

## THE INFLUENCE OF SEGMENTING, TARGETING AND POSITIONING (STP) STRATEGIES ON SALES VOLUME AT PT. BALIYONI SAGUNA DENPASAR

Sekar Chornelia Bandi <sup>1)</sup>, Rolland E. Fanggidae <sup>2)</sup>, Debryana Y. Salean <sup>3)</sup>, Apriana H.J Fanggidae <sup>4)</sup>

<sup>1,2,3,4)</sup> Management, Faculty of Economics and Business, Nusa Cendana University, Indonesia

Corresponding author: rollandfanggidae@staf.undana.ac.id

### Abstract

*The purpose of this study was to determine the effect of segmenting, targeting and positioning strategies partially and simultaneously on sales volume at PT Baliyoni Saguna Denpasar which is an e-purchasing company, where the government of the island of Bali is a regular consumer of the company. This type of research is survey research with a quantitative research approach. The population in this study were employees of PT Baliyoni Saguna. This study used a sample of 30 respondents using purposive sampling technique, namely judgment sampling. The analysis techniques used are descriptive statistical analysis, multiple linear regression analysis, coefficient of determination, classical assumption test and hypothesis testing through t test and F test. The data collection technique was carried out by interview and distributing questionnaires via google form. The results showed that simultaneously segmenting, targeting and positioning strategies had a positive and significant effect on sales volume. Meanwhile, simultaneously segmenting and targeting strategies have a positive and significant effect on sales volume while positioning strategies have a negative and significant effect on sales volume.*

**Keywords:** Segmenting, Targeting, Positioning, Sales Volume, Strategies on Sales

### Introduction

In this digitalization era, developments occur so quickly in various fields of life, one of which is the marketing field. As a result, many companies must compete to be the best in the eyes of consumers through competition. To win the competition and increase the company's sales volume, every company must have the right competitive strategy and understand very well how the marketing world itself.

One of the competitive strategies to increase the sales volume of a company is the segmenting, targeting and positioning (STP) strategy. According to (Tjiptono & Fandy, 2010) the segmenting, targeting and positioning (STP) strategy is a very effective strategy in stimulating consumers to buy the products offered, where this strategy directs companies to reach specific target markets. (Kotler, 2014) says that to achieve optimal marketing results, companies must first carry out market segmentation, then targeting, and positioning of the products we will sell. (Kasali, 2011) also argues that market segmentation (segmenting) is the process of compartmentalizing the market (heterogeneous) into groups of potential customers (potential customers) who have similar needs and similar characters who have the same response in spending their money. After segmenting, the next step that must be taken is targeting or choosing a target market. Target market is a market decision that will be addressed by a company consisting of a number of buyers who have certain needs and characteristics (Kotler, 2014) After determining the target market, the company can do positioning. According to (Kotler, 2014) product positioning is organizing a product to occupy a clear, distinct and desirable place relative to rival products in the minds of consumers.

This research was conducted at PT Baliyoni Saguna Denpasar, which is a unique and interesting company because it is an Information Technology (IT) company engaged in e-purchasing of government goods and services with the Balinese government as a regular customer of the company and was founded on May 3, 2000. PT Baliyoni Saguna is also a company that has implemented the STP strategy in increasing its sales volume. The STP strategies that have been carried out by PT Baliyoni Saguna are:

1. Segmenting: Divide consumers into 3 types based on 3 business models, namely Bussines to Government / B2G consumers (Government), Bussines to Customer / B2C consumers (general public) and Bussines to Bussines / B2B consumers (fellow business people.)
2. Targeting: PT Baliyoni Saguna's target market is B2G (government) consumers.
3. Positioning: The positioning carried out by the company is through Word Of Mouth (WOM) techniques and through social media.

Based on the STP strategy that has been determined, the sales volume data for the last 5 years of the 2018-2022 period are:

**Table 1.** Sales Volume of PT Baliyoni Saguna 2018-2022

Year	Product Quantity	Profit
2018	11.592	Rp. 48.681.726.897
2019	12.530	Rp. 46.898.151.560
2020	45.826	Rp. 37.967.624.345

2021	11.134	Rp. 23.353.389.393
2022	12.451	Rp. 28.248.002.790

As we know that the STP strategy is implemented with the aim of winning the competition and increasing sales volume. However, judging from the data presented, PT Baliyoni Saguna has actually experienced a significant decrease in profits over the last four years from 2018-2021 and a slight increase in 2022, which means that the company's sales volume is not stable, even though it has implemented the STP strategy in running its business. Based on the background that the author conveys, the problem formulations that the author will develop in this study are:

1. Does the segmenting strategy partially affect the increase in sales volume at PT Baliyoni Saguna?
2. Does the targeting strategy partially affect the increase in sales volume at PT Baliyoni Saguna?
3. Does positioning strategy partially affect the increase in sales volume at PT Baliyoni Saguna?

Do segmenting, targeting, and positioning strategies simultaneously affect the increase in sales volume at PT Baliyoni Saguna.

## Literature Review

### Marketing Management

According to (Kotler & Armstrong, 1995) marketing management is the process of planning, implementing and realizing, pricing, promotion and distribution channels of goods services and ideas to create exchanges with target groups that meet customer and organizational goals.

From the above opinion, it can be concluded that marketing management is the process of controlling marketing activities starting from product planning and strategy, implementation, maintaining and growing consumers, achieving company goals, and maintaining and developing the company's survival.

### Marketing Strategy

Marketing strategy is part of marketing, namely the techniques used by companies to outperform their competitors and achieve maximum profit. According to (Kotler, 2014), marketing strategy is a marketing mindset that will be used to achieve marketing goals. Marketing strategy is a marketing mindset that will be used to achieve marketing goals, in which there are detailed strategies regarding target markets, positioning, marketing mix, and budget for marketing (Kotler, 2010)

Based on the opinions of the experts above, it can be concluded that marketing strategy includes setting policies and determining plans, goals and objectives that will be implemented to achieve the final result, expectations by studying the needs and consumers, by producing goods and services, determining prices, promoting products and distributing products to consumers.

### Segmenting

According to (Kotler, 1997) market segmentation (segmenting) is the process of dividing the market into more homogeneous consumer groups, where each consumer group can be selected as a target market for the company to achieve with its marketing mix strategy.

### Targeting

Targeting is the next step after the company analyzes market segmentation. According to (Daryanto, 2011), the definition of targeting is the process of evaluating the attractiveness of market segments and selecting one or several to enter.

### Positioning

According to (Sudaryono, 2016) Positioning is a strategy to enter the consumer's brain window by building an identity in the consumer's mind for a particular product, brand or institution by building the relative perception of a product against other products. Meanwhile (Fanggidae, 2006), states that positioning is a strategy in marketing activities that aims to create differences, advantages, benefits that make consumers always remember a product.

### Sales Volume

According to (Rangkuti, 2009) sales volume is an achievement expressed quantitatively in terms of physical or volume or units of a product. The sales concept in this study refers to the opinion of (Swastha et al., 2008), namely in this concept management is product-oriented and high sales volume.

## Frame Of Mind

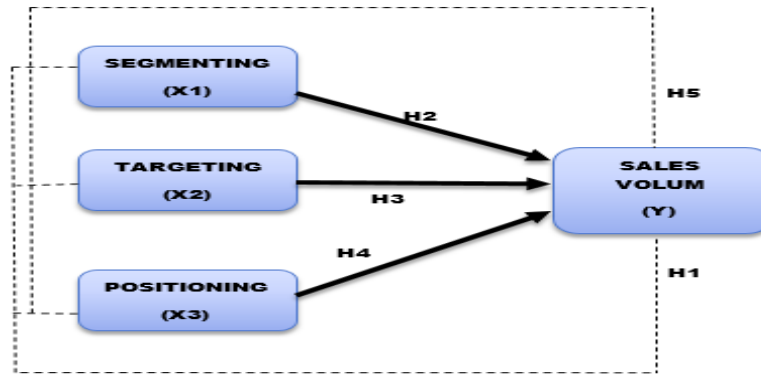


Figure 1. Frame Of Mind

## Methods

The type of research used in this research is a type of survey research with a quantitative research approach. This research approach is used to explore the effect of variable X on variable Y partially or simultaneously. Variable X here refers to segmenting, targeting and positioning while variable Y refers to sales volume. The data collection technique in this study used a questionnaire with a total research sample of 30 respondents who were employees of the Marketing Division at PT Baliyoni Saguna. The data analysis technique used is through descriptive statistical analysis and the Statistical Program for Social Science (SPSS) program to test the hypothesis and the questionnaire used through the instrument test, multiple linear regression test, t test and F test.

## Results and Discussion

### Characteristics of Respondents

Respondents in this study were employees of PT Baliyoni Saguna, especially in the marketing division, totaling 30 people. The characteristics included in this research respondent are gender, age, latest education and length of employment.

Table 2. Respondents Based on Gender

Gender	Number of Employees	Percentage (%)
Female	14	46,7
Male	16	53,3
Total	30	100

Based on the data above, it shows that respondents are dominated by men as many as 16 people with a percentage of 53.3%. This is because to market the company's products, especially on the island of Bali, PT Baliyoni distributes them independently to consumers so that the distribution of products is dominantly carried out by men.

Table 3. Respondents by Age

Usia	Number of Employees	Percentage (%)
17-30	27	90
30-40	1	3,34
41-50	1	3,34
>50	1	3,34
Total	30	100

Based on the data above, it shows that respondents are dominated by employees aged 17-30 years with a percentage of 90%. This is because 17-30 years is the most productive age for humans so that PT Baliyoni hires more employees aged 17-30 years.

Table 4. Respondents Based on Last Education

Last Education	Number of Employees	Percentage (%)
High School	12	40
D3	0	0
S1	14	46,7
S2	4	13,3
Total	30	100

Based on the data above, it shows that employees in the marketing sector of PT Baliyoni Saguna are dominated by employees who have the latest educational background of S1 as many as 14 people with a percentage of 46.7%. This is because as a large company and engaged in the IT field, of course, the human resources recruited are human resources who understand well how the IT world itself and also have adequate knowledge related to the IT world where this is usually studied in depth in college.

**Table 5.** Respondents Based on Length of Service

Length of Service	Number of Employees	Percentage (%)
1-3	16	53,3
4-6	6	20
7-10	6	20
>10	2	6,7
Total	30	100

Based on the data obtained 53.3% or 16 employees who worked for 1-3 years. This shows that employees in the marketing sector of PT Baliyoni Saguna are mostly dominated by employees who have a working period of 1-3 years. This is because PT. Baliyoni Saguna prioritizes fresh graduates to work for the company so that most employees who work are employees with only 1-3 years of work.

### Multiple Linear Regression Analysis

Based on the table above, the multiple linear regression equation model is obtained, namely:

$$Y = 1.217 + 0,714X_1 + 0,206X_2 - 0,195X_3 + e$$

From the equation it is known that the constant value (a) has a positive value of 1,217. This shows that if all independent variables are 0 percent or have not changed, the sales volume value is 1,217. If segmenting increases by 1%, the sales volume will increase by 0.714, if targeting increases by 1%, the sales volume will increase by 0.206 and if positioning increases by 1%, on the contrary, the sales volume will decrease by -0.195.

### Test t (partial)

According to (Ghozali, 2018) the decision criteria for the t value and t table are as follows:

- If  $t_{count} > t_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted at alpha 5%, meaning that the independent variable has a significant relationship with the dependent variable.
- If  $t_{count} < t_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected at alpha 5%, meaning that the independent variable does not have a significant relationship with the dependent variable.
- Because  $t_{count} (10.078) > t_{table} (2.055)$  and significance ( $<0.001 < \alpha (0.05)$ ) then  $H_0$  is rejected and  $H_a$  is accepted. This means that segmenting has a positive and significant partial effect on sales volume at PT Baliyoni Saguna.
- Because  $t_{count} (2.650) > t_{table} (2.055)$  and significance ( $0.014 < \alpha (0.05)$ ) then  $H_a$  is accepted and  $H_0$  is rejected. This means that targeting has a positive and significant partial effect on sales volume at PT Baliyoni Saguna.
- Because  $t_{count} (-2.442) > t_{table} (-2.055)$  and significance ( $0.022 < \alpha (0.05)$ ). (negative direction), then  $H_a$  is accepted and  $H_0$  is rejected. This means that positioning has a partially negative and significant effect on sales volume at PT Baliyoni Saguna.

### Test F (simultaneous)

According to (Ghozali, 2018) simultaneous hypothesis testing uses a significance rate of 5% (0.05) and degrees of freedom (d.f) = (k-1, n-k, a). To find out the results, it must go through the computer calculation of the SPSS program and for the ftable can be seen through the f table which is concluded as follows:

- If  $f_{count} > f_{table}$ , then  $H_0$  is rejected and  $H_a$  is accepted, meaning that there is a significant influence between the independent variable and the dependent variable.
- If  $f_{count} < f_{table}$ , then  $H_0$  is accepted and  $H_a$  is rejected, meaning that there is no significant influence between the independent variable and the dependent variable.

Because  $F_{count} (35.343) > f_{table} (2.96)$  and significance ( $<0.001 < \alpha (0.05)$ ),  $H_0$  is rejected and  $H_a$  is accepted, meaning that segmenting (X1), targeting (X2) and positioning (X3) simultaneously have a significant effect on sales volume (Y).

### Determination Test

Based on the table above, it is known that the Adjust R Square value is 0.780 or 78%. This means that the sales volume variable (Y) is influenced by the segmenting (X1), targeting (X2) and positioning (X3) variables by 78% and the remaining 22% is influenced by other variables not discussed in this study.

## **Discussion**

### **The Effect of Segmenting Strategy on Sales Volume at PT. Baliyoni Saguna**

Based on the results of hypothesis testing, it is evident that the segmenting variable has a positive and significant effect on sales volume at PT Baliyoni Saguna Denpasar. This shows that the implementation of the segmenting strategy carried out by PT Baliyoni Saguna has been maximized, be it mapping consumers based on geographic, demographic, psychographic and behavioral. According to (Cajetan, 2022) in order for segmentation to be effective and can be used properly companies need to pay attention to their market segmentation such as: being able to measure segments, the segment must be large enough to be served and generate sufficient profits, the segment must be easily accessible, the selected segment must be distinguishable, and finally an effective strategy must be implemented that suits the segment.

In this case, the company must group consumers or buyers into groups with similar characteristics or characteristics. The consumer mapping carried out by PT Baliyoni Saguna is divided into 3 types based on the business model, namely Bussines to Government (B2G) consumers, Bussines to Customer (B2C) consumers / the general public, and Bussines to Business (B2B) consumers / business people. Through this mapping, it is evident that the segmenting carried out by the company has a positive effect on sales volume. These results support previous researchers conducted by (Cajetan, 2022) who stated that segmenting has a positive and significant effect on sales volume.

### **The Effect of Targeting Strategy on Sales Volume at PT. Baliyoni Saguna**

Based on the results of hypothesis testing, it is evident that the targeting variable has a positive and significant effect on sales volume at PT. Baliyoni Saguna Denpasar. This shows that the implementation of the targeting strategy carried out by PT Baliyoni Saguna has been maximized. This means that the consumers who are targeted are potential consumers because these consumers are responsive to the products offered by PT Baliyoni Saguna, have sales potential and there is adequate growth at PT Baliyoni Saguna.

The consumers who are the main targets of PT Baliyoni are consumers of the Bussines to Governmant (B2G) / government type who are potential consumers of the company where this is in line with the respondents' responses regarding the government's responsiveness to the products offered by the company. These results support previous researchers conducted by (Manoppo J.S Alexander , Agus Supandi Soegoto, 2022) which states that targeting has a positive and significant effect on sales volume.

From the results of this study, the researcher concluded that the implementation of the targeting strategy carried out by PT Baliyoni Saguna has been effectively carried out, namely by entering the market of potential consumers for PT Baliyoni Saguna.

### **The Effect of Positioning Strategy on Sales Volume at PT. Baliyoni Saguna**

Based on the results of hypothesis testing, it is evident that the positioning variable has a negative and significant effect on sales volume at PT Baliyoni Saguna Denpasar. This shows that the implementation of the positioning strategy carried out by PT Baliyoni Saguna is good but not optimal. This means that PT Baliyoni has succeeded in building its company brand in the minds of consumers but this has a negative effect on the company's sales volume. This is because the positioning carried out by the company, namely through the Word Of Mouth technique, has been successfully carried out since the company was founded but the positioning carried out through social media does not all appear on the homepage of consumers, even so PT. Baliyoni still does not pay serious attention to this, because PT. Baliyoni Saguna considers that the government is a regular consumer who is well acquainted with the company so that positioning to non-government consumers is not maximally carried out.

This is what affects the sales volume which is less stable and has decreased because the company's sales volume is determined based on government orders every year. Where even though the government has a list of product orders every year, the products ordered are not always the same products with the same quantity because they are tailored to the needs and regulations of the government. The results of this study differ from previous researchers. One of them is previous research conducted by (Basri, Burhanuddin, Muh. Ichwan Musa, Romansyah, Sahabuddin, 2023) which states that positioning has a positive and significant effect on sales volume.

This is because this research was conducted at an e-purchasing company where the government (the government of Bali) is a regular customer of the company so that the sales target for the number of products each year is determined based on government needs and regulations. This is what influences PT Baliyoni Saguna not to be too aggressive in positioning because the government already knows PT Baliyoni Saguna well. Meanwhile, previous studies were conducted on companies with the general public as their target consumers so that they need to do positioning intensively so that the company can be well recognized by the public. This is what influences the research results of previous researchers showing positioning has a positive and significant value, while in the author's research positioning has a negative and significant value on sales volume.

## **The Effect of Segmenting, Targeting and Positioning Strategies on Sales Volume at PT. Baliyoni Saguna**

Based on the results of the t test (simultaneous), it shows that the segmenting, targeting and positioning variables simultaneously have a significant effect on sales volume. This is because segmenting, targeting and positioning are interrelated with one another. Segmenting is what determines whether the products being marketed can meet the needs and desires of consumers, while targeting is how companies choose the most feasible market segments so that the products offered sell well. In addition, positioning also plays a very important role in sales volume, because companies must enter the consumer's brain window and influence the consumer's mind so that a good perception of the company and the products offered arises, so that consumers have the intention to buy the company's products where this can have an effect on increasing the company's sales volume. The results of this study are in line with previous research conducted by (Basri, Burhanuddin, Muh. Ichwan Musa, Romansyah, Sahabuddin, 2023) which states that segmenting, targeting and positioning simultaneously have a significant effect on sales volume.

### **Conclusion**

This study aims to analyze the effect of segmenting, targeting and positioning strategies on sales volume at PT Baliyoni Saguna Denpasar. There are 30 employees of the marketing division at PT Baliyoni Saguna who became respondents in this study. Based on the respondents' opinions, it can be concluded that: the results of descriptive analysis using the segmenting variable score range are in the very high category, the targeting variable is in the high category, the positioning variable is in the high category and the sales volume variable is in the high category. This shows that the variable indicators of segmenting, targeting, positioning and sales volume have a significant effect on the variables studied. In the hypothesis test (t test) it is proven that partially the segmenting variable has a positive and significant effect on sales volume at PT Baliyoni Saguna, the targeting variable has a positive and significant effect on sales volume at PT Baliyoni Saguna and the positioning variable has a negative and significant effect on sales volume at PT Baliyoni Saguna. Furthermore, the results of the hypothesis test (F test) prove that the segmenting, targeting and positioning variables simultaneously affect the sales volume at PT. Baliyoni Saguna.

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