

THE INFLUENCE OF PROMOTION ON SALES IMPROVEMENT AT DIANKA BOUTIQUE, SOPPENG REGENCY

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Abstract

This research aims to analyze the influence of promotion on sales improvement at Dianka Boutique, Soppeng Regency. The study employs a quantitative descriptive method with data collected from 100 respondents who are customers of Dianka Boutique. Data were obtained through questionnaires, interviews, and observations. The results of the study reveal that promotional activities, including advertising, sales promotion, personal selling, and publicity, have a significant effect on increasing sales volume. The study concludes that effective promotional strategies enhance consumer awareness and purchasing interest, which consequently lead to higher sales. This finding highlights the importance of utilizing digital and social media platforms as a cost-effective and efficient promotional tool for small and medium-sized enterprises in the fashion industry.

Keywords: Promotion, Sales Improvement, Marketing Strategy, Boutique, Soppeng.

Introduction

The fashion industry in Indonesia, particularly in South Sulawesi, has shown rapid development in recent years. This growth is largely due to the increasing awareness of the importance of appearance and lifestyle. One of the businesses operating in this sector is Dianka Boutique in Soppeng, which offers quality products at competitive prices. Despite these advantages, the boutique faces challenges in increasing its sales volume. The primary factor influencing this issue is the promotional strategy implemented by the company.

Promotion is an essential component of the marketing mix aimed at informing, persuading, and reminding consumers about the products or services offered. According to Kotler and Armstrong (2018), promotion encompasses all activities designed to communicate product benefits to consumers and persuade them to purchase. In the context of Dianka Boutique, effective promotion can enhance brand

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awareness, attract customers, and increase sales. However, small and medium-sized enterprises often face constraints in terms of budget and human resources, affecting their ability to execute promotional programs effectively.

The emergence of social media has provided new opportunities for businesses to promote their products at relatively low costs. Platforms such as Instagram, Facebook, and TikTok allow businesses to reach a broader audience and interact directly with potential customers. Previous studies, such as Surianti et al. (2022), found that promotion significantly impacts sales growth in hospitality businesses in Soppeng. Therefore, it is crucial for small enterprises like Dianka Boutique to adopt creative and innovative promotion strategies that can increase consumer interest and improve sales performance.

Research Method

This study employs a quantitative approach using a descriptive research design. The research was conducted at Dianka Boutique, located in Lapajung Village, Lalabata District, Soppeng Regency. The population consists of all consumers who have purchased products from Dianka Boutique. A total of 100 respondents were selected using a random sampling technique.

Primary data were collected through questionnaires, interviews, and direct observations, while secondary data were obtained from related literature and company records. The research variables include Promotion (independent variable) and Sales Improvement (dependent variable). The indicators for promotion are promotional messages, media, timing, and frequency, while indicators for sales improvement include sales volume, profitability, and business growth. Data were analyzed using simple linear regression to determine the effect of promotion on sales improvement.

Result and Discussion

The findings show that promotion has a significant positive effect on sales improvement at Dianka Boutique. The results of questionnaire analysis reveal that most respondents strongly agree that the promotional messages delivered are clear and attractive. Social media platforms, especially Instagram, play a vital role in reaching new customers and maintaining existing relationships

Furthermore, the timing and frequency of promotional campaigns significantly affect consumer purchasing decisions. Seasonal discounts, promotional events, and active engagement through digital platforms help increase sales volume and strengthen brand loyalty. The regression analysis confirms that promotion contributes

substantially to sales improvement, indicating that effective marketing communication can drive customer awareness and encourage repeated purchases.

The results align with Kotler and Keller (2016), who state that well-planned promotions enhance consumer perception and create sustainable growth. Therefore, Dianka Boutique should maintain and improve its promotional activities by optimizing online advertising, engaging content creation, and collaboration with influencers.

Conclusion

The study concludes that promotion has a significant influence on sales improvement at Dianka Boutique, Soppeng Regency. Promotional activities, including advertising, personal selling, sales promotion, and publicity, effectively attract consumers and increase purchase decisions. The results emphasize the importance of continuous innovation in promotional strategies, particularly through social media and digital marketing channels, to enhance competitiveness and ensure business sustainability.

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