social media such as Facebook and Instagram, as well as through online marketplaces. This broadens their marketing reach and increases consumer awareness of the products offered. In addition, implementing a pricing strategy that is appropriate to the product and market segmentation can also affect sales volume. With the influence of marketing strategies on sales volume, UMKM Pondok Penyet 18 Pabuaran can increase their competitiveness and business growth. An effective marketing strategy will help attract consumer interest, retain existing customers, and increase consumer loyalty. In a broader context, the results of this study also provide an overview of the importance of marketing strategies for MSMEs in facing increasingly fierce market competition, especially in today's digital era. By optimizing marketing strategies, MSMEs can expand market share, increase sales, and achieve better business success.

Service quality is an important aspect in influencing customer satisfaction and their purchasing decisions, which in turn can have an impact on sales volume. The results showed that there was an effect of service quality on sales volume at Pondok Penyet 18 Pabuaran UMKM.

(Abdul Aziz Al-Khatiri, Hendri Sucipto, Slamet Bambang Riono, Dwi Harini)

The Influence of Marketing Strategy and Service Quality on Sales Volume  
in MSMEs Penyet 18 Pabuaran, Cirebon Regency

This can be seen from the data analysis which shows a positive relationship between the quality of services provided and the sales volume achieved. Good service quality at Pondok Penyet 18 Pabuaran UMKM can include several factors such as service speed, responsiveness to customer requests, employee attitudes and friendliness, employee ability to provide accurate information, as well as the trust and assurance given to customers. By providing quality services, UMKM Pondok Penyet 18 Pabuaran can create a positive experience for customers. This experience can build customer trust and loyalty, and trigger them to recommend the business to others.

MSME actors who are able to provide good service, are responsive, friendly, and prioritize customer satisfaction, tend to have high customer loyalty and a significant increase in sales volume. In addition, marketing strategy and service quality together have a positive effect on sales volume at Pondok Penyet 18 Pabuaran UMKM. Based on these findings, it is suggested that MSME actors focus on developing effective marketing strategies and improving service quality. Relevant training and education in terms of marketing and customer service can provide a competitive advantage for SMEs.

In the context of increasingly fierce market competition, superior service quality is a differentiation factor that can differentiate Pondok Penyet 18 Pabuaran UMKM from other competitors. Customers tend to choose to return and make repeat purchases if they are satisfied with the services provided. In addition, the effect of service quality on sales volume can also involve factors such as word-of-mouth or recommendations from satisfied customers. When customers are satisfied with service quality, they are more likely to share their positive experience with others, thereby increasing awareness and purchase interest from new prospects.

In this study, UMKM Pondok Penyet 18 Pabuaran can improve service quality by conducting training for employees in terms of friendliness, product knowledge, and the ability to handle customer requests and complaints. In addition, collecting feedback from customers through customer satisfaction surveys can also help MSMEs in improving and enhancing the quality of the services they provide. With the influence of service quality on sales volume, Pondok Penyet 18 Pabuaran UMKM can strengthen their position in the market, build customer trust, and create a sustainable competitive advantage. Good service quality will affect customer perceptions of product value and the shopping experience at these MSMEs.

#### 4. CONCLUSION

Marketing strategy affects sales volume by 57.8%. There is a significant influence on the service quality variable on sales volume at Pondok Penyet 18 Pabuaran SMEs. Service quality affects sales volume by 32.1%. Based on the results of the analysis, it can be concluded that there is an influence of marketing strategy on the sales volume of UMKM Pondok Penyet 18 Pabuaran with a t-count value ( $2.276 > t\text{-table } (1.99085)$ ) and a significance value of  $0.019 > 0.05$ ; there is an effect of service quality on the sales volume of UMKM Pondok Penyet 18 Pabuaran with a t-count value ( $2.2172 > t\text{-table } (1.99085)$ ) and a significance value of  $0.012 > 0.05$ ; and there is an influence of marketing strategy and service quality together on the sales volume of UMKM Pondok Penyet 18 Pabuaran with a calculated F value of  $20,786 > F\text{ table of } 2.48$ , and a significance value of  $0.000 < 0.05$ . The results of the third test show that there is a simultaneous influence between marketing strategy variables and service quality on sales volume at Pondok Penyet 18 Pabuaran SMEs. Independent variables simultaneously affect sales volume by 22.5%, while the remaining 77.5% is influenced by other variables not discussed in this study.

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(Abdul Aziz Al-Khatiri, Hendri Sucipto, Slamet Bambang Riono, Dwi Harini)  
The Influence of Marketing Strategy and Service Quality on Sales Volume  
in MSMEs Penyet 18 Pabuaran, Cirebon Regency

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