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The Influence of Price and Quantity on Sales Mediated by Promotions (Study at PT The Univenus for the 2019-2023 Period)

Stanley Prabowo[1], Sopiah[2], Arief Noviarakhman Zagladi[3]

[1] *Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Malang, stanley.prabowo.2404138@students.um.ac.id*
[2] *Program Studi Magister Manajemen, Fakultas Ekonomi, dan Bisnis Universitas Negeri Malang, sopiah.fe@um.ac.id*
[3]*Program Studi Magister Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Negeri Malang, arief.zagladi.fe@um.ac.id*

Abstract

This study aims to investigate the influence of price and quantity on sales mediated by promotions at PT The Univenus during the 2019–2023 period. This study uses a quantitative approach as the research method, this study examines the relationship between independent variables (price and quantity) and dependent variables (sales) with promotion as a mediating variable whose data is processed by the SEM-PLS method. The results show that price and quantity have a significant influence on sales, and promotions reinforce this relationship. Competitive pricing increases sales volume, especially when products are promoted, as well as adequate quantities encourage larger purchases in a multi-unit promotional strategy. Effective promotions not only increase short-term sales but also help build brand loyalty. This study fills a gap in the literature on the interaction of price elasticity, promotion, and consumer response in the manufacturing industry. To increase sales and market position. From the results of this study, PT The Univenus is recommended to implement effective promotional strategies, such as multi-unit discounts and competitive prices.

Keywords: Price, Quantity, Promotion, Sales, PT The Univenus

INTRODUCTION

Sales are the spearhead of a company's sustainability, which determines its existence and competitiveness in the global business ecosystem. In the context of the manufacturing industry, the 2019-2023 period is a critical period marked by fundamental disruption due to the COVID-19 pandemic, which massively changed the business landscape and sales strategy. The pandemic not only limited economic movements, but also forced companies to carry out radical transformations in their operational models and market approaches. The 2019-2023 period recorded a number of complex challenges for the manufacturing sector. Social restrictions, global supply chain disruptions, declining consumer purchasing power, and economic uncertainty are systemic pressures that threaten business continuity. Manufacturing companies are facing a significant decline in sales volume. According to Mckensey Institute (n.d.), 73% of global supply chains experience significant disruptions, which fundamentally alter distribution and production mechanisms. Logistical restrictions are a key factor in the fragmentation of the manufacturing ecosystem, limiting the movement of goods, labor, and strategic resources across regions and countries. World Trade Organization (n.d.) It also recorded a 34% decline in global trade in the first half of 2020, with manufacturing being one of the most affected sectors. Comprehensive distribution restrictions, including border closures, restrictions on the transportation of goods, quarantine of imported products, and restrictions on warehouse operations, significantly hampered global production and trade flows.

In addition to prices, the Covid-19 pandemic has also had a significant impact on sales quantity in the global manufacturing sector. The COVID-19 pandemic presented a fundamental shock in global sales dynamics, especially in the manufacturing sector. At the beginning of the pandemic, the industry experienced a drastic decline that affected almost all production and distribution lines. Restrictions on economic activities, strict health protocols, and global supply chain disruptions are the main factors that have caused sales quantities to contract significantly in various countries.

Sectors such as automotive, electronics, and textiles received the most severe impacts during the crisis period. Production restrictions, declining consumer demand, and international distribution constraints have resulted in profound disruptions to trade mechanisms. In response, industry players have begun to develop adaptive strategies such as digitizing supply chains, accelerating digital transformation, and developing online sales platforms to maintain business continuity. The recovery in global sales quantity is taking place gradually, with various sectors starting to show signs of recovery towards the end of 2021 and throughout 2022. Business model transformation, digital technology adoption and management flexibility are key to facing post-pandemic challenges, enabling industry players to adapt and recover sales volumes close to pre-pandemic levels.

Not only the Covid-19 Pandemic, but the rapid development of technology also makes it another factor that affects the price and quantity of sales today. Therefore, in an increasingly competitive digital era, a marketing strategy that goes beyond conventional approaches is needed. Modern market dynamics demand that companies integrate digital technologies, advanced data analytics, and a deep understanding of consumer behavior in every one of their marketing strategies. Artificial intelligence, consumer experience personalization, data-driven marketing, and real-time interaction through digital platforms have become key prerequisites for designing

effective marketing strategies. Today's consumers no longer only receive product information, but rather want personalized, authentic, and meaningful experiences, which encourages companies to continuously innovate in their communication and engagement approaches. The biggest challenge for marketers is to create a strategy that doesn't just sell products, but builds strong narratives, builds trust, and creates long-term relationships with consumers amid the complexities of the ever-changing digital ecosystem.

In the contemporary business landscape, innovative marketing strategies not only affect sales and consumer loyalty, but also significantly impact investor perception and the movement of a company's stock price. Modern investors use marketing strategies as one of the key indicators in assessing the growth and sustainability potential of a company. An organization's ability to adapt a marketing strategy that is responsive to changing technology and consumer behavior is an important predictor of its capital market valuation. Companies that successfully demonstrate flexibility in marketing approaches, integrate digital technologies, and create unique engagement models with consumers, tend to attract investor interest through signals of continued growth and innovation. As a result, marketing strategies are no longer seen as just an operational function, but rather as a strategic driver that can increase market capitalization, build investor trust, and drive stock value growth in an increasingly complex and dynamic business ecosystem.

In this context, the dynamic relationship between price, product quantity, promotion, and sales becomes a crucial strategic focus for any business organization. In Pauwels et al. (2002), it is underlined that promotions do not only affect short-term sales, but have a significant impact on *brand awareness* and consumer behavior in the long term.

As a company operating in the manufacturing industry, PT The Univenus faces the demands of achieving sales targets every year, strategic complexity in sales development through four key variables. Price is a major determinant factor in the consumer purchase decision process. According to Helmold (2022), price is an important element in the marketing mix that reflects the monetary value of the product, while quantity relates to the availability of the product in the market. In this case, promotion serves as a mediator that can reinforce the relationship between price and quantity against sales. where accurate pricing not only influences momentary purchasing decisions but also shapes the perception of value and brand loyalty in the long run. Product quantity plays an important role as an element that can encourage consumers to make purchases in larger volumes, especially when the availability of product units is combined with the right promotional strategy. Promotion itself acts as a strategic mediator that connects price and quantity strategies with sales outcomes, allowing companies to dynamically influence consumer behavior. Finally, sales are a fundamental business performance indicator that comprehensively reflects the successful implementation of the marketing strategy that has been designed and executed by the company.

PT The Univenus is a company that continues to strive to develop innovative sales strategies. Through this study, the author aims to explore the mechanism of promotional mediation in the relationship between price, quantity, and sales, in the hope of making a significant theoretical and practical contribution to the development of the company's marketing strategy. Therefore, this research focuses on PT The Univenus, a company engaged in the manufacturing sector and facing challenges in increasing product sales. In the context of increasingly fierce competition, companies must be able to identify and understand the factors that influence consumer purchasing decisions. In this case, the important focus of this research is price, quantity, and promotion. According to

Helmold (2022), price is an important element in the marketing mix that reflects the monetary value of the product, while quantity relates to the availability of the product in the market. In this case, promotion serves as a mediator that can reinforce the relationship between price and quantity against sales. This study aims to explore how these three variables interact with each other and affect sales at PT The Univenus during the period 2019 to 2023.

This research arose from the need of PT The Univenus to increase its sales volume in the face of increasingly fierce competition. In the business world, an effective marketing strategy is indispensable to grab consumers' attention and encourage them to make a purchase. This research is relevant because it provides insight into how companies can leverage promotions to improve the effectiveness of pricing and quantity strategies. As consumer awareness of the value of the product increases, companies need to implement strategies that focus not only on price but also on attractive promotional methods. Thus, this research is expected to provide strategic recommendations for PT The Univenus to formulate a more effective and innovative marketing approach.

For this reason, this study aims to fill the lack of studies on the role of promotion as a mediator in the relationship between price and quantity of sales in the manufacturing sector. Although some previous studies have highlighted the importance of promotions in increasing sales Doogan et al., (2018); Song, (2020), there has been no study that specifically examines the interaction between price elasticity and promotion in the context of PT The Univenus. Previous research has generally not considered how promotions can reinforce the influence of price and quantity on consumer purchasing decisions simultaneously. Therefore, this study seeks to answer this question with a path analysis approach, so that it can make a new contribution to the marketing literature.

In the context of marketing research, this study analyzes the complex dynamics between promotion, price, and quantity as key determinants of sales success. The research aims to uncover how each variable affects each other, with a primary focus on promotion mechanisms as a mediating variable that has the potential to transform the influence of price and quantity on sales volume. Theoretically, the research hypothesis constructs a conceptual framework that explores multidimensional causality relationships, in which each variable does not only acts as an independent entity, but rather as part of an interconnected and influencing marketing system.

Hypothesis testing will be carried out through comprehensive statistical analysis to prove the significance of the relationship between the research variables, including: the direct influence of promotion on sales, the contribution of price and quantity in driving sales volume, as well as the role of promotional mediation in transmitting the influence of price and quantity. With a structural equation model approach, this study aims to produce empirical findings that can provide strategic insights for management in designing a more effective, responsive, and integrated marketing strategy, so as to be able to improve sales performance in a sustainable manner.

In the context of PT The Univenus, understanding the influence of price, quantity, and promotion is essential to formulate an effective marketing strategy. This study uses a quantitative approach with a causal design to explain the relationship between variables. Data was collected from financial statements and records of promotional activities during the period 2019 to 2023. Path analysis is used to model the direct and indirect relationships between variables, so that it can provide deep insights into the interactions between these factors. Thus, the results of this study are expected to help PT The Univenus in formulating a more effective marketing strategy based on

empirical data.

Thus, this study aims to answer critical questions about how a company can synergistically utilize these variables to improve its sales performance in today's competitive market. This research will also contribute to the academic understanding of the important role of promotion in the context of modern marketing as well as the practical implications for company management in strategic decision-making regarding the marketing of their products.

METHOD

This study uses a quantitative approach with causal design to explain the relationship between independent variables (price and quantity), mediating variables (promotion), and dependent variables (sales). According to Sugiyono (2017), quantitative research is systematic, structured, and objective with the aim of measuring social phenomena using numbers and statistics, so that the results can be retested for consistency and validity. This approach is considered appropriate to test the hypothesis that has been formulated beforehand, so that it can provide objective conclusions about the relationship between variables. In addition, this study adopts a causal design that aims to identify and test the direct and indirect influence between price and quantity variables on sales with promotion as mediation. Przepiorka & Berger (2017) It also states that causal design is particularly useful in research that focuses on cause-and-effect relationships, where researchers seek to understand the effects of one variable on another. This design is relevant for marketing studies that identify causal relationships to clarify how price, quantity, and promotion strategies affect sales rates.

In causal analysis, this article uses *Path Analysis* or path analysis, which allows researchers to model the direct and indirect relationships between variables. According to Hair et al (2014), pathway analysis is particularly useful in studies involving multiple variables and the effects of mediation, as this method provides an in-depth understanding of the interactions between variables and the impact of mediation. This technique allows the article to validate hypotheses about how promotions can amplify the influence of price and quantity on sales, providing a detailed overview of the role of promotion in driving PT The Univenus' sales volume from 2019 to 2023.

The analysis of this study took the population and samples from PT The Univenus during the period 2019-2023. Sugiyono (2017) Define a population as a generalized area consisting of objects or subjects with certain characteristics that have been determined by the researcher to be studied and drawn conclusions. In other words, this population includes all data related to sales activities, product prices, product availability quantities, as well as all promotional data carried out by PT The Univenus during that period.

In addition, because this study uses all data from the existing population (i.e. complete data from 2019 to 2023), the method used is census, which is a data collection technique in which all members of the population are involved in the analysis without any deduction or selection of certain samples. In causal research with a longitudinal approach, such as the one conducted by PT The Univenus, the use of the entire population as a sample can provide more accurate results in measuring changes in sales based on prices and promotions over a given time frame. According to Cooper & Schindler (2014), the use of the whole population as a sample, or census, is ideal in studies involving longitudinal data. This is because the census can capture all the variations in the data within the desired time period so that it is more representative of the actual situation. By using the census, this study also avoids the possibility of bias that may arise if some data is not included.

The data used in this study is primary data, namely data collected through structured interviews with the marketing manager of PT The Univenus to understand the promotion strategy implemented by the company and secondary data, namely data taken from PT The Univenus' financial statements for the period 2019 to 2023, which includes price, quantity, and product sales data analyzed.

The exogenous variables that are the focus of the analysis are price and quantity, which act as independent or independent variables. Both variables have the main characteristics as factors that can potentially influence or cause changes in other variables in the context of marketing strategies. Price and quantity are positioned as the initial variables that will measure their influence on other variables, assuming that changes in these two variables will have a significant impact on sales dynamics.

Meanwhile, endogenous variables in the study include sales as the main dependent variable and promotion that acts as a mediating variable. Sales are bound variables that will be affected by changes in price and quantity, while promotion acts as an intermediate variable that connects and explains the mechanism of influence between exogenous and endogenous variables. The causal design used aims to comprehensively identify cause-and-effect relationships, with a primary focus on how price, quantity, and promotion strategies interact with each other and affect sales rates in the context of in-depth marketing analysis.

Based on the analysis of previous articles, the operational definition of this study includes four key variables with scientific references. Price variables refer to research Hertina & Hekmatyar (2022) which explains pricing as a critical element in a sales strategy, measured in a ratio scale (rupiah). The quantity variable refers to the concept of total production, supported by studies Candra et al (2024) which discusses the relationship between production and sales volume, measured in units.

The sales variable is interpreted as the total transaction revenue, in line with the perspective Iswanti & Dhea Permata Sari (2023) about global marketing strategies. Promotion variables as mediators adopt a framework Liu & Sainathan (2020) which identifies four main dimensions: frequency, duration, type of promotion, and engagement rate, measured in interval scales. This approach allows for a comprehensive analysis of the mechanisms of promotion in mediating the relationship between independent and dependent variables.

Table 1
Research Operational Definition Variables

Variable	Indicators	Reference	Scale
Price	Product price per unit	Hertina & Hekmatyar (2022)	Ratio (Rp)
Quantity	Number of products produced	Candra et al. (2024)	Ratio (Unit)
Sales	Transaction value per period	Iswanti & Sari (2023)	Ratio (Rp)

Promotion	1. Frequency of promotions 2. Duration of the promotion 3. Types of promotions 4. Commitment	Liu & Sainathan (2020)	Interval

(Source: Candra et al., 2024; Hertina & Hekmatyar, 2022; Iswanti & Dhea Permata Sari, 2023; Liu & Sainathan, 2020)

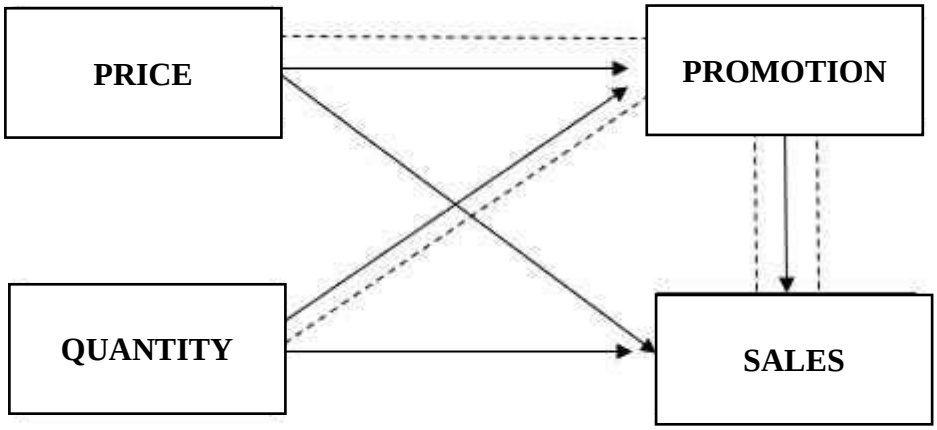

Figure 1 Conceptual Framework

In analyzing each variable, the researcher uses the help of SEM-PLS which focuses on operations on each variable contained in this study, namely: Price is the determination of the selling value of products by PT The Univenus which is one of the main factors in consumer purchase decisions, according to A.N et al (2021); Helmold, (2022); Hertina & Hekmatyar, (2022); and Kotler et al., (2015), the amount of product price is an important indicator that affects consumer appeal; Hertina & Hekmatyar (2022) declares that quantity, which refers to the total amount of production in a given period, indicates the capacity of PT The Univenus to meet market demand and is also an indicator that affects the availability of products in the market; Based on the statement of the Azahra & Hadith (2023); Büyükdağ et al (2020); and Gupta (1988), promotions include a wide range of marketing activities carried out to increase consumer buying interest and purchasing decisions, the effectiveness of which can be measured through indicators such as the frequency, duration, type, and attractiveness of promotions; Based on the statement of the Büyükdağ et al (2020); Gupta (1988); Harahap & Situmorang (2023), sales refers to the total product transactions that PT The Univenus has successfully carried out in a given period, where total sales are used as the main indicator in evaluating marketing performance and market absorption of products. Through the SEM-PLS analysis method, there are three analyses that must be carried out, namely: Evaluation of Measurement Models (Outer Model), Evaluation of Structural Models (Inner Model), and Hypothesis Testing.

Evaluation of the Measurement Model (Outer Model) is useful for testing the validity of

constructs. In this study, the measurement used statistical methods such as loading factor, Average Variance Extracted (AVE), and cross loading. The three methods aim to ensure that each variable indicator has sufficient validity to represent the research construct. The use of these indicators helps to determine the extent of the relationship between the variable and its indicators in a valid and significant way. The loading factor is a coefficient that shows the correlation between the indicator and the measured construct. A loading factor value above 0.7 is considered good, indicating that the indicator has a significant contribution to the construct. In this study, all indicators showed a loading factor value above 0.7, according to the guidelines Hair et al (2014). Meanwhile, Average Variance Extracted (AVE) is used to measure the amount of variance of indicators that can be explained by constructs. If the AVE value is above 0.5 indicates that more than 50% of the variance of the indicator can be explained by the construct, while the rest is an error. In this study, each construct had an AVE value above 0.5, which indicates strong convergent validity. These findings ensure that the measured construct has high reliability in capturing the variance of its indicators, supporting the validity of the overall research model.

To test the reliability of the research instrument, two main measures were assessed, namely Composite Reliability and Cronbach's Alpha. Both are used to evaluate the internal consistency of the indicators that make up a construct. This measurement ensures that the research instrument is able to measure constructs consistently and stably. Composite Reliability is a measure that shows the internal consistency of an indicator in measuring a construct. A value above 0.7 is considered adequate, which indicates that the indicator consistently represents the same concept. Based on this study, all constructs have a Composite Reliability value of more than 0.7, reflecting an excellent level of reliability. In addition, Cronbach's Alpha is also used to measure internal consistency and determine how well indicators in a construct are correlated. Values above 0.6 are considered sufficient for exploratory research, while values above 0.7 are more desirable for confirmatory research.

There is also a testing stage that must be fulfilled in this study, namely Structural Model Evaluation (Inner Model). The test is carried out through the determination coefficient or *R-squared* (R^2), which is a measurement that shows how much variance of dependent variables can be explained by independent variables in the model. A higher R^2 value indicates that the model has better predictive ability, while a lower R^2 value indicates that the independent variables in the model are less able to explain the variability of the dependent variables. Categorization of the strength of the model: R^2 0.75 is considered substantial, R^2 0.50 is moderate, and R^2 0.25 is weak.

Furthermore, to test the hypothesis, it is carried out by paying attention to the t-statistical value which must be >1.96 at a significance level of 5%, p-value <0.05, and considering the direction of the path coefficient that is consistent with the research hypothesis. The SEM-PLS method allows researchers to analyze the direct, indirect, and total influences between variables in a complex and comprehensive manner.

RESULTS AND DISCUSSION

Overview of PT The Univenus

PT The Univenus is a large company operating in the manufacturing industry sector, with a main focus on the production, distribution, and marketing process of various consumer products.

In carrying out its business operations, the company is committed to continuing to innovate in the face of dynamic market challenges and fierce competition. During the period 2019 to 2023, PT The Univenus has shown very significant progress in various strategic aspects, including competitive pricing, efficient production quantity management, and the development of effective and creative promotional activities. Thanks to these measures, the company is able to not only maintain its position in the market but also increase its competitiveness in a sustainable manner, attract consumer interest, and strengthen its brand in the midst of an increasingly competitive industry.

Table 2
Outer Model Test Results

Variable	Indicators	Loading Factor	Average Variance Extracted (AVE)	Composite Reliability	Cronbach's Alpha
Price (X1)	X1	0,792	0,645	0,876	0,842
Quantity (X2)	X2	0,813	0,672	0,892	0,865
Sales (Y)	Y	0,831	0,698	0,904	0,879
Promotion (M)	M1	0,785	0,656	0,885	0,851
	M2	0,812	0,645	0,886	0,857
	M3	0,843	0,652	0,879	0,848
	M4	0,879	0,661	0,893	0,865

(source: SMART-PLS, 2024)

Based on the results of the outer model test shown in Table 2, all indicators in this study meet the criteria of validity and good reliability. This is shown by the loading factor value of all indicators that is above 0.7, with a value range between 0.785 to 0.879, which indicates that each indicator has a strong contribution in measuring its own construct. The Average Variance Extracted (AVE) value for all variables was also above the threshold of 0.5, ranging from 0.645 to 0.698, indicating that each variable was able to explain more than 50% of the variance of its indicators.

Furthermore, the results of the reliability test showed excellent internal consistency, as evidenced by the Composite Reliability value which was above 0.8 for all variables (range 0.876 to 0.904) and Cronbach's Alpha value which was also above 0.8 (range 0.842 to 0.879). These values confirm that the research instrument has a high level of reliability and consistency in measuring the constructs being studied, making it reliable for further analysis.

Table 3
Inner Model Test Results

Variable Relationships	R Square	Information
Sales	0,672	Strong
Promotion	0,534	Moderate

(source: SMART-PLS, 2024)

The results of the internal model testing in Table 3 show the model's ability to explain variations in endogenous variables. The R-Square value for the Sales variable of 0.672 indicates that 67.2% of the variation in Sales can be explained by independent variables in the model, demonstrating strong predictive power. This suggests that the factors included in the research model have a substantial role in explaining sales variations.

Meanwhile, the Promotion variable has an R-Square value of 0.534, which indicates that 53.4% of the variation in the Promotion can be explained by the variables that affect it in the model. This value is moderate and indicates that there are still other factors outside the model that can affect the Promotion variable. However, this value still shows the predictive ability of the research model quite well.

Table 4
Hypothesis Test Results

Hypothesis	Line	Coefficient	T-Statistics	P-Values	Information
H1	Promotions → Sales	0,412	4,231	0,000	Significant
H2	Prices → Sales	0,326	3,542	0,001	Significant
H3	Sales → Quantity	0,287	3,126	0,002	Significant
H4	Pricing → Promotions	0,398	4,012	0,000	Significant
H5	Promotional → quantity	0,276	2,987	0,003	Significant
H6	Prices → Promotions → Sales	0,164	2,765	0,006	Significant
H7	Quantity → Promotion → Sales	0,113	2,456	0,014	Significant

(source: SMART-PLS, 2024)

The results of hypothesis testing in Table 4 show that all hypotheses proposed in this study are statistically supported, with p-values all of which are below 0.05. The strongest influence was shown by the Promotion to Sales path with a coefficient of 0.412 (t-statistic = 4.231), followed by the influence of Price on Promotion with a coefficient of 0.398 (t-statistic = 4.012). This indicates that Promotions play a key role in increasing Sales, while Prices have a substantial influence on Promotion activities.

Furthermore, the results of the mediation effect test showed that Promotion effectively mediated the relationship between Price and Quantity to Sales, with indirect coefficients of 0.164 and 0.113, respectively. These two mediation pathways are significant with p-values < 0.05,

indicating that Promotion plays an important role as an intervening variable that strengthens the influence of Price and Quantity on Sales. These findings confirm the importance of proper promotional strategies in optimizing the impact of pricing and quantity management on sales performance.

Discussion

The results showed that promotion had a significant influence on sales with a path coefficient of 0.412 and a t-statistical value of 4.231. These findings are consistent with research Gupta (1988) in the Journal of Marketing Research which emphasizes that sales promotion has a strategic impact in influencing consumer behavior to make a purchase. Promotions are not just a marketing activity, but are an important instrument to stimulate buying interest and increase sales volume. Further, the research Jallow & Dastane (2016) supports these results by showing that sales promotion schemes can significantly affect the quantity of consumer purchases. In the context of PT The Univenus, a comprehensive promotional strategy including variations in the frequency, duration, type, and appeal of promotions has proven to be effective in driving increased sales. This indicates that companies need to design a targeted and sustainable promotional strategy to achieve optimal sales targets.

Statistical analysis reveals that price has a significant influence on sales with a path coefficient of 0.326 and a t-statistical value of 3.542. These findings are in line with research Akaichi et al (2015) in the journal Agribusiness explaining that the distribution of price discounts can affect consumers' willingness to buy and have a direct impact on sales value. Competitive and strategic pricing is a key factor in driving sales volume. Empirical support of Pauwels et al (2002) The Journal of Marketing Research further strengthens the argument that price has a long-term effect on brand choice and purchase quantity. In the context of PT The Univenus, price variations adjusted to market conditions and consumer purchasing power can be an effective strategy to increase sales. This requires management to dynamically adjust pricing strategies taking into account the company's external and internal factors.

The results of this study also prove that production quantity has a significant effect on sales with a line coefficient of 0.287 and a t-statistical value of 3.126. These findings are consistent with research Zhang et al (2017) which examines Alibaba's retail platform and shows that production volume has a direct relationship with sales performance. The company's ability to efficiently manage production quantities can be a competitive advantage. Research Guidolin et al (2019) in Computers & Industrial Engineering further strengthens the argument that production quantity management is not only related to production capability, but also to the sales strategy of new products. In the context of PT The Univenus, the optimization of production quantities that are aligned with market demand and distribution capacity will contribute significantly to increasing sales.

Not only that**,** The research also revealed that price has a significant influence on promotion with a path coefficient of 0.398 and a T-statistical value of 4.012. These findings are supported by Büyükdağ et al (2020) which explains that specific discount patterns in price promotions can affect the perception of price attractiveness and purchase intent. The right pricing strategy can drive the effectiveness of promotional activities. Research Drechsler et al (2017) The European Journal of Marketing further reinforces that multi-unit promotions with a smart pricing strategy can significantly influence purchasing decisions. PT The Univenus needs to design a promotional

strategy that is integrated with the price policy to create added value for consumers.

Then the results of this study revealed that production quantity has a significant influence on promotion with a line coefficient of 0.276 and a t-statistical value of 2.987. These findings are in line with research Rajagukguk et al (2021) which shows that production volume has a close correlation with promotional strategies. The higher the production quantity, the more complex the promotional strategy needed to absorb production capacity and create market demand. Doogan et al (2018) in Health & Place supports this argument by explaining that the quantity of the product has a direct effect on the intensity and frequency of promotional activities. In the context of PT The Univenus, management needs to design an adaptive promotional strategy in accordance with production capacity. This includes adjusting promotion type, duration, and engagement to optimize sales and reduce the risk of overproduction.

Mediation analysis showed that promotion significantly mediated the relationship between price and sales with a path coefficient of 0.164. These findings are consistent with research Assumption & Meyer (1993) in Management Science that reveals the rational effect of price promotions on sales. Promotion acts as a mechanism that changes the perception of consumer value regarding the price of the product. Song (2020), reinforcing the argument that the effectiveness of price promotion is highly dependent on the design and implementation of the strategy. PT The Univenus needs to design promotions that not only reduce prices, but also create a perception of added value for consumers. This can be done through a combination of discount strategies, product bundling, or loyalty programs that are integrated with pricing policies.

The results of the study prove that promotion effectively mediates the relationship between quantity and sales with a path coefficient of 0.113. Liu & Sainathan (2020) in the Sales Promotion research supports this finding, explaining that promotion is an important instrument for transforming production capacity into optimal sales volume. Harahap & Situmorang (2023) further strengthening the argument that promotion plays a strategic role in overcoming sales challenges due to variations in production quantity. In the context of PT The Univenus, management needs to develop a promotional strategy that is responsive to fluctuations in production quantity. This includes adjusting the frequency of promotions, developing innovative types of promotions, and increasing consumer engagement to drive sales according to the available production capacity.

CONCLUSION

Based on the results of the calculations obtained from PT The Univenus data, it was revealed that promotion through empirical evidence shown from the results of the research findings, has a significant influence on sales. Then, referring to the findings, it was revealed that price has a significant influence on sales. In addition, it was found that quantity has a positive and significant influence on sales.

The same is true of price. Price has a significant effect on promotions. In the results of the test, it was found that there was a significant influence between quantity on promotion. Referring to these findings, it is proven that price also has a significant influence on sales when mediated through promotion.

In this study, it can also be proven that quantity affects sales significantly when mediated by promotion. Thus, it can be concluded how important promotional strategies, price setting, and quantity are to improve sales performance which is proven significantly through the tests in this study.

SUGGESTION

Based on a comprehensive analysis of research on PT The Univenus, there are several strategic suggestions to optimize sales performance. First, companies are advised to design a more dynamic and measurable promotional strategy. This includes developing a promotional approach that not only lowers prices, but creates a perception of added value for consumers. Promotional strategies need to be developed taking into account variations in frequency, duration, type of promotion, and specific appeal. Companies can implement loyalty programs, product bundling, or smart discount schemes to increase buying interest and consumer loyalty.

Second, the management of PT The Univenus needs to adopt an integrated approach in pricing and production quantity management. Pricing strategies must be competitive and responsive to market conditions, taking into account consumer purchasing power and product positioning. Regarding production quantity, companies are advised to develop a flexible production management system, able to adjust production capacity to market demand. This can be done through improving forecasting capabilities, supply chain optimization, and developing an efficient production system.

Third, PT The Univenus is advised to implement a comprehensive monitoring and evaluation system to measure the effectiveness of marketing strategies. This includes the development of detailed measurement metrics, such as analysis of the influence of promotions on sales volume, price elasticity calculations, and production performance assessments. Companies need to adopt a data-driven approach, leveraging cutting-edge analytics technology to gain accurate insights. In addition, it is advisable to periodically conduct market research, monitor consumer trends, and adapt strategies continuously to maintain a competitive advantage in a dynamic market.

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