

## THE EFFECT OF PRODUCT TYPE ON SALES VOLUME AT CV SINAR UTAMA IN BERAU DISTRICT

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### ABSTRACT

The purpose of this study was to determine the effect of product type on sales volume at CV Sinar Utama in Berau Regency. Secondary data comes from CV Sinar Utama's sales report during 2019-2021. The analytical tools used are: normality test, multicollinearity test, autocorrelation test, multiple linear regression analysis, correlation coefficient, determination coefficient, F test, and t test.

This study concludes that: 1). The type of scooter motorcycle product partially has a significant effect on sales volume at CV Sinar Utama in Berau Regency. This is evidenced by the results of the t-test, where the t-count value is greater than the t-table value ( $1,105.888 > 1.692$ ) and the significant value is smaller ( $0.000 < 0.050$ ); 2). The type of sport motorcycle product partially has a significant effect on sales volume at CV Sinar Utama in Berau Regency. This is proven by the results of the t-test, where the calculated t value is greater than the t-table value ( $363.123 > 1.692$ ) and the significant value is smaller ( $0.000 < 0.050$ ); and 3). The type of scooter motorcycle product and the type of sport motorcycle product simultaneously have a significant effect on sales volume at CV Sinar Utama in Berau Regency. This is proven by the results of the F-test, where the calculated F value is greater than the F-table value ( $2,311,240.021 > 3.28$ ) and the significant value is smaller ( $0.000 < 0.050$ ).

Keywords: product type, sales volume

### INTRODUCTION

#### Background

Every company is required to produce products that are in accordance with the desires and tastes of consumers. This is very important for the survival of the company and the products it produces. It must be realized that in competitive market conditions, many products are released to the market so that

consumers are faced with increasingly diverse choices, this will provide flexibility in determining which products consumers want, where the products have good quality at prices that are affordable to the public.

The company needs a strategy that must be adjusted to the target being targeted. The company's management must always pay

attention to marketing activities in order to operate and control the company properly. Marketing activities are one of the factors that play a very important role in supporting the success of a company in selling products. Profitable sales volume is the goal of the marketing concept, meaning that profit can be obtained through consumer satisfaction. With this, companies can grow and develop, can use greater capabilities, can provide a greater level of satisfaction to consumers and can strengthen the overall economic conditions (Swasta and Irawan, 2015:9).

CV Sinar Utama in Berau Regency which is a limited partnership company and operates as an official dealer for Yamaha brand motorcycles and also as an official distributor for genuine Yamaha brand spare parts. CV Sinar Utama in Berau Regency in building its business and facing business competition, of course, needs to provide products that are in accordance with the interests of consumers.

CV Sinar Utama in its marketing, sells various types of motorcycle products, both scooter type motorcycle products and sport type motorcycle products. Types of scooter motorcycle products include: All New Aerox 155C, All New Aerox 155C ABS, All New N-Max 155, All New N-Max 155ABS, All New N-Max, Fino Grande 125, Free Go, Gear 125, Gear 125S, Jupiter Z CW FI, Lexi, Lexi S, Mio M3 125 Bluecore CW, Vega Force DB CW, and X-Max. While types of sport motorcycle products include: All New R15 155 VVA, All New Vixion, All New Vixion R, All New Vixion GP, All

New X-Ride 125 ABS, All New XSR 155, MX King, MX King GP, R 25, and WR 155R.

The management of CV Sinar Utama has a strategy to increase sales, namely by implementing product policies that are marketed.

Product policies are always developed, for example through the addition and selection of types of goods based on quality that can be trusted by consumers. In order to continue to survive in modern market competition, CV Sinar Utama must know how the influence of the product type policy on sales.

### **Problem Formulation**

Based on the background above, the formulation of the problem proposed in this study is:

1. Does the type of scooter motorcycle product partially have a significant influence on sales volume at CV Sinar Utama in Berau Regency?
2. Does the type of sport motorcycle product partially have a significant influence on sales volume at CV Sinar Utama in Berau Regency?
3. Do the types of scooter motorcycle products and the types of sport motorcycle products simultaneously have a significant effect on sales volume at CV Sinar Utama in Berau Regency?

### **Research Objectives**

The author's objective in conducting this research is to determine how and whether there is an effect of product types on increasing sales achievement at CV Sinar Utama in Berau Regency.

### **RESEARCH METHOD**

### Operational Definition

In order for this research to be understood with the title that has been put forward, the author provides limitations on the understanding of several indicators that will be used in this study, namely:

1. Sales Volume (Y) as a dependent variable, is the sales result or the number of Yamaha brand motorcycle products purchased by consumers at CV Sinar Utama. The measurement indicator is the sales data of Yamaha brand motorcycles during 2019-2021, calculated in rupiah.
2. Type of Scooter Motorcycle Product (X1) as an independent variable, namely Yamaha brand motorcycles with scooter types sold by CV Sinar Utama to consumers. The measurement indicator is the sales data of Yamaha brand motorcycles of the scooter type during 2019-2021, calculated in rupiah.
3. Type of Sport Motorcycle Product (X2) as an independent variable, namely Yamaha brand motorcycles with sport type sold by CV Sinar Utama to consumers. The measurement indicator is sales data of Yamaha brand motorcycles with sport type during 2019-2021, calculated in rupiah units.

### Unit of Analysis, Population and Sample

#### 1. Unit of Analysis

The unit of analysis in this study is CV Sinar Utama located at Jalan Pemuda RT.20, Tanjung Redeb Village, Tanjung Redeb District, Berau Regency.

#### 2. Population

The population in this study is data on sales of Yamaha brand motorcycles at CV Sinar Utama.

### 3. Sample

The sample used in this study is data on sales of Yamaha brand motorcycles at CV Sinar Utama during 2019-2021 with the sampling method used being nonprobability sampling with purposive sampling technique.

### Types and Sources of Data

#### 1. Type of Data

The type of data in this study is quantitative data, in the form of data on sales of Yamaha brand motorcycles at CV Sinar Utama during 2019-2021.

#### 2. Data Sources

The data sources in this study are secondary data, namely data that has been processed by parties other than researchers. The data are in the form of motorcycle sales data at CV Sinar Utama as the main data, and supporting data from lecture books, literature, economic journals and other information such as a general description and organizational structure of the company and other data.

### Data Collection Method

To obtain research results that can be accounted for, the author in conducting the research uses data collection methods, namely:

1. Field research
2. Library research

### Analysis Tools

In this study, data analysis was carried out with the help of the Statistical Package for Social Science (SPSS)

ver.25 program. The analysis tools used in this study are: normality test, multicollinearity test, autocorrelation test, multiple linear regression analysis, correlation coefficient, determination coefficient, F test, and t test.

### ANALYSIS AND DISCUSSION ANALYSIS

#### 1. Normality Test

Tabel 1. One-Sample Kolmogorov-Smirnov Test

		Penjualan	Scooter	Sport
N		36	36	36
Normal Parameters <sup>a,b</sup>	Mean	34,1211	28,3233	5,8931
	Std. Deviation	13,21552	10,44648	3,40761
Most Extreme Differences	Absolute	0,086	0,069	0,142
	Positive	0,062	0,069	0,142
	Negative	-0,086	-0,065	-0,105
Test Statistic		0,086	0,069	0,142
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>	,200 <sup>c,d</sup>	,064 <sup>c</sup>
a. Test distribution is Normal.				
b. Calculated from data.				
c. Lilliefors Significance Correction.				
d. This is a lower bound of the true significance.				

Source: output SPSS 2023

- Sales volume:  $0.200 > 0.05$  then  $H_0$  is accepted, which means the data population is normally distributed.
- Type of scooter motorcycle product:  $0.200 > 0.05$  then  $H_0$  is accepted, which means the data population is normally distributed.
- Type of sport motorcycle product:  $0.064 > 0.05$  then  $H_0$  is accepted, which means the data population is normally distributed.

#### 2. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Scooter	0,425	2,354
Sport	0,425	2,354

a. Dependent Variable: Volume Penjualan

Source: output SPSS 2023

Based on the table above, it can be seen that the VIF value of each independent variable is:

- Type of scooter motorcycle product  $=2.354 < 10$ , so there is nomulticollinearity.

- Type of sport motorcycle product  $=2.354 < 10$ , so there is no multicollinearity.

#### 3. Autocorrelation Test

	Unstandardized Residual
Test Value <sup>a</sup>	0,00946
Cases < Test Value	18
Cases $\geq$ Test Value	18
Total Cases	36
Number of Runs	13
Z	-1,860
Asymp. Sig. (2-tailed)	0,063

a. Median

Source: output SPSS 2023

Based on the test results with the SPSS ver.25 program in the table above, it can be seen that the Asymp. Sig. (2-tailed) value is  $0.063 > 0.05$ , so it can be concluded that there are no symptoms or autocorrelation problems in the research data so that the test can be continued.

#### 4. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	-0,076	0,018	
Scooter	0,998	0,001	0,789
Sport	1,005	0,003	0,259

a. Dependent Variable: Volume Penjualan

Source: output SPSS 2023

Based on the table above, it can be made in the form of the following regression equation:

$$Y = -0.076 + 0.998X_1 + 1.005X_2$$

Where:

Y = Sales Volume

$X_1$  = Type of Scooter Motorcycle Product

$X_2$  = Type of Sport Motorcycle Product

#### 5. F Test / Simultaneous Test

It is known that the F-count value = 2,311,240.021 while the F-table = 3.28 ( $\alpha = 5$  percent;  $df_1 = 3 - 1 = 2$  and  $df_2 = 36 - 1 - 2 = 33$ ). Thus it can be determined that:  $F\text{-count} > F\text{-table}$  or  $2,311,240.021 > 3.28$ , then  $H_a$  is accepted, meaning that together the type of scooter motorcycle product and the type of sport motorcycle product have a significant effect on the sales volume at CV Sinar Utama.

### 6. t-test / Partial Test

It is known that: a. The effect of the type of scooter motorcycle product on sales. The calculated t value = 1,105.888 and the t-table value = 1.692 ( $\alpha = 5\%$ ;  $df = 36 - 1 - 2 = 33$ ).

Thus it can be determined that:  $t\text{-calculated} > t\text{-table}$  or  $1,105.888 > 1.692$  then  $H_a$  is accepted. This means that the type of motorcycle scooter product has a significant effect on the sales volume at CV Sinar Utama.

b. The effect of the type of sport motorcycle product on sales. The calculated t value = 363.123 and the t-table value = 1.692. Then it can be determined that:  $t\text{-calculated} > t\text{-table}$  or  $363.123 > 1.692$  then  $H_a$  is accepted. This means that the type of sport motorcycle product has a significant effect on the sales volume at CV Sinar Utama.

## DISCUSSION

The results of testing the influence of product types on sales

volume at CV Sinar Utama, show that:

1. The influence of product types simultaneously. The results of the F test can be seen that the significant value of the scooter motorcycle product type and the sport motorcycle product type is 0.000, this significant value is smaller than the probability value (0.05). The calculated F value obtained is 2,311,240.021 and is positive, while the F table value is 3.28. The calculated F value is greater than the F table value and the significant value is smaller than 0.05 indicating that the independent variables in this study (scooter motorcycle product type and sport motorcycle product type) simultaneously have a positive and significant effect on the sales volume of Yamaha motorcycles at CV Sinar Utama.

2. The influence of the type of scooter motorcycle product partially. The coefficient value of  $X_1$  (type of scooter motorcycle product) is 0.998 and is positive, which means that between the type of scooter motorcycle product and the sales volume there is a unidirectional relationship. This unidirectional relationship illustrates that an increase in sales of the type of scooter motorcycle product will have a positive impact on the increase in sales volume of Yamaha motorcycles at CV Sinar Utama.

The t-test results show a significant value of the type of scooter

motorcycle product of 0.000, where this significant value is smaller than the probability value (0.05). The t-count value obtained is 1,105.888 and is positive, while the t-table value is 1.692. The t-count value is greater than the t-table value and the significant value is smaller than 0.05, indicating that the type of scooter motorcycle product partially has a positive and significant effect on the sales volume of Yamaha motorcycles at CV Sinar Utama.

3. The effect of the type of sport motorcycle product partially The coefficient value of X2 (type of sport motorcycle product) is 1.005 and is positive, which means that the type of sport motorcycle product and sales volume have a unidirectional relationship. This unidirectional relationship means that the increase in sales of the type of sport motorcycle product has a positive impact on the increase in sales volume of Yamaha motorcycles at CV Sinar Utama. The results of the t-test show a significant value of the type of sport motorcycle product of 0.000, and this significant value is smaller than the probability value (0.05). The t-count value obtained is 363.123 and is positive, while the t-table value is 1.692. The t-count value which is greater than the t-table value and the significant value which is smaller than 0.05 indicate that the type of sport motorcycle product partially has a positive and significant effect on the sales volume

of Yamaha motorcycles at CV Sinar Utama.

Thus it can be concluded from the results of the analysis and discussion above, that:

- a. Accepting hypothesis point 1, namely: the type of scooter motorcycle products partially has a significant effect on sales volume at CV Sinar Utama in Berau Regency.
- b. Accepting hypothesis point 2, namely: the type of sport motorcycle products partially has a significant effect on sales volume at CV Sinar Utama in Berau Regency.
- c. Accepting hypothesis point 3, namely: the type of scooter motorcycle products and the type of sport motorcycle products simultaneously have a significant effect on sales volume at CV Sinar Utama in Berau Regency.

## CONCLUSION

### Conclusion

Based on the results of the analysis and discussion, several conclusions can be drawn as follows:

1. The type of scooter motorcycle product partially has a significant effect on sales volume at CV Sinar Utama in Berau Regency. This is proven by the results of the t-test, where the t-count value is greater than the t-table value ( $1,105.888 > 1.692$ ) and the significant value is smaller ( $0.000 < 0.050$ ).
2. The type of sport motorcycle product partially has a significant effect on sales volume at CV Sinar

Utama in Berau Regency. This is proven by the results of the t-test, where the t-count value is greater than the t-table value ( $363.123 > 1.692$ ) and the significant value is smaller ( $0.000 < 0.050$ ).

3. The type of scooter motorcycle product and the type of sport motorcycle product simultaneously have a significant effect on sales volume at CV Sinar Utama in Berau Regency. This is proven by the results of the F test, where the F-count value is greater than the F table value ( $2,311,240.021 > 3.28$ ) and the significant value is smaller ( $0.000 < 0.050$ ).

### Suggestions

Some suggestions that the author can convey based on the conclusions above, are as follows:

1. The author provides advice to CV Sinar Utama to be more careful in managing the availability of Yamaha motorcycle units to be sold so that there are not often empty stocks.
2. The author suggests that CV Sinar Utama carry out more intensive promotions to increase sales volume with more diverse promotional techniques, such as participating in exhibitions, expos, promotional events and so on.
3. For further research in the future, which takes the same topic as this research, it should be able to develop the scope of the research such as comparing its influence on different motorcycle brands or regarding the

influence of the marketing mix on sales volume

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