SUMMARY

RUSIYANI PUSPITA NIGNRUM. The Impact of Promotion, Price, Time, Stock of Fruits, and Event to Sales Volume of Fruits Analysis (Case Study: Robinson Bogor Trade Mall Branch). Supervised by UJANG SUMARWAN and RINA OKTAVIANI.

Recent business condition is getting more dynamic. Accompanied by the waning border of cross country trade relations, requires every business practitioner to apply various efforts in order to win the competition, including domestic competition. Robinson is a business unit of the retail company in Indonesia, PT Ramayana Lestari Sentosa Tbk. Practitioners of businesses need to apply an effective strategy mix to run their business in order to win the competition whether in the same scale environment or different scale. Marketing strategy is one of the core strategy used by business entities in running its practice. An effective marketing strategy is one of the main keys in creating a competitive advantage within industry.

Price of products plays an important role in consumer decision to buy a product. Therefore, one of the marketing strategies that is often used by company in this industry is by conducting a promotion in the form of price cut (discount). Discount is considered an effective strategy to increase sales. Fruits are perishable products. Selling this commodity is not the same as trading another commodities. The link between the effectiveness of price cut with the increase of fruit sales volume is still question. Able thus, it is very interesting if that theme is developed into a scientific study which of course will be beneficial for the related stakeholders. In general, this research will study how price, price cuts, shopping time condition (weekdays-weekends), fruit availability (seasonal and non-seasonal), and event (Ramadan) effect the local fruit sales volume in Robinson Bogor Trade Mall branch in Bogor and how its managerial implication can be formulated regarding the factors.

The research is conducted in Robinson Bogor Trade Mall branch in Bogor by using descriptive method with a quasi experiment approach that is estimated using a multiple regression technique. Sampling technique is conducting by sensus that comprises of nine types of fruit. Study shows that price cuts does not always relate positively towards sales volume. Avocados, Bali grapes, Arum Manis mangoes, sky rock melons, and red watermelon are types of fruits that increased their sales volume when their price cut are held. On the other hand, Malang apples, baby oranges, Medan oranges, Indramayu oranges, rock melons, California Papayas, Pondoh barks and baby watermelons as well as yellow watermelons will experience a decrease in sales when a price cut is held.

Results of this study also show that price cutting in the form of relative percentage succeeds more than giving price cut in the form of Rupiah nominal included in the display. That condition directly describe that in the minds of society, percentage is a very sensitive matter in the process of buying decision compared to giving price cut in a nominal form. The valuation that exist all this time in society is that price cut in the form of percentage is alleged to have a bigger perceived “number” than a nominal price cut. The result of multiple regression for the time variable indicate there is an effect of time of buying
towards sales, but for avocados, super sweet fragrant mangoes and Indramayu mangoes, time does not have a significant effect on sales volume. For the multiple regression results of the event variable, only the sales volume of baby oranges is not affected by the event of Ramadhan. Other fruits are affected by the event of Ramadhan. The availability of fruit variable shows that there is a significant effect of it towards sales volume and the form of price cut have an effect towards most of the fruit commodity sales volume that is observed in this research. Based on this study, some alternatives can be used as a consideration to formulate a strategy for Robinson. First, to provide seasonal fruits as an alternative for consumer to choose as well as hold a special bazaar to market those seasonal fruits. Second, to set retail price consideration. Third, the fruits that are experiencing sales increase in such events like Ramadhan need to be guaranteed of its supply availability, and vice versa for fruits with low selling volume. Its purpose is to minimize the loss potential for Robinson. Fourth, to provide a proper promotion for fruits that does not affected by the price cut promotion. Fifth, to set another marketing mix such as choosing a strategic location to catch marketing opportunity that are still high as well as a promotion back up tool that is effective and efficient, and diversifying price to expand the untouched segment.

Key Words: Fruits, Promotion, Price Cut, Time, Stock of Fruits, Event, Multiple Regression