

Marketing Strategy in Improving Sales of Syar'i Clothing Azra Collection in Sidenreng Rappang Regency

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Abstract. *The level of competition in the business world requires every seller to be able to carry out their marketing activities more effectively and efficiently. The purpose of this study is to determine how the marketing strategy of Azra Collection's sharia clothing increases sales, and to determine what factors influence the marketing of Azra Collection's sharia clothing. The population in this study were consumers of Azra Collection's sharia clothing store using the Accidental Sampling technique using the Slovin formula, so that 50 consumers were obtained as respondents. The research method uses quantitative research. Data collection techniques used in this study are using Observation, Literature Study, Interview, and Questionnaire techniques. The data analysis techniques used are simple linear regression coefficient analysis, t-test statistical analysis and F-test statistical analysis and processed using the SPSS application. The results of the study showed that marketing strategies had a significant effect on sales at the Azra store.*

Keywords: *Marketing Strategy, Sales, UMKM*

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INTRODUCTION

Marketing strategy involves the deliberate planning and execution of tactics to increase sales and achieve specific goals. It is a comprehensive effort by companies to promote their products or services and reach a wider audience. The success of marketing relies on increasing awareness and generating interest among potential customers (Varadarajan, 2020; Haleem et al., 2022). In a study conducted by Horská et al. (2020), it was found that sales are directly influenced by the sales efforts made by the producer. In this particular scenario, the success of the business is determined by the actions and decisions of the consumers. Striving to attain optimal financial objectives within a specified timeframe.

Islamic dress patterns, particularly those pertaining to women's attire in the context of Islamic teachings, emphasize the importance of modesty and covering one's private areas. It is important for the Muslim community to recognize the inherent nobility of clothing that covers the genitals. When considering beauty, it is crucial to adhere to Islamic guidelines. One of the fundamental distinctions between humans and other creatures is the practice of covering the genitals. The current clothing trend has garnered the interest of researchers and is likely to captivate a wide audience. With the proliferation of diverse designers creating increasingly exquisite garments for Muslim women, both in terms of designs and fabric quality, there has been a surge in demand from female consumers. Nevertheless, irrespective of the factors contributing to this occurrence, an increasing number of Muslim women are adorning modern Muslim attire with elegance and beauty (Saifuddin & Madinah, 2022)

A marketing strategy is a method by which the marketing function coordinates its activities to attain profitable growth in sales. Azra Store is a trading business that specializes in the sale of clothing, including sharia clothes and modern bodo clothes (Bugis traditional clothes). Additionally, we offer tailoring services and clothing adjustments to cater to the unique preferences of each customer. Our focus is on effectively marketing our products to meet the diverse needs of our clientele. Azra Store employs a method, specifically by operating a physical retail location. The shop is situated on Jln Sultan Hasanuddin Poros Pare Rapang, in the Panreng Baranti District of Sidenreng Rappang Regency.

Shariah clothing has become a prominent trend in the fashion industry today. However, Azra Store, a producer of sharia clothing, has recently faced a decline in sales. This can be attributed to shifts in consumer preferences and the rise of new competitors in the market. As a result, the store must devise an alternative approach in order to boost sales. One method involves conducting market research to gain insights into shifts in consumer tastes and preferences. Examine the most recent developments in fashion and lifestyle, along with the various factors that impact consumer buying choices. By gaining insights into emerging consumer trends, it is possible to make appropriate adjustments to product collections.

Develop innovative products that align with evolving consumer preferences and current market trends. Exploring new possibilities in design and materials can set you apart from your competitors and capture the attention of consumers. There are several questions that arise from these marketing characteristics. Hence, the issue at hand pertains to the implementation of Toko Azra's marketing strategy in order to boost sales. Given the background provided, the author expresses a keen interest in conducting research to investigate the marketing strategy that could effectively boost clothing sales at the Azra store. The proposed research title is "Marketing Strategy for Enhancing Sales of Azra Collection Sharia Clothing in Sidenreng Rappang Regency." Based on the previously provided background information, the problem statement for this study is as follows: What is the approach taken by Toko Azra to enhance sales and visibility through their marketing strategy? Examining the impact of the marketing strategy on sales at Toko Azra. The marketing strategy is a deliberate endeavor to promote a product, whether it be goods or services, through strategic planning and tactics to increase sales and achieve specific goals. It encompasses a series of company efforts aimed at reaching a wider audience and maximizing the potential for successful sales (Haslindah et al., 2021).

As stated by Sun et al. (2019), marketing is a management process aimed at maximizing profits for shareholders by establishing relationships with valued customers and creating competitive advantages. A marketing strategy encompasses a collection of goals, objectives, policies, and rules that govern a company's marketing endeavors. It is designed to address the dynamic nature of the business environment and competitive landscape, providing guidance at all levels and ensuring effective resource allocation (Schwarz et al., 2019; Ojha et al., 2020). A marketing strategy is a method by which the marketing function coordinates its activities to attain profitable growth in sales at the marketing mix level.

The Indicators

A product refers to any item that is made available to the market for the purpose of being observed, appreciated, and acquired in order to fulfill a need or desire. A product refers to any item or service that is made available to the market with the intention of capturing attention, being utilized, and ultimately fulfilling a desire or meeting a need (Wirtz, 2021; Dash et al., 2021). A product is a combination of goods and services provided by a company to the target market. The product mix encompasses various elements such as product variety, quality, design, features, brand name, packaging, and service. In a recent study conducted by Wahyuni et al. (2020).

The price of a product is a highly adaptable component of the marketing mix, capable of being adjusted swiftly. Nevertheless, sellers must also consider price competition and pricing as significant topics of discussion. Transactions can only take place when the price established for a product is mutually agreed upon by the seller and the buyer (Toorajipour et al., 2022). The price

refers to the monetary value assigned to a particular product or service (Ikhsan et al., 2020). A distribution channel refers to a network of interconnected organizations that collaborate in the delivery of a product or service for utilization or consumption (Wahyuni et al., 2020).

Promotion is a crucial element in the marketing mix that companies must prioritize when promoting their products. Promotional activities serve as a vital channel of communication between companies and consumers. (Wahyuni et al., 2020) Promotion is a strategic endeavor that seeks to engage consumers, fostering their awareness and affinity towards the company's products, ultimately leading to their satisfaction and purchase (Ikhsan et al., 2020).

Marketing Strategy Concept

According to numerous marketing experts, customer satisfaction is widely regarded as the primary factor in the realm of marketing and marketing strategy. Put simply, every company has its own unique approach to executing the marketing process, tailored to their specific characteristics and capabilities (Hunt & Madhavaram, 2020). Here are five key concepts in marketing strategy: (1) Market Segmentation. Every consumer must have different needs and habits. Companies must classify heterogeneous markets into homogeneous market units; (2) Market Positioning. No company can control the entire market; (3) Market Entry Strategy. This is a company strategy to enter a particular market segment; (4) Marketing Mix Strategy. Marketing Mix is a collection of several variables that have been used by companies to influence consumer responses. Some of these variables include Product, Price, Place, Promotion, People, and Timing Strategy.

Timing plays a crucial role in the realm of marketing. Organizations must thoroughly plan their production processes and carefully strategize the timing of product distribution to the market (Hunt & Madhavaram, 2020). Companies engage in sales as a means of sustaining business growth and achieving desired profits or benefits. Sales refers to the process of conducting selling activities, encompassing everything from establishing the selling price to distributing the product to consumers (buyers). Sales activities serve as additional or supporting actions to facilitate transactions and purchases. Buying and selling activities are considered a cohesive unit in order to facilitate the transfer of rights or transactions. Hence, sales activities encompass a range of tasks, including generating demand, identifying potential buyers, engaging in price negotiations, and establishing payment terms. In this scenario, the sale requires the seller to establish and implement specific policies and procedures to ensure that sales activities are coordinated and supportive of one another, in a study conducted by Johnson et al. (2019).

"Sales refer to the exchange of goods by a company, which can occur through credit or cash transactions".

The indicators of sales are: (a) Achieving Sales Volume. The sales volume achieved by a company is contingent upon the actualization of sales outcomes, which are subject to fluctuation in accordance with the company's internal circumstances. The sales volume serves as a crucial metric for assessing the efficacy of a marketing strategy. A rise in sales volume signifies the triumph of the strategy in captivating interest and influencing customer buying choices; (b) Getting Profit. This metric assesses the effectiveness of implementing a social media marketing strategy in generating profits for the company. While it is crucial to prioritize the growth of sales, it is even more critical to focus on the profitability that arises from those sales in order to ensure the long-term sustainability of the business; (c) Supporting Company Growth. Company growth can lead to enhancements in different areas. If a social media marketing strategy can effectively contribute to the company's growth in these areas, it signifies that the strategy has successfully played a significant role in the company's long-term growth strategy (Tarsakoo & Charoensukmongkol, 2020).

Meanwhile, in this study titled "Marketing Strategies in Increasing Sales of Azra Collection Sharia Clothing in Sidenreng Rappang Regency," there are notable distinctions from previous

studies. These differences pertain to the case study location, data sources, and research methods employed.

Table 1. Summary of Previous Research

Previous Research	Title	Variables and Analysis Method	Findings
Gianto (2015)	Marketing Strategy Analysis in an Effort to Increase Batik Sales at Batik Putra Laweyan	Qualitative Descriptive Method Profile	The results of applying the test results of the IFE matrix and EFE matrix on the I-E matrix explain that the company in region III, where in this region it is shown that the company's internal factors are in a weak state, however the company has a high ability to face the company's external factors (threats and opportunities).
Alvian (2016)	Marketing Analysis of Export-Oriented Companies in Increasing Sales Volume (Study at PT Kharisma Rotan Mandiri in Sukoharjo)	Qualitative Descriptive Method Profile	The strategy to enter the international market implemented by PT Kharisma Rotan Mandiri is through direct export. Direct export is an option because production costs in Indonesia are cheaper when compared to production in the destination country, which is mostly a country with more expensive labor costs. The marketing strategy implemented by this furniture company has fulfilled the marketing mix strategy. The aspect that is an obstacle in the marketing mix of this furniture company is the sales promotion strategy.
Monigir (2016)	Implementation of Marketing Strategy to Achieve Competitive Advantage (Case Study at Multi Mart Ranotana Manado)	Case Study (Descriptive Qualitative)	The marketing strategy used by Multi Mart can increase sales volume by upholding the motto "We Are Different" and by providing member cards. Efforts to increase competitive advantage should be for Multi Mart leaders to pay attention to what products are not sold at the Multi Mart Ranotana outlet, so that it can increase the company's opportunities.
Maldina, (2017)	Islamic Marketing Strategy in Increasing Sales at Calista Boutique	There are 2 variables, namely marketing and sales strategies. The method used is field research.	Calista Boutique, in addition to implementing conventional marketing strategy theories and concepts, also implements Islamic marketing strategies consisting of three main things, first, the application of Islamic marketing characteristics; second, the application of Islamic business ethics; third, following the marketing practices of the Prophet Muhammad SAW. Based on the characteristics of the Prophet Muhammad SAW, namely: Shiddiq, Amanah, Fathanah, and Tabligh.

(Cay & Irnawati, 2020)	E-commerce Marketing Strategy to Increase Sales Volume (Case Study of MSMEs in South Tangerang City)	There are 2 variables, namely marketing strategy and increasing sales volume. The method used is purposive sampling.	The results of the study show that MSMEs, especially in South Tangerang City, use marketing strategies through E-commerce. increased.
(Oktavian & Aminuddin , 2022)	Marketing Strategy to Increase Sales at EKS BIKE Bicycle Shop	There are 2 variables, namely marketing and sales. The method used is postpositivism.	The implementation of segmentation marketing strategy has a role to increase sales at Toko Eks Bike. Toko Eks Bike but the implementation of this strategy is still not optimal so it has not been able to increase sales. The implementation of targeting marketing strategy has a role to increase sales at Toko Eks Bike.

Based on the results of the explanation above, the framework of thought in this research is as follows:

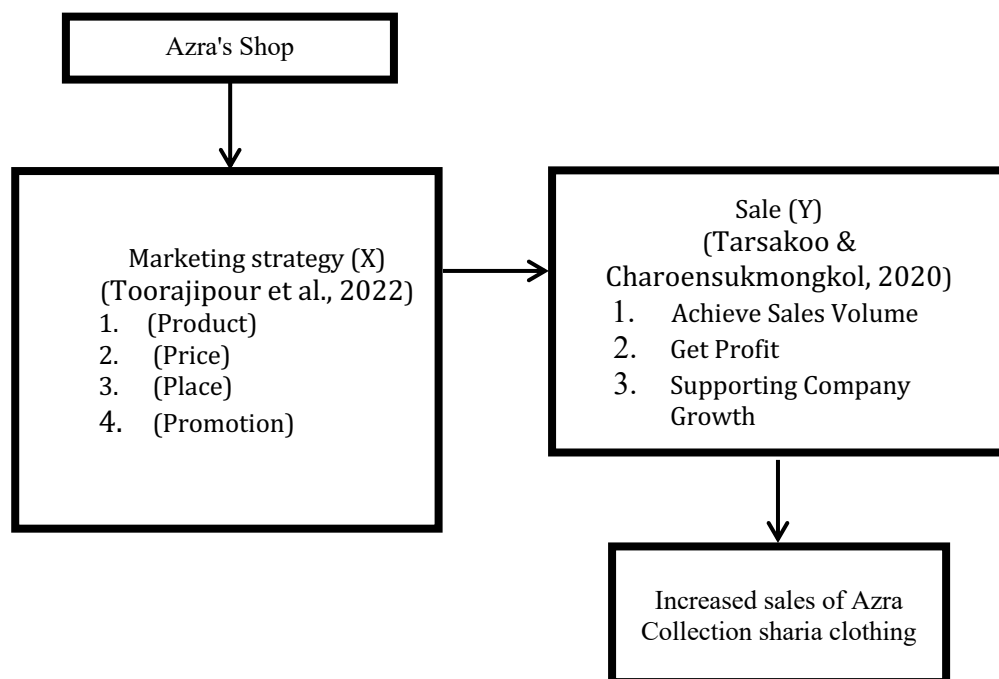


Figure 1. Theoretical Framework of Thought

Hypo means below and Seesa means truth. Put simply, the hypothesis is somewhat less accurate (provisional). A hypothesis serves as a provisional response to a research inquiry until it is substantiated by the gathered data. The hypothesis is a fundamental aspect of quantitative research, serving as a guiding force throughout the research process. A hypothesis is necessary in order to address research questions, serving as a framework for data collection. In a recent publication by Yam and Taufik (2021), A hypothesis is a statement that is provisionally accepted and serves as a foundation for testing and procedural work. A hypothesis serves as a provisional explanation for the correlation between intricate phenomena. Given the formulation of the problem provided earlier, we can derive the following hypotheses:

Ho: There is an influence of marketing strategy in increasing sales of Azra Collection syar'i clothing in Sidenreng Regency

Ha: There is no influence of marketing strategy in increasing sales of Azra Collection syar'i clothing in Sidenreng Rappang Regency

METHODS

The research site is situated on Jln. Sultan Hasanuddin, Poros Pare Rappang, Panreng Village, Baranti District, Sidenreng Rappang Regency. The research plan will be conducted over a period of approximately 2 months, commencing in January and concluding in March of 2024. It is imperative to consistently utilize this template in order to ensure that the writing adheres to the specified guidelines. The chapter content should be set in a font size of 12pt (Marsetiani, 2014). The study involves two variables: the independent variable, which is the marketing strategy, and the dependent variable, which is the sales. The research method employed in this study is the quantitative descriptive research method (Sürücü & Maslakci, 2020).

The sampling technique employed is the Accidental Sampling technique, wherein any individual who happens to encounter the researcher may be utilized as a sample (Latpate et al., 2021). The population in this study consisted of four individuals per day. The study focuses on the population of consumers or customers who visit the Azra Collection Store. As per the research conducted by Dr. Imam Machali, a research sample refers to a selected portion of the overall object of study that is deemed to be representative of the entire population. The sample in this study was conducted exclusively on customers of the Azra Collection Islamic clothing store. The population of interest consists of individuals who have made purchases for a duration of one month, totaling 102 people. The determination of the number of samples in this study is derived from a mathematical formula. The formula for Slovin is as follows:

$$n = N / (1 + Nd^2)$$

Information :

n = Number of Samples

N = Population Size

d = precision value/error tolerance limit (assuming 10% error rate)

Table 2. Percentage Degree of Error

Population Size	Sample Size
0-100	100%
101-1.000	10%
1.001-5.000	5%
5.000-10.000	3%
10.01 Bih	1%

$$n = 102 / (1 + 102 \cdot [(10\%)]^2)$$

$$n = 102 / (1 + 102 \cdot [(0,01)]^2)$$

$$n = 102 / (1 + 1,02)$$

$$n = 102 / 2,02$$

$$n = 50$$

The population in this study was 102 people 1 month. The number of samples to be used was 50 people and the respondents were the owners of the Azra Collection Islamic clothing store. This study outlines the questionnaire that will be administered using a Likert scale instrument. The Likert scale mentioned in this context is utilized for assessing the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena. The Likert scale is a widely

utilized psychometric scale in questionnaires and is highly prevalent in survey research. This scale is named after Rensis Likert, who published a report detailing its usage. The Likert Scale, also known as the Likert Scale, is a research scale commonly employed to assess attitudes and opinions.

This method enables participants to evaluate items using a scale ranging from five to seven points, based on their level of agreement or disagreement with each item. Each statement is comprised of five points, ranging from the Agree to Disagree scale. The sum of all the individual scores, which is 391 for each item, is calculated to determine the overall score for the participant. The Likert scale is composed of two components are item parts and evaluation part. The item part typically consists of a declaration regarding a specific product, event, or perspective. The evaluation section consists of a range of responses, from "strongly agree" to "strongly disagree". Utilizing a 5 point scale is the methodology employed in this context. The numbers +2, +1, 0, -1, -2 are commonly utilized. According to the explanation provided, the researcher utilizes a gradient scale consisting of the following categories Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree. This scale is employed to facilitate the analysis of the variables. Scoring the answers is necessary for quantitative analysis purposes.

Table 3. Skala Likert

No.	Instrument Items	Score
1	Very Good	5
2.	Good	4
3.	Not Good	3
4.	Not Good	2
5.	Very Bad	1

The study employs a quantitative data approach, which relies on researcher records in the form of facts or figures (Taherdoost, 2022). The focus of quantitative research lies in the behavioral and empirical aspects derived from real-world phenomena or observations. These aspects serve as a foundation for conducting research and establishing benchmarks (Fernando et al., 2019). The data collected from the distribution and completion of the questionnaire by the participants will be analyzed using statistical software like SPSS. In order to determine the extent to which quality and price impact the dependent variable, specifically marketing, a multiple linear statistical test will be employed. Using a straightforward linear regression equation model, the following can be observed:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Information :

Y = Sale

α = Constants

b = Slope or Estimate Coefficient

X = Marketing

e = Error Term

The t test or partial test is conducted to determine how far an independent variable is partially related to the variation of the dependent variable. The basis for drawing conclusions in the t test is as follows: (1) If the t count value < t table and if the probability (significance) > 0.05 (α), then H0 is accepted, meaning that the independent variable partially (individually) does not significantly affect the dependent variable; (2) If the t count value > t table and if the probability (significance) < 0.05 (α), then H0 is rejected, meaning that the independent variable partially (individually) significantly affects the dependent variable.

H0: $B_i = 0$, meaning that each variable X_i has no influence on variable Y, where $i = 1, 2, 3$.

H0: $B_i \neq 0$, meaning that each variable X_i has an influence on variable Y, where $i = 1, 2, 3$

Simultaneous Test (F Test) The F test or simultaneous test is basically carried out to find out whether all the independent variables included in the model have a joint influence on the dependent variable. The method used is to look at the magnitude of the significant probability value. If the significant probability value is $< 5\%$ then the independent variable or independent variables will have a significant effect together on the dependent variable.

If the calculated F value $< F$ table and if the probability (significance) > 0.05 (α), then H0 is accepted, meaning that the independent variables simultaneously or together do not significantly affect the dependent variable. b. If the calculated F value $> F$ table and if the probability (significance) is less than 0.05 (α), then H0 is rejected, meaning that the independent variables simultaneously affect the dependent variable significantly. Hypothesis testing in the F test can be known by comparing the calculated F with the F table, as follows:

H0 : $B_i = B_1 = B_2 = 0$, there is no significant influence between the X variables simultaneously on Y.

H1 : minimum $B_i \neq 0$, there is 1 independent variable X that has a significant influence on Y where $i = 1, 2, 3$.

Determination Coefficient Test (Adjusted R²) The determination coefficient (Adjusted R²) is a coefficient that shows the percentage of influence of all independent variables on the dependent variable. The percentage shows how much the independent variable can explain the dependent variable. The value of Adjusted R² is between 0-1 ($0 < \text{Adjusted R}^2 < 1$) this determination coefficient is used to determine how much the independent variable affects the dependent variable. The Adjusted R-Square value is said to be good if its value is > 0.5 because the value of Adjusted R² is close to 1, then most of the independent variables explain the dependent variable, while if the determination coefficient is 0, then the independent variable has no effect on the dependent variable.

RESULTS AND DISCUSSION

General description of Azra Store

Azra Shop is a trading business specializing in the sale of clothing, including syar'i clothes and modern bodo clothes (Bugis traditional clothes). In addition, we offer tailoring services and clothing adjustments to cater to each customer's preferences. Our clothing is available for purchase through our offline stores. The shop is situated in a highly advantageous location, specifically in a bustling residential area, making it conveniently accessible to customers. The area measures 5x7 and is situated on Jln Sultan Hasanuddin Poros Pare Rapang, in Panreng Village, Baranti District, Sidenreng Rappang Regency.

This shop was established in 2023, with an average income turnover of 4,000,000/month. the shop owner named Suriani was born in Carawali.

Vision : *"To become the main center of choice for women looking for quality syar'i clothing".*

Mission : Provide a collection of fashionable, innovative syar'i clothing, quality syar'i clothing.

This research was conducted in February-April 2024, by distributing questionnaires to collect the data needed in this study. The study took 50 people as respondents who were customers at the Azra Store.

Revenue Turnover Graph 2023-2024

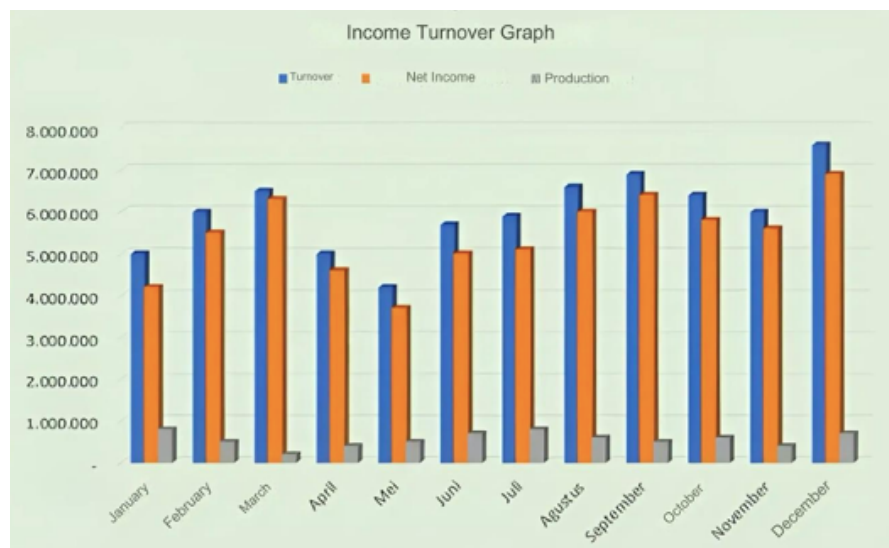


Figure 2. Revenue Turnover Graph

Monthly clothing sales reach 50 pieces, so in 1 month the average turnover of income reaches 4,000,000.

Characteristics Based on Gender

Regarding respondents based on gender can be seen in the following table:

Table 4. Respondent Characteristics Based on Gender

No.	Gender	Frequency	Percentage
1.	Female	49	98 %
2.	Male	1	2%
Total		50	100%

According to the data presented in table 4, it is evident that the female respondents constitute 98% of the total, with a count of 49 individuals. In contrast, the male respondents account for a mere 2%, represented by a single person. Consequently, the total number of respondents in this study amounts to 50 individuals, representing 100% of the sample. Therefore, it can be inferred that the number of female respondents surpasses that of their male counterparts.

Statistic Analysis

Validity Test and Reliability Test Validity

A validity test is used to determine the validity of a measuring instrument. The measuring instrument being discussed in this context is the set of questions included in the questionnaire. A questionnaire is considered valid when the questions it contains effectively capture the information being measured.

The concept of validity holds great significance as it ensures the accuracy and reliability of the measurements taken on a specific scale of variables when examining the relationship between an event or phenomenon. The significance test is conducted by comparing the calculated r value (correlation item total correlation) with the r table value, taking into account the degree of freedom ($df = n - 2$, where n represents the number of samples). When the count of " r " is greater than the count of " r table," it indicates that the 41 questions have been deemed valid. Nevertheless, if the count of r is less than the r table, it indicates that the question is deemed invalid. (Ahyar & Juliana Sukmana, 2020).

Table 5. Validity Test Results

Validity Test			
Instrument	Pearson Corelation <i>Rhitung</i>	Rtabel	Description
Marketing strategy (x)			
X1.1	1,912	1,676	Valid
X1.2	1,729	1,676	Valid
X1.3	1,741	1,676	Valid
X1.4	1,837	1,676	Valid
Sale (y)			
Y1.1	1,743	1,676	Valid
Y1.2	1,833	1,676	Valid
Y1.3	1,752	1,676	Valid

The statement represented by X1 is intended for variable X1, which is the independent variable of marketing strategy. On the other hand, the statement represented by Y1 is intended for the dependent variable, namely Sales. Based on the data presented in the table, it is evident that each statement item has a value greater than the reference value of 1.676 and is positively correlated. Therefore, it can be concluded that the statement item is deemed valid. In order for a statement to be considered valid, it must satisfy the condition of Rcount being greater than Rtable. All the statement items are considered valid due to the fact that Rcount is greater than Rtable.

Table 5. Reliability Test Results

Variable	Concrobach's Alpha	RCritical	Information
Marketing Strategy (X)	0,848	0,50	Reliable
Sale (Y)	0,360	0,50	Reliable

The reliability of a questionnaire can be determined by its Rcritical limit. The established threshold in this context is 0.50. Based on the data presented in the table, it is evident that the Marketing Strategy variable has a Concrobach's Alpha of 0.848, which exceeds the threshold of 0.50. Similarly, the Sales variable has a Concrobach's Alpha of 0.360, also surpassing the 0.50 benchmark. Therefore, we can conclude that the data is reliable due to the fact that the Concrobach's Alpha value exceeds 0.50.

Classic Assumption Test

Normality Test

A normality test is a statistical procedure utilized to determine if data is derived from a normal distribution or not. A normal distribution is a probability distribution that exhibits symmetry around the mean. The majority of the data is concentrated near the central value, with fewer values deviating significantly from the mean. The purpose of the normality test is to assess whether the confounding variables or residuals in a regression model exhibit a normal distribution (Prasetio, 2012).

Tabel 6. Kolmogorov Smirnov Normality Test Results

One Sample Kolmogorov-Smirnov Test			
		Marketing strategy	Sale
N		50	50
Normal Parameters ^{a,b}	Mean	17.46	37.94
	Std. Deviation	2.052	13.066
	Absolute	.082	.282
	Positive	.282	.079
	Negative	-.212	-.082
Test Statistic		.282	.082
Asymp. Sig. (2-tailed)		.198 ^c	.200 ^{c,d}

According to the findings of the Kolomogrov-Smirnov normality test, it is evident that the significance value for Marketing Strategy is 0.198, which is greater than the threshold of 0.05. Similarly, the significance value for Sales is 0.200, also exceeding the threshold of 0.05. Therefore, it can be concluded that all residual values exhibit a normal distribution, allowing for the progression to the subsequent stage, namely the regression stage. Based on the statistical analysis, the data provided has been found to pass the normality test. This conclusion is supported by the fact that the significance value is greater than 0.05, indicating that the data can be considered normally distributed.

Multicollinearity Test

There is a strong linear relationship observed in the regression model for each independent variable. When multicollinearity is present, it can lead to a decrease in the precision of the regression method. This is due to the instability of the regression estimate and the significant size of the regression coefficient variable. High collinearity is indicated when the VIF value exceeds 10.00 and the resulting value is below 0.10 (Yano & Matanda, 2021).

The resemblance among the variables will lead to a highly robust correlation. If the resulting VIF (Variance Inflation Factor) falls within the range of 1 to 10, it indicates the absence of multicollinearity. When the VIF value is less than 10 or the tolerance value is greater than 0.1, multicollinearity may arise.

Table 7. Multicollinearity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	ig.	Collinearity Statistics	
		Std. Error	Beta			Tolerance	if
(Constant)	2.851	387		8.973	000		
Marketing strategy	42	010	905	14.700	000	1.000	.000

Source: SPSS Processing Results, 2024

Based on the description of Table 7 above, it can be concluded that:

The marketing strategy (X) exhibits a tolerance value of 1,000 > 0.1 and a VIF (Variance Inflation Factor) value of 1,000 > 0.1, indicating that this variable is not affected by multicollinearity. Given a tolerance and VIF value of 1,000, it can be concluded that the marketing strategy variable (X) is free from any multicollinearity issues.

This implies that in the regression model incorporating this variable, there is no evidence to suggest that the variable is excessively influenced by other variables in the model. Consequently, the analysis of the regression coefficient for the marketing strategy variable (X) can be deemed as more consistent and trustworthy.

Multiple Linear Test

Multiple linear regression is intended to test the effect of two or more independent (explanatory) variables on one dependent variable, then processed using SPSS (Roni & Djajadikerta, 2021)

Table 8. Multiple Linear Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1.	(Constant)	0,65	1.344		8.962	.000
	Marketing strategy	12.049	.012	412	5.579	.000

Source: SPSS Processing Results, 2024

Based on the results presented in table 8, we have derived the regression equation model as follows: $Y = 0.65 + 12.049 X$. The value of 12.049 remains consistent, indicating that when the Marketing Strategy variable is held constant, the Sales Level at the Azra Store experiences an increase of 12.049 units. Despite the consistent value of 12.049 across all variables, the analysis remains optimistic. Based on the analysis, it can be inferred that the marketing strategy (X) holds the greatest sway over sales (Y).

Hypothesis Testing

The Persian T-test is intended to determine whether or not there is an influence of the independent variable on the dependent variable. The results of the hypothesis test or t-test in this test are as follows.

Table 9. Partial T-Test Results

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1.	(Constant)	0,65	1.344		8.962	.000
	Marketing Strategy	12.049	.012	.412	6.471	.000

Source: SPSS Processing Results, 2024

Based on the table above, the t count for the independent variable, namely marketing strategy, is 6.471, and the t table is 1.676

The Marketing Strategy Variable (X₁) has a t count of 8.926. Based on this information, the t count (8.926) > t table (1.676). So if the t count > t table, H₀ is rejected, meaning that statistically it has an effect. So there is a positive effect between variable X and variable Y at the Azra Store.

F Test (Simultaneous Test)

The simultaneous F test (Simultaneous Test) is used to determine whether or not there is a simultaneous or joint effect between the independent variables on the dependent variable. Decision making is seen from this test by looking at the F value in the ANOVA table, the level of significance used is 0.05.

Table 10. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1.	Regression	193.941	4	48.485	174.845	.000 ^b
	Residual	12.479	45	.277		
	Total	206.420	49			

Source: SPSS Processing Results, 2024

Based on table 10, it can be seen that, in the realm of statistical analysis, the F-count and F-table play a crucial role in a statistical test known as Analysis of Variance (ANOVA). Their purpose is to assess whether there exists a noteworthy disparity between multiple groups in one or more independent variables in relation to the dependent variable. An F-count value that exceeds the F-table value suggests a notable disparity between at least one independent variable (in this instance, Marketing Strategy) and the dependent variable (Sales) at the Azra store.

Based on the comparison between Fcount (174,845) and F-table (1,676), it can be inferred that there is a significant joint or simultaneous influence of at least one independent variable (Marketing Strategy) on the dependent variable (Sales) at the Azra Store. Within this particular context, the implementation of the Marketing Strategy within the store has a

substantial influence on the overall performance of sales. The count of F is greater than the table value, specifically 174,845 is greater than 1.676. Based on the findings, it can be inferred that the independent variables, specifically the Marketing Strategy (X), exert a substantial impact on the Sales variable (Y) at the Azra Store.

Coefficient of Determination Test (R²)

The determination coefficient test is conducted to determine how much endogenous variables are simultaneously able to explain exogenous variables. The higher the R² value means the better the prediction model of the proposed research model. Determination coefficient test (R²).

Table 11. Results of Determination Coefficient Test (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
R	.969 ^a	.940	.934	.527
a) Predictors: (Constant), Marketing strategy				

Source: SPSS Processing Results, 2024

The Adjusted R Square value of 0.940 or 94.0% suggests that a significant portion of the variability in the Sales variable (Y) can be accounted for by the Marketing Strategy variable (X) in the regression model. The data suggests that the majority of the fluctuations in sales at the Azra Store can be ascribed to elements associated with the implemented marketing strategy.

The results of the determination coefficient test (R²) show that the Adjusted R Square value of 0.940 indicates a strong relationship between the Sales variable (Y) and the Marketing Strategy variable (X), with the Marketing Strategy variable explaining 94.0% of the variation in Sales. Empirical evidence demonstrates that the marketing strategy employed at the Azra Store exerts a substantial and robust impact on the store's sales performance. Approximately 94% of the variance in sales can be attributed to factors associated with the marketing strategy. This is a strong indication that the marketing strategy implemented has proven to be successful in influencing sales performance.

An Analysis of the Impact of Marketing Strategy on Sales According to the findings of the regression test (t-test), it was determined that the Marketing Strategy variable (X) has a significant impact on the dependent variable, Sales (Y). This is demonstrated through the comparison of the t count and t table. Based on the calculated t test value of 6.471 and the t table value of 1.676, it is evident that the calculated t test value significantly exceeds the t table value. The findings of this study align with the research conducted by (Morgan et al., 2019; Al-Surmi et al, 2020) indicating that Marketing Strategy has a notable impact on Sales. It can be inferred that there is a notable impact of marketing strategy (Place, Product, Promotion, and Price). A marketing strategy can be analyzed using the 4P framework, which includes product, price, place, and promotion. The most significant factor that impacts marketing strategy is price, with a weightage of 78%. Following closely behind are product and place, both with a weightage of 66%. The lowest percentage achieved is 64%. A marketing strategy typically involves the consideration of four key elements: product, price, place, and promotion. Azra Store has successfully incorporated three out of the four essential elements of marketing, specifically price, product, and place.

CONCLUSION

According to the findings outlined in the research, it is possible to draw the conclusion that the marketing strategy of 4P, which includes product, price, place, and promotion, plays a significant role. Azra Store has successfully implemented three out of the four essential elements of marketing, specifically focusing on price, product, and place. According to the findings of the regression analysis (t-test), it is concluded that the Marketing Strategy variable significantly

impacts the dependent variable, specifically sales. This is demonstrated through the comparison of the calculated t-value and the critical t-value from the table. According to the statistical analysis, with an Fcount of 174.845 and a Ftable of 2.159, it can be inferred that the Marketing Strategy (X) has a significant influence on the sales variable (Y) at the Azra store. The researcher offers the following recommendations based on the presented conclusions: Companies should consider enhancing their promotional efforts by producing captivating video content showcasing their clothing products. Additionally, they can explore potential collaborations with relevant brands or influencers who possess an audience that aligns with their target market. This collaboration has the potential to assist you in reaching a larger audience and expanding the scope of your promotional efforts. This research can serve as a valuable reference for researchers conducting further studies. There are various factors that impact marketing strategies beyond just sales, and numerous variables that can be analyzed.

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