

The Influence of Marketing Mix on the Increase of Sales Volume at Weaving Craftsmen in Pakkana Village, Tanasitolo District, Wajo Regency

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Received: 14 Mei 2025

Revised: 28 Mei 2025

Accepted: 01 Juni 2025

Abstract

This research aims to uncover the influence of the variables people, process, and physical evidence on the increase in sales volume at the Weaving Craftsmen in Pakkana village, Tanasitolo district, Wajo regency. The method used for this study is quantitative. The data used is primary data obtained through questionnaires and interviews, using incidental sampling techniques. The sample used in this research consists of 40 respondents, who are consumers who have shopped for fabric at the weavers in Pakkana village. The data analysis is conducted quantitatively with Multiple Regression Analysis.

The results of this study indicate that the variables of people, process, and physical evidence simultaneously have a significant effect on the increase in sales volume of weavers in Pakkana Village, Tanasitolo District, Wajo Regency. Partially, it shows that the variable people and the variable physical evidence have a significant positive effect on the increase in fabric sales volume among weavers in Pakkana Village. Meanwhile, the variable process partially does not affect the increase in fabric sales volume among weavers in Pakkana.

The implications in this research show that the variable people and the variable physical evidence are in line with consumer desires, thus able to influence consumers' willingness to shop. However, it is necessary to further evaluate the process issues to attract consumers more to shop for fabrics from weavers in the village of Pakkana, which will further increase the sales volume of the weavers.



Keywords: People, Process, Physical Evidence, and Sales Volume

Abstrak

Penelitian ini mempunyai tujuan untuk mengungkap pengaruh dari variabel *people*, *process* dan *physical evidence* terhadap peningkatan volume penjualan pada Pengrajin Tenun di desa Pakkana Kecamatan Tanasitolo Kabupaten Wajo. Metode yang dipakai untuk penelitian ini adalah metode kuantitatif. Data yang digunakan ialah data primer melalui pembagian kuesioner dan wawancara. Dengan memakai tehnik sampling incidental. Sampel yang digunakan dalam penelitian yaitu 40 responden, responden dalam penelitian ini adalah konsumen yang sudah berbelanja kain pada pengrajin tenun Desa Pakkana. Kemudian analisis datanya dilakukan secara kuantitatif dengan Analisis Regresi Berganda.

Hasil dari penelitian ini menunjukkan bahwa Variabel *people*, *process* dan *physical evidence* secara *simultan* berpengaruh signifikan terhadap peningkatan volume penjualan pada Pengrajin Tenun di Desa Pakkana Kecamatan Tanasitolo Kabupaten Wajo. Secara parsial menunjukkan bahwa variabel *people* dan variabel *physical evidence* berpengaruh positif signifikan terhadap Meningkatnya volume penjualan kain pada Pengrajin Tenun di Desa Pakkana. Sedangkan untuk variabel *process* secara parsial tidak mempengaruhi peningkatan Volume Penjualan Kain pada Pengrajin Tenun di Desa Pakkana.

Implikasi dalam penelitian ini menunjukkan bahwa variabel *people* dan variabel *physical evidence* sudah sesuai dengan keinginan konsumen, sehingga mampu mempengaruhi keinginan konsumen untuk berbelanja. Namun, lebih mengevaluasi lagi terhadap masalah *process* agar dapat lebih menarik konsumen untuk berbelanja kain pada pengrajin tenun di desa Pakkana, sehingga akan meningkatkan lagi volume penjualan Pengrajin Tenun.

Kata kunci: *People, Process, Physical Evidence* dan Volume Penjualan

1. INTRODUCTION

A country cannot achieve economic progress unless the resources it possesses are processed in an integrated, directed manner, and fully utilized for the benefit of all members of society. Competition with customers. By using efficient marketing strategies, marketers can integrate many elements to effectively oversee business operations and achieve the intended organizational goals. Currently, various marketing strategies are used. One of them is the 7Ps, which is built on 3Ps and 4Ps. It is the task of small enterprises to create future businesses that will enhance the well-being of everyone fairly, peacefully, and equitably. Small enterprises play an important role in economic execution and job development, both of which can boost the local economy.

Every person directly involved in the synchronization of services (during the consumption and service process) is considered a human actor. Procedures often involve work schedules, methods, activities, and routines to produce and offer services to clients. Sales are interactions between people who meet directly with the aim of establishing,

enhancing, managing, or maintaining mutually beneficial relationships for the other party, claims Haris (2017).

Wajo Regency is known for its silk woven sarongs because it still uses traditional weaving techniques in its production. Because the production of silk woven sarongs is done manually compared to using machines, silk craftsmen continue to maintain the authenticity of the silk fabric, which is one of the characteristics of the region. Products made from silk woven fabric are gradually entering various markets, but they are different from the original products. The community as a whole continues to use traditional weaving tools, especially the Non-Machine Weaving Tool (ATBM), to create silk woven fabrics from threads. These tools produce various patterns, including the 'Balo Tetong' pattern (striped or vertical), 'Motif Makkalu,' 'Motif Mallobang' (empty squares), and 'Motif Balo Renni.'

The title of this research was chosen by the author because, from a commercial perspective, the sales of silk woven fabrics have increased over the past three years. Therefore, the author seeks to determine whether incorporating the components of people, processes, and physical evidence into the marketing mix impacts sales volume. The researcher is interested in conducting research on this topic due to the results of previous discussions. "The Influence of the Marketing Mix on the Increase of Sales Volume Among Weaving Artisans in Pakkana Village, Tanasitolo District, Wajo Regency.

2. LITERATURE REVIEW

Marketing is a comprehensive economic activity system that aims to organize, set prices, sell, and distribute goods and services that can meet the current and future desires of customers, according to Abdullah and Tantri (2021). The marketing process includes informing customers about what they want, selecting the goods to be made, determining the best price for the product, and finding out how to sell and distribute the product. Marketing strategy, according to Assauri in Suryatman et al. (2021), is a set of objectives, goals, policies, and regulations that sometimes provide direction for the company's marketing operations at every level, as well as references and allocations. This is particularly applicable when businesses adapt to changing market conditions and environmental changes. The company's marketing strategy is very important because it affects the prices of its goods and services and its overall economic value.

The term 'face-to-face interaction between individuals' refers to the process of creating, enhancing, managing, or maintaining exchanges that benefit the other party. Handoko et al. (2015) define sales as 'the revenue obtained from the provision of exchange services as an imbalance of goods or from the delivery of goods.' Sales are a product or service provided by a business to its customers. Sales is a social process in which individuals and groups transact to acquire goods and services, as can be concluded from the definition provided above. Sales volume is influenced by two environmental factors. The aspects of the political, economic, technological, competitive, legal, and socio-cultural environment cannot be controlled. The first category of environmental factors is this one. One way to view sales is as a result of a

business's marketing initiatives. Different sales terms exist depending on the topic being discussed. According to Kotler and Armstrong, marketing and sales are often confused in the context of their activities. Sales in this sense refers to the sale of products or services. Marketing activities are defined as sales that fall under the category of revenue or results.

From a managerial perspective, the sales department decides whether customers will purchase the company's goods or not by making a sincere effort to expand or enhance interest in the available items. "The concept that considers the size of market demand for a product, and the company will produce goods according to market desires" is how Martono and Herlambang (2014) define the sales idea. This is subtly acknowledged by this sales idea technique.

3. RESEARCH METHODS

Quantitative research is a positivist research approach aimed at testing previously formulated hypotheses. The research focused on the community of Pakkana Village engaged in the weaving industry, conducted in Tanasitolo District, Wajo Regency. It used incidental sampling, which is a non-probability sampling technique, involving 40 respondents. The data collection technique employed was a questionnaire. Multiple linear regression was used to test more than two independent variables. The purpose of this test is to determine whether the independent variables have a significant impact on the dependent variable.

4. RESULTS AND DISCUSSION

Tabel 1. Uji Validitas

Variabel	Item pertanyaan	R - Hitung	R - Tabel	Ket
Variabel <i>Person</i> χ_1	x.1	0.684	0,312	Valid
	x.2	0.628		Valid
	x3	0.654		Valid
	x.4	0.637		Valid
	x.5	0.640		Valid
Variabel Proses χ_2	x.1	0.631	0,312	Valid
	x.2	0.618		Valid
	x3	0.694		Valid
	x.4	0.621		Valid
	x.5	0.664		Valid
Variabel Bukti Fisik χ_3	x.1	0.644	0,312	Valid
	x.2	0.644		Valid
	x3	0.686		Valid
	x.4	0.631		Valid
	x.5	0.690		Valid
Variabel Volume Penjualan Y	y.1	0.734	0.312	Valid
	y.2	0.621		Valid
	y.3	0.642		Valid
	y.4	0.674		Valid

	y.5	0.669	Valid
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The results of the validity test show that five statement items indicate a significant correlation between all statements and the variables people (X1), process (X2), Physical Evidence validity (X3), and sales volume (Y), with calculated $r > \text{table } r$, meaning that all the above variables have values greater than the calculated r of 0.312. Thus, each statement item can be considered true. All items of the research variables have calculated $r > \text{table } r$, based on the table r result of 0.312 with a significance level of 5% ($\alpha = 0.05$) and $n = 40$ ($n = Df-2 / 40-2$). Therefore, it can be concluded that all items of the research variables are valid to be used as research tools or their truth can be proven.

Tabel 2. Uji Realibitas Data

Tabel 4.12
Hasil Uji Realinilatas

Variabel	Cronbachs Alpha	N Of Items
People (X1)	0.641	5
Proses (X2)	0.642	5
Physical Evidence (X3)	0.669	5
Volume Penjualan (Y)	0.680	5

Sumber [Data](#) : Output SPSS 2024

It can be concluded that all measurement ideas from each questionnaire variable are reliable because the results of the Reliability Test show that all variables have an Alpha coefficient value that is sufficiently large, namely above 0.60. This means that each element of the variable idea has the potential to be used as a measuring tool in the future.

Discussion

The Influence of People on the Increase in Sales Volume

With a calculated t value greater than the table t value ($8.577 > 1.684$) or $\text{sig} < \alpha$ ($0.000 < 0.05$), it can be concluded that variable (X1) individuals have a significant influence on variable (X2), which is the increase in sales volume. The first indicator, Ready and Willing to Serve, shows that providers of goods or services must always be ready and enthusiastic to serve clients promptly. The second indicator, Friendliness and Willingness to Help, emphasizes the friendly attitude and willingness to help that must be shown by service providers. The third indicator, Offering Goods According to Quality, highlights the ability of service providers to offer services that meet the promised quality. The fourth indicator, Empathy and Friendliness in Service, emphasizes the ability of providers to demonstrate empathy and remain friendly while serving customers. The fifth indicator can provide problem-solving solutions. This indicator emphasizes the ability of service/goods providers to offer appropriate solutions in addressing problems or meeting customer needs. This means that service providers must have sufficient knowledge and skills to identify customer problems and provide suitable solutions.

Individual analysis, procedures, and concrete evidence regarding the sales volume of Mitsubishi Xpander Ultimate at PT Sinar Gorontalo Berlian Motor Manado during the

COVID-19 pandemic do not align with this research (Billy v. Langapa et al., 2021). Furthermore, the thesis by Zaidhaml and Bitnet (2017) which states that everyone is an actor contributing to the provision of services supports the findings of this research.

The Influence of Process on Increasing Sales Volume

If the estimated t value of the process variable is smaller than the t table value ($-2.564 < 1.684$) or the sig value $< \alpha$ ($0.015 < 0.05$), then the second hypothesis is rejected, which means the process variable does not affect the sales growth of craftsmen. Indicator One: Payment Speed. Payment speed is one of the important factors in customer satisfaction. Indicator Two: Clarity of Payment Deadlines. Clarity of payment deadlines is also important to provide certainty and comfort to customers. Indicator Three: Overall Service Quality. This indicator includes various aspects of service, such as friendliness, professionalism, and responsiveness of the service provider. Indicator Four: Clarity of Product Information. Customers need clear and complete information about the products or services offered. Fifth Indicator: Business Hours, business hours that meet customer needs can improve accessibility and convenience in transactions.

3P (Participants, Process, and Physical Evidence): Assessment of Concept, Implementation, and Impact on Business Organization Goals-Java (2020) by Herman Malau is in line with this study. According to Ariyanti (2015), the process also refers to the efforts made by a business to carry out and implement its operations in order to meet the demands and aspirations of its customers.

The Influence of Physical Evidence on Increasing Sales Volume

The first hypothesis is accepted because the Physical Evidence variable has a significant influence on increasing the sales of weavers, as shown by the t count value being greater than the t table ($5.596 > 1.684$) or sig. $< \alpha$ ($0.000 < 0.05$). Indicator one: A neat business design and layout. The arrangement of furniture, tools, and items within the business/clinic is well organized and orderly. Indicator two: A clinic space design that supports services. The layout of rooms such as consultation rooms, examination rooms, and waiting rooms is arranged in such a way as to provide comfort and privacy for patients. Third indicator: Availability of parking facilities. There are sufficiently spacious and safe parking areas for customers' vehicles. Fourth indicator: Room decoration. The choice of colors, materials, and decoration style that aligns with the business image. Fifth indicator: Environmental cleanliness. Cleanliness and tidiness of the entire business/clinic area, including rooms, corridors, restrooms, and parking areas.

This result is consistent with the analysis of Arya Rama (2024) about how customer satisfaction is influenced by product, price, location, promotion, staff, procedures, and physical evidence at Magerjek (Liwa's online motorcycle taxi service). It is supported by the theory of Sukortjo and Radit A (2014) that physical evidence is the state or situation that includes the company's atmosphere, which is the location where goods and services are provided. In its

scenario, the features of the physical environment are the most evident. This situation refers to the location and physical conditions as well as institutional arrangements, including the visible or significant environment as a commodity, as well as space, decor, sound, smell, light, weather, and placement and arrangement.

The Influence of People, Process, and Physical Evidence on the Increase in Sales Volume

6.756 F calculated With a probability of 0.001, this value is higher than the F table, which is 2.839, or F calculated $6.756 > F \text{ table } 2.839$. The regression model can be used to predict sales volume because its probability value is significantly lower than 0.05. This indicates that the three variables of people, processes, and physical evidence have a considerable impact on increasing sales volume. Indicator one: Appropriate and friendly service. Good and friendly service to customers is important for increasing customer satisfaction and loyalty. Indicator two: Availability of diverse motifs, the diversity of product motifs can attract buyers who have different tastes and preferences. Third indicator: Available color diversity. Like the diversity of motifs, the diversity of colors can also attract buyers with different color preferences. Fourth indicator: Discounts. Offering discounts can be appealing to buyers, especially those who are price sensitive. The fifth indicator is promotions. Product interest and consumer understanding can be enhanced through effective marketing.

Ida Hidayah's analysis (2021) on marketing mix techniques in increasing sales volume (Case Study of Pudanis in Kaliwungu) is in line with these results. This is also supported by Guntur (2014). The total amount obtained by a business from selling its goods, whether in cash or credit, is referred to as its sales volume. This refers to the "amount of revenue received due to continuous and profitable offerings and sales volume, thereby increasing the economic value of a service activity.

5. CONCLUSION

According to the conclusion of the research, people significantly and positively influence the ability of weavers to increase their sales volume. This is consistent with a softer, more communicative, and empathetic approach that can address the issues customers face when purchasing a product. This process has little effect on the increase in the sales volume of weaving tools, according to the research results. Therefore, payment speed, clarity of payment dates, and clarity of product information should be given more attention. The research results indicate that physical evidence has a positive and significant impact on the growth of weaving sales volume. This aligns with environmental cleanliness, room layout, and the availability of parking spaces, all of which encourage customers to shop.

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