

THE EFFECT OF PROMOTION STRATEGY AND PRODUCT INNOVATION ON MYREPUBLIC PRODUCT PROMOTION PERFORMANCE

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Abstrack

The use of technology is currently growing rapidly. A new invention known as fixed broadband was introduced along with the increasing telecommunication and information technology consumers by PT. Eka Mas Republik through the launch of a new product called MyRepublic. The purpose of this study was to examine the influence of product innovation and market-focused promotional tactics on the effectiveness of MyRepublic product promotions in Jakarta. Survey studies using a quantitative methodology is the method used. MyRepublic users and members, especially families who live in the Jakarta area, are the population of this study. A sample of 68 respondents was collected and evaluated for the effectiveness of this study. Multiple linear regression analysis is the technique used in this study for data analysis. The study findings show that the marketing plan significantly influences the success of the promotion. This implies that the success of the company's promotion will be better if the promotion plan of the staff is getting better. The effectiveness of promotion is greatly influenced by the progress of the product. This implies that marketing success will be better if product discovery is done better. Because today's information technology is developing so quickly, businesses must continuously incorporate innovation into their products.

Keywords: Promotion strategy, product innovation, promotional performance.

Abstrak

Penggunaan teknologi saat ini berkembang pesat. Penemuan baru yang dikenal sebagai fixed broadband diperkenalkan seiring dengan meningkatnya konsumen telekomunikasi dan teknologi informasi oleh PT. Eka Mas Republik melalui peluncuran produk baru bernama MyRepublic. Tujuan dari penelitian ini adalah untuk menguji pengaruh inovasi produk dan taktik promosi yang berfokus pada pasar terhadap efektivitas promosi produk MyRepublic di Jakarta. Studi survei menggunakan metodologi kuantitatif merupakan metode yang digunakan. Pengguna dan anggota MyRepublic khususnya keluarga yang tinggal di wilayah Jakarta menjadi populasi penelitian ini. Sebuah sampel dari 68 responden dikumpulkan dan dievaluasi untuk efektivitas penelitian ini. Analisis regresi linier berganda adalah teknik yang digunakan dalam penelitian ini untuk analisis data. Temuan studi menunjukkan bahwa rencana pemasaran berpengaruh signifikan terhadap keberhasilan promosi. Hal ini mengandung arti bahwa keberhasilan promosi perusahaan akan semakin baik jika rencana promosi karyawan semakin baik. Efektivitas promosi sangat dipengaruhi oleh kemajuan produk. Hal ini mengandung arti bahwa keberhasilan pemasaran akan lebih baik jika penemuan produk dilakukan dengan lebih

baik. Karena teknologi informasi saat ini berkembang begitu cepat, bisnis harus terus memasukkan inovasi ke dalam produk mereka.

Kata kunci: Strategi promosi, inovasi produk, kinerja promosi.

INTRODUCTION

A business cannot be successful without engaging in advertising activities, which are essential to its success. Implementing a marketing plan is the main task of a company. According to Nasir (2017), Selecting and analyzing target markets, creating and maintaining promotional mixes that meet buyer requirements are part of a marketing scheme. The purpose of the marketing scheme is to identify the target market share which is divided into the goods we are promoting. This is done so that the marketing of our products can be more organized and provide the results we expect. Because there are too many internal and external variables, the implementation of the next promotion will be hampered.

The emergence of the digital era has made modifications to the supply chain of companies that were previously digitally connected to be more practical. Such conditions have occurred in the world, even in Indonesia. The widespread use of the internet has had a very large influence on the development of trade which is quite large, and in the business sector it has also had an impact on experiencing important advances in both the online and offline commercial sectors.

E-commerce (online buying and selling transaction platform) is currently the fastest growing business, but information media is also growing rapidly compared to trading companies. Telecommunications is very important for modern life and plays an important strategic role in the current era of globalization. Humans can share information virtually in a relatively fast and

efficient way thanks to communication technology (Ningrum, 2020). Of all people who are interested in using the internet as a substitute for being able to obtain information in order to carry out interaction activities by running the internet because of the very fast technological advances and knowledge of the importance of getting news.

Marketing communication (promotion) is a tool used by businesses to inform, ensure, and remind customers about the goods and brands that the company offers, either directly or indirectly. Exchange in marketing is a one-way flow of news or persuasion generated to encourage a person or organization to act (Edward, 2018).

In its six-year journey in Indonesia, MyRepublic's internet and cable television facilities continue to achieve its vision of becoming the Pride of Indonesia in 2023 by supporting trade advancement programs and providing unlimited shows to buyers at affordable prices. In this era of globalization and digitalization, all internet service providers compete to be the best. As one of the leading internet facility providers in Indonesia, MyRepublic is dedicated to fulfilling people's wishes and helping consumers through the goods and facilities it provides. To compete and continue to try to maintain the continuity and existence of MyRepublic, MyRepublic has a unique strategy that includes product innovation and development from what it is today. One example is the presentation of Artificial Intelligence (AI)-based digital facility solutions that are connected to the official WhatsApp channel.

MyRepublic won the Top Innovation Choice Award 2021 for the

invention of WhatsApp Chatbot organized by Tras N Co and Info Brand, thanks to this innovation. Melanie Dwita Maharani, Human Capital Director of PT Eka Mas Republik (MyRepublic), received the award electronically on Monday, 31 May 2021. MyRepublic's digital facility solution makes it easier for buyers and potential buyers to interact and get information about MyRepublic facilities, and allows consumers to contact Maira (Mandiri MyRepublic facility) 24 hours a day, seven days a week.

According to Nizam (2020), the company's promotion strategy is said to be successful if the promotion strategy attracts buyers' desire to use MyRepublic products, but vice versa if the promotion strategy is not carried out, the promotion scheme carried out by PT. Eka Mas Republik in the Jakarta area failed. As a result, the promotion scheme carried out by PT. Eka Mas Republik in the Jakarta area must be as effective and optimal as possible.

According to Sari (2018), in commercial words, innovation is a technique for adapting to any environment, a dynamic and diverse market. As a result, companies must use innovation and original ideas to develop great products and provide pleasant amenities to buyers. Marketing and finance are two industries that rely heavily on innovation. As a result, management considers innovation as a very important function because it has a significant impact on the company.

To ensure buyers continue to support myrepublic's new products, PT. Eka Mas Republik, which is located in the Jakarta area, must really understand an effective and efficient promotion strategy. PT. Eka Mas Republik must implement the right marketing strategy in order to survive in the market, including being more buyer and market oriented, being innovative, and offering reasonable rates and the best facilities. According to Musfar (2021),

Management seeks to pinpoint aspects of consumer happiness through a buyer-oriented advertising strategy. Management seeks to find market dimensions to fulfill consumer desires through market-oriented promotional strategies. The marketing strategy that prioritizes innovation aims to continuously improve product performance.

METHOD

According to Sari (2022), the associative research method, which attempts to understand the impact or relationship between two or more variables, is used in this study. The relationship between promotion strategy variables and product innovation and promotion success is examined. Research location at PT. Eka Mas Republik in the Jakarta area.

Primary data is a source of information used in this study. According to Pakpahan (2022), defines primary data as information that comes directly from an entity. To assess the effect of promotion strategy and product innovation on commercial performance at PT. Eka Mas Republik in the Jakarta area, raw data collected from opinion poll findings and questionnaire responses. In other words, qualitative data analysis in the form of data obtained from business through debriefing with company executives. This is an analysis based on data in descriptive form and can only be evaluated directly.

According to Abubakar (2021), In this study, there were two methods used to collect data: documentation and surveys with questions. A data collection method called a documentary study involves gathering information about this investigation from national journals. However, a questionnaire was used to conduct a poll.

The demographics of this study consisted of 1087 Myrepublic users/buyers from households based in the Jakarta area.

Purposive sampling is the sampling technique used. According to Rizkia (2022), purposive sampling is a non-random sampling method in which the researcher selects samples by identifying unique characteristics that are consistent with research objectives and are anticipated to be able to answer research questions. While 68 respondents participated in this study, whose data was collected and examined. The majority of respondents did not want to complete the questionnaire, and because they live in dispersed locations, it was difficult to contact them.

RESULT AND DISSCUSION

Considering that the points on the graph in Figure 1 are grouped around the diagonal line, it can be concluded that the regression model meets the normality requirements. In this case, the regression model used in this study fulfills the premise of normality.

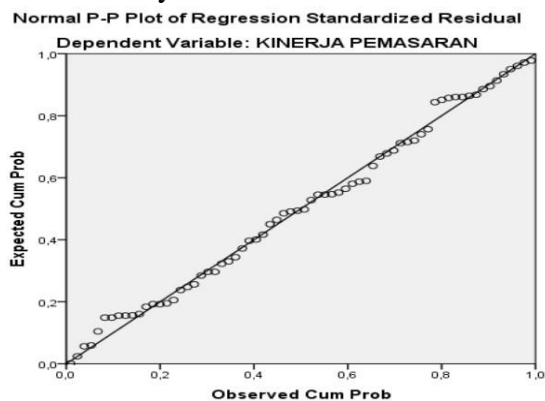


Figure 1. Data Normality Test Results

Due to the haphazard distribution of the points and the lack of a discernible pattern, the test findings in Figure 2 indicate that there is no sign of heteroscedasticity.

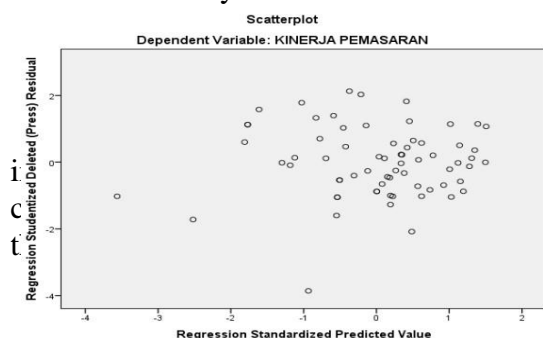


Figure 2. Heteroscedasticity Test Results

Table 1. Multicollinearity Test Results

Variable	VIF	Multicollinearity
Promotion Strategy (X ₁)	1,016	No
Product Innovation (X ₂)	1,015	No

Because the independent variables in the regression model are highly correlated, it can be concluded from table 1 that the regression model does not identify multicollinearity because the VIF (Variance Inflating Factor) number is less than 5.

Table 2. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Erro r	Beta	t	Sig.
1 (Constant)	9,846	1,574		6,258	,000
X1	,172	0,776	,224	2,201	0,031
X2	,234	0,091	,276	2,582	0,012

The regression model equation can be interpreted as follows:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 9,846 + 0,172X_1 + 0,234X_2$$

A constant number of 9,846 means that Promotion Performance (Y) is 9,846 units if the Promotion Strategy (X1) and Product Innovation (X2) factors are constant or constant. The Promotion Strategy variable (X1) has a value of 0.172 and is marked with a positive regression coefficient, which indicates that there is a

linear effect between Promotion Performance (Y) and Promotion Strategy variable (X1). The Product Innovation Variable (X2) has a value of 0.234 and is marked with a positive regression coefficient, indicating a linear effect on Promotional Performance (Y).

The t test is used to ascertain the relative influence of the independent factors on the dependent variable. H₀ is approved and H_a is rejected if the t value is $t < t_{1-\alpha, (n-2)}$ or $p > 0.05$. also true. The tcount shows that:

An opportunity of 0.000 is associated with a tcount of 2.208 for the Promotion Strategy Variable (X1). If the other independent variables remain constant, the Promotion Strategy variable (X1) will partially have a positive and significant effect on the Promotion Performance variable (Y) because the likelihood value (sig) $t < 5\%$ ($0.000 < 0.05$). Thus it is known that the Promotion Strategy variable (X1) has a good and large influence on the Promotional Performance variable (Y).

With an opportunity of 0.001, the Product Innovation Variable (X2) has a tcount of 2.583. The Product Innovation Variable (X2) has a significant positive effect on the Promotional Performance variable (Y) if the other independent variables maintain their value because the likelihood (sig) t value $< 5\%$ ($0.001 < 0.05$) partially. Thus it is known that the Product Innovation variable (X2) has a good and large influence on the Promotional Performance variable (Y).

The findings show that the promotion performance variable (Y) is significantly and positively influenced by the promotion strategy variable (X1). This implies that the success of the promotion will increase the better the Promotional Strategy is implemented. According to Fanreza (2022), relates this to market-oriented advertising strategies, which are

methods and activities to acquire and keep consumers through analyzing their wants and desires on an ongoing basis. A market-oriented business treats its clients like the center of the universe to manage its operations.

The findings show that the Promotional Performance variable (Y) is significantly positively influenced by the Product Innovation variable (X2). This implies that workers will perform better in terms of promotions the greater Product Innovation is offered to them. According to Asrida (2022), a company's ability to survive depends on how quickly and effectively the company can adapt to changing circumstances. Therefore an effective competitive tactic is needed, which must be achieved through continuous process change and product development.

CONCLUSION

Marketing success is significantly influenced by promotion strategy variables. This implies that the success of the company's promotion will be better if the promotion plan of the staff is getting better. It is the result of market-oriented marketing strategies, methods and activities to acquire and keep consumers through continuous analysis of their wants and desires. A market-oriented business treats its clients like the center of the universe to manage its operations. Elements of product innovation significantly affect the effectiveness of promotion. This implies that marketing success will be better if product discovery is done better. A company's ability to adapt quickly and effectively to current circumstances will determine whether it can survive. Therefore an effective competitive tactic is needed, which must be achieved through continuous process change and product development.

In order for workers to be more competent to do better jobs, it is hoped that businesses will be even better at improving their promotional performance, both self-

discipline and discipline based on orders from the leadership. It is hoped that this business will continue to innovate its offerings. It is hoped that by conducting comparative studies in additional locations, it will expand the scope of existing studies. Implement marketing strategies and product innovations to maintain a business, so that it can be used as material for consideration to always improve its business, always pay attention to marketing strategies in order to compete with others. In addition, this research also aims to increase business people's understanding of how to manage their business by building a good marketing plan and always innovating in the business they run.

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