

The Effect of Marketing Costs and Product Prices on Increase in Sales At Syanum Coffee Aceh Tamiang

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Abstract	Article Info
<p>This study employs a quantitative method with linear regression analysis to investigate how marketing costs and product prices influence sales growth at Syanum Coffee in Aceh Tamiang. The independent variables consist of marketing costs and product prices. The dependent variable in this study is total sales obtained from sales over the past 36 months. With a significance value of 0.000 ($p < 0.05$), the analysis strongly suggests that increased marketing expenditures lead to significant sales growth. Furthermore, product pricing also plays a significant role in influencing sales, as indicated by its 0.000 significance value ($p < 0.05$). This research recommends that Syanum Coffee continue to optimize marketing budget allocation effectively and consider pricing that is in accordance with consumer purchasing power to improve sales performance sustainably. In addition, the study's findings reveal that despite a reduction in marketing costs during the observation period, sales continued to increase, suggesting that other indirect factors such as product quality, customer loyalty, or market trends may also contribute to sustained growth. The high R^2 value of 0.981 confirms that marketing costs and product prices jointly account for the vast majority of sales variation, reinforcing the strategic importance of these variables. By focusing on a local SME context, this study extends previous findings and provides practical implications for small businesses operating in competitive markets. The evidence underlines the value of targeted promotions and adaptive pricing strategies in boosting business resilience and market responsiveness. Ultimately, this research contributes meaningfully to the field of marketing strategy by offering data-driven guidance to decision-makers seeking long-term, sustainable sales growth through cost-efficient and customer-centric approaches.</p>	<p>Article History Received : January 03, 2025 Revised : July 19, 2025 Accepted : August 03, 2025</p> <p>Keywords: Marketing Costs, Product Prices, Sales Performance Sustainably</p>

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INTRODUCTION

The coffee shop industry in Indonesia has experienced rapid growth in line with changes in people's lifestyles. Coffee shops today are not only places to enjoy coffee, but also function as spaces for socializing, working, and holding meetings. Drinking coffee has become a trend among various groups and a part of daily routines, which has encouraged many entrepreneurs to enter this business due to its promising profit prospects, with margins that can reach 35–40 percent of total sales (Nabila, 2023). While people used to only enjoy coffee in simple coffee shops, now they are offered a variety of modern coffee shops offering a variety of facilities, especially in the era of Industry 4.0. Competition is

also increasingly fierce, as consumers are now faced with the choice between global and local store brands to meet their lifestyle needs (Rusti, 2024).

McCarthy's (1960) Marketing Mix Theory emphasizes that the combination of the 4Ps (Product, Price, Place, and Promotion) is crucial for a product's sales success. Specifically, price and marketing (promotion) costs have been shown to significantly influence purchasing decisions and sales volume, both partially and simultaneously, as evidenced by various empirical studies across various industrial sectors (Fitri, 2024). Price not only determines a product's value in the eyes of consumers but also serves as a strategic tool for product differentiation and increased market competitiveness (Jamaluddin, 2020). Meanwhile, marketing costs, particularly promotional costs, contribute directly to increasing product visibility and encouraging consumers to make purchases, thus positively impacting sales growth (Antari, 2019).

One of the rapidly growing local coffee shops is Syanum Coffee in Aceh Tamiang. In running its business, Syanum Coffee faces challenges in increasing sales amidst increasingly fierce market competition. These challenges include intense market competition and changing consumer preferences. Therefore, it is crucial to analyze internal factors such as marketing costs and product pricing, which are thought to significantly influence sales growth.

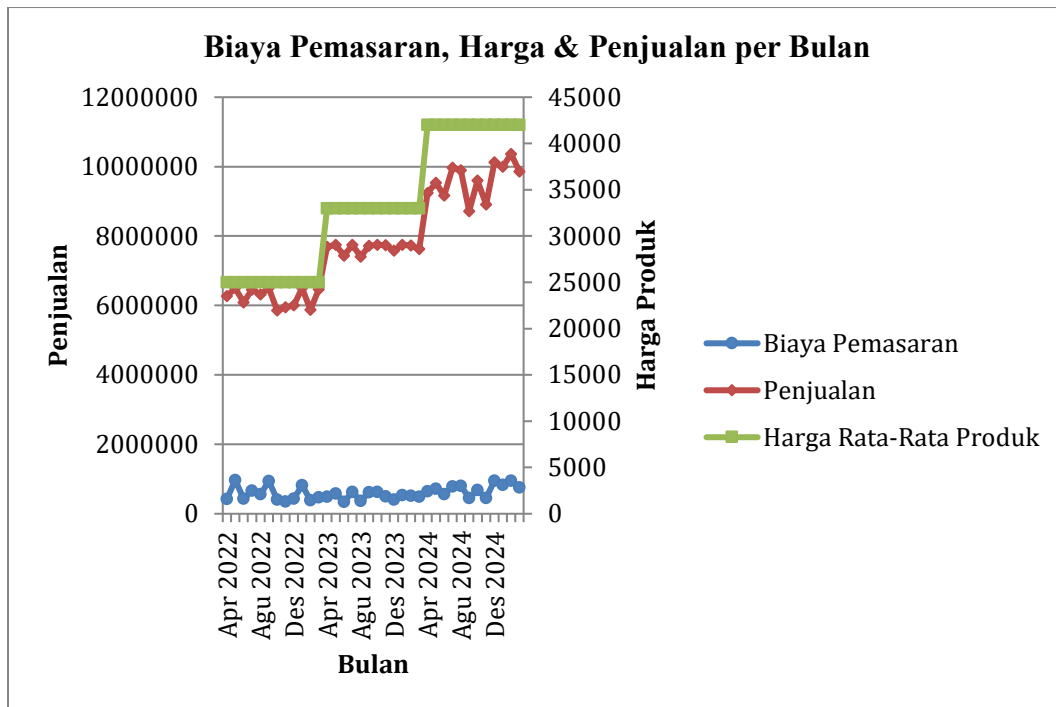
Marketing costs are a crucial element of a marketing strategy to reach consumers, build a brand, and foster customer loyalty. According to (Mulyadi, 2009 in Magdalena, 2022), marketing costs are all costs incurred after a product is completed and stored in a warehouse until it is resold and converted into cash. In this context, the effective allocation of marketing costs is crucial due to limited resources. According to Tsani (2019), companies need to develop effective promotional strategies to increase or maintain sales volume. Changing market habits should be an opportunity, as promotions can now be directed directly to specific target markets based on product characteristics. This not only improves cost efficiency but also has the potential to increase a company's net income.

Furthermore, product price is also a sensitive factor that influences consumer purchasing decisions. Appropriate pricing can increase sales volume while reflecting the product's value. According to (Abdurrahman, 2015 in Halin, 2017), price plays a crucial role in creating value and building relationships with customers. As the only revenue-generating element of the marketing mix, price is a key factor influencing consumer purchasing decisions. Simply put, price is the primary means of exchange that determines consumers' eligibility for a product or service. Furthermore, product price is also correlated with sales volume. Competitive pricing can attract consumer interest and increase product competitiveness, particularly in the food and beverage sector.

Previous research by Widowati (2015) entitled "The Effect of Price, Promotion, and Brand on Pharmaceutical Sales at PT. Anugrah Pharmindo Lestari" showed that price, promotion, and brand significantly influence. This result was reinforced by Tsani (2019) in his study entitled "Price and Promotion on Sales Volume," which showed a very strong and positive relationship between perceptions of price and promotion with perceptions of sales volume. Furthermore, Haryanto (2022) in his study on "The Effect of Marketing Mix on Increasing Sales Volume" also proved that promotion has a positive influence on increasing sales volume, where an active promotion strategy can encourage purchasing decisions.

Chart 1

Research Variable Data



Source: Syanum Coffee Aceh Tamiang

Based on Syanum Coffee's internal data analyzed over the past 36 months, sales fluctuations are evident, potentially influenced by changes in marketing costs and product pricing adjustments. In April 2023, Syanum Coffee Aceh Tamiang began to reduce marketing costs compared to previous months, with marketing costs no longer as high as they peaked in May 2022. Interestingly, despite lower marketing costs, sales volume actually increased significantly, even continuing to grow until reaching its highest level at the end of the observation period. This phenomenon indicates an imbalance between marketing costs and sales revenue, suggesting the possibility that other factors, besides marketing costs, are more dominant in influencing sales. The objective of this research is to analyze the influence of marketing costs and product pricing on the escalation of sales at Syanum Coffee Aceh Tamiang.

Theoretical Review

1. Marketing Mix Theory

According to Sinaga (2023), drawing from McCarthy (1960), the marketing mix is defined as a collection of controllable variables and their various levels that a company employs to influence its target market. These include the four elements, commonly known as the 4Ps:

a. Product Strategy

A product is an item that can be sold to the market to arouse consumer interest in the items we offer, in order to fulfill consumer desires or needs, which is also known as an important part of marketing.

b. Pricing Strategy

Price is the monetary value or quality that a consumer might exchange for a product or service to obtain the same benefit at a lower cost. Price can also refer to the financial cost that buyers must cover to access the desired good or service. Price includes the current price, any applicable rebates or discounts, the retail price, and the payment term.

c. Place Strategy

The term "place" refers to the physical site or area associated with a business that must carry out operations or marketing activities to advertise the goods or services sold, with the purpose of making things easier for consumers and attracting consumer interest, just as a clean and tidy place will be more attractive than a dirty or messy place.

d. **Promotion Strategy**

Promotion is a marketing activity related to communication activities aimed at attracting consumer interest, gaining public recognition, informing consumers about new products, or improving the quality of the products we offer. Promotion is often conducted both in person and online, through both media and non-media channels.

In this study, researchers only focus on the Price and Promotion elements because they are relevant to the variables studied.

2. Marketing Costs

Marketing is the process, both societal and organizational, through which people and groups fulfill their needs and desires by developing, presenting, and trading valuable offerings with others (Kotler, 1997 in Manik, 2015). Underlying this marketing definition are the pivotal concepts of needs, wants, and demands.

A marketing mix policy will certainly be more successful if the programmed content is communicated effectively. According to (Rachmawati, 2015), communicating a company's program to consumers can be done in four ways:

- a. Advertising: Advertising involves an identified sponsor paying for a non-personal presentation and promotion of concepts, products, and services.
- b. Personal selling: A spoken communication delivered to prospective buyers, with the clear objective of securing a sale.
- c. Publicity: Publicity involves generating demand for a product, service, or idea through non-personal commercial news in mass media, without direct payment to the media or sponsors.
- d. Sales promotion: refers to marketing efforts, distinct from personal selling, advertising, and publicity, designed to stimulate consumer buying and enhance overall effectiveness.

3. Product Price

According to Ginting (2011) in Halin (2017), price is a very strategic element of the marketing mix for increasing sales volume, especially in facing competition between companies producing similar products. Of course, in determining the selling price, the company needs to consider the amount of production costs and non-production costs incurred to avoid the company suffering losses. According to Kotler (2008) in Sari (2021), there are four pricing factors: price affordability, price appropriateness to product quality, price competitiveness, and price appropriateness to benefits.

4. Sale

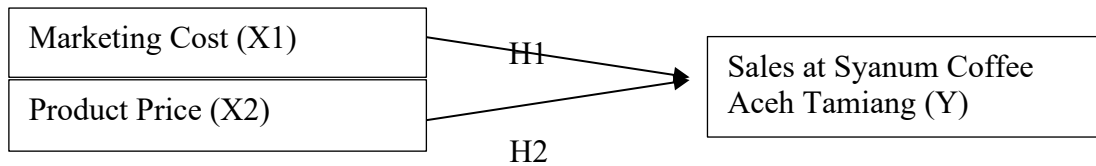
According to (Tjiptono, 2008 in Manik, 2015) explains that sales are the transfer of ownership rights over goods or services from one party to another, accompanied by reciprocal payment from the recipient. This activity is fundamental to almost all business entities, because the income generated, whether in the form of cash or accounts receivable, is the main determinant of a company's survival (Manik, 2015).

Sales volume can be defined as feedback from a company's marketing activities. The effectiveness of sales in practice depends on multiple factors. These encompass internal aspects like the seller's condition and capabilities, the company's capital, and its organizational structure. External influences also play a role, including market conditions

and promotional strategies such as advertising, demonstrations, campaigns, and prize offerings (Rachmawati, 2015).

METHOD

Research Model



The hypothesis proposed in the model can be stated as follows:

H1: Marketing costs have a positive and significant effect on sales at Syanum Coffee Aceh Tamiang.

H2: Product price has a positive and significant effect on sales at Syanum Coffee Aceh Tamiang.

Research Methodology

This research uses a quantitative approach. A quantitative approach is used for proof or confirmation, using numbers in statistical analysis to solve research problems (Sihotang, 2023).

The independent variables in this study are marketing costs and product prices, while the dependent variable is sales. The data used is secondary data obtained from internal company documents in the form of monthly financial reports of Syanum Coffee Aceh Tamiang for 36 months (April 2022-March 2025).

The researchers chose 36 months of data because a three-year period is considered sufficient to capture trend patterns, seasonal fluctuations, and the medium-term impact of marketing costs and prices on sales. Furthermore, this time span provides a sufficient number of observations for linear regression analysis, making the results more reliable and representative.

Data collection was conducted through documentary observation, where researchers directly observed financial reports detailing marketing costs, product prices, and monthly sales results. Multiple linear regression analysis was the chosen data analysis technique in this study, with the objective of quantifying the influence of marketing expenditures and product pricing on sales growth.

RESULT AND DISCUSSION

Research result

1. Multicollinearity Test

Table 1
Multicollinearity Test Results

Coefficientsa Model	Unstandardized Coefficients		Standardize d Coefficients	Collinearity Statistics	
	B	Std. Error	Beta	Toleranc e	VIF
1 (Constant)	707411.94	176580.86			
marketing costs	1,555	.194	.202	.894	,119

product_pric 185,886 5,159 .906 .894 ,119

e

a. Dependent Variable: sales

Based on table 1, the VIF value for the marketing cost variable (X1) is 1.119 and the product price variable (X2) is 1.119. Since the VIF value of the three variables is not greater than 10.00, it is concluded that there is no multicollinearity in the three variables. Furthermore, the Tolerance value of the two variables that have a value > 0.10 is the marketing cost variable (X1) with a value of 0.894 and the product price variable (X2) with a value of 0.894. Thus, it is concluded that the data is free from multicollinearity.

2. Heteroscedasticity Test

Table 2
Heteroscedasticity Test Results

Coefficients ^a		Unstandardized		Standardize	t	Sig.
Model		Coefficients		d		
		B	Std. Error	Beta		
1	(Constant)	-33889.190	104508.893		-.324	.748
	marketing costs	.190	.115	.286	1.657	.107
	product_price	2,134	3,053	.121	.699	.490

a. Dependent Variable: Abs_Res

Referring to Table 2, the significance values for the marketing cost and product price variables are 0.748 and 0.107, respectively. Since both values are greater than 0.05, it can be concluded, in accordance with the Glejser heteroscedasticity test's decision rule, that the regression model is free from heteroscedasticity.

3. Normality Test

Table 3
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		36
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	197322.92848104
Most Extreme Differences	Absolute	.100
	Positive	.084
	Negative	-.100
Test Statistics		.100
Asymp. Sig. (2-tailed)		.200c,d
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

The normality assumption for the regression model has been met, as determined by the Kolmogorov-Smirnov test. Based on Table 3, the Asymp. Sig (2-tailed) significance value of 0.200 is greater than 0.05, thus confirming the normal distribution of the data.

4. Autocorrelation Test

Table 4
Autocorrelation Test Results

Model Summary						
Model	R	R Square	Adjusted Square	R	Standard Error of the Estimate	Durbin-Watson
1	.991a	.981	.980		203214.459	1,919

a. Predictors: (Constant), product_price, marketing_cost
b. Dependent Variable: sales

As presented in Table 4, the calculated Durbin-Watson statistic ($d = 1.919$) is greater than the upper critical value ($d_U = 1.587$) and less than ($4 - d_U = 2.413$). This outcome satisfies the conditions for the Durbin-Watson test, leading to the conclusion that no autocorrelation is present, thus permitting the progression of the linear regression analysis.

5. Multiple Regression Test (t-Test)

Table 5
Multiple Regression Test Results (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	707411.94	176580.86		4,006	.00
		4	1			0
	marketing costs	1,555	.194	.202	8,027	.00
						0
	product_price	185,886	5,159	.906	36,033	.00
						0

a. Dependent Variable: sales

$$Y = 707411.944 + 1,555.X_1 + 185,886.X_2$$

Based on the findings presented in Table 5:

- Constant: The constant value of 707,411.944 suggests that when both marketing costs and product prices are zero, the baseline sales value remains at 707,411.944.
- Marketing Cost Variable: The regression analysis indicates that the marketing cost variable has a positive coefficient ($b = 1.555$). This implies that for every one-point increase in marketing cost, sales are projected to increase by 1.555 units.
- Product Price Variable: Similarly, the regression test reveals a positive coefficient for the product price variable ($b = 185.886$). This signifies that a one-point increase in product price is associated with an anticipated increase in sales of 185.886 units.

Here's the analysis of the hypothesis test results:

- Marketing Costs: Marketing costs demonstrate a positive and statistically significant impact on sales. This is supported by a significance value of 0.000 (which is less than the 0.05 threshold) and a calculated t-value of 8.027, exceeding

the t-table value of 2.228. Consequently, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted.

- b. Product Price: The product price also exhibits a positive and statistically significant effect on purchasing interest. This conclusion is drawn from a significance value of 0.000 (less than 0.05) and a calculated t-value of 36.033, which is greater than the t-table value of 2.228. Therefore, the null hypothesis (H0) is rejected, and the alternative hypothesis (Ha) is accepted.

6. Coefficient of Determination

Table 6
Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted Square	R Standard Error of the Estimate
1	.991a	.981	.980	203214.459
a. Predictors: (Constant), product_price, marketing_cost				
b. Dependent Variable: sales				

Based on Table 6, the R-square value of 0.981 indicates that the marketing costs and product price variables influence sales by 98.1%. This means that marketing costs and product prices influence sales by 98.1%. The remaining 1.9% is influenced by other variables not included in the linear regression model.

1. The Effect of Marketing Costs on Sales Increase at Syanum Coffee Aceh Tamiang

The linear regression analysis performed on 36 months of marketing and sales cost data showed that marketing costs exerted a statistically significant and positive effect on sales figures. These results indicate that any increase in marketing costs will result in increased product sales. In the context of Syanum Coffee, adequate budget allocation for marketing activities such as advertising, promotions, discounts, and marketing events has been proven to increase sales volume.

These findings align with research conducted by Magdalena (2022) and Suriyanti (2024), which concluded that the greater the expenditure allocated to marketing activities, the greater the potential for increased sales. Conversely, reductions in marketing costs tend to decrease the contribution to sales results. This reflects the importance of consistency and intensity in promotional strategies to maintain and increase consumer appeal.

Furthermore, these results align with research by Haryanto (2022), which found that promotions have a positive influence on purchasing decisions, even though the methods used are still conventional. In today's modern context, sellers are required to develop more innovative and adaptive promotional strategies, including the use of digital marketing, customer loyalty programs, and incentives such as gift coupons or special discounts. Sales promotions are not merely product offerings, but rather a form of integrated communication that connects advertising, personal selling, and other promotional tools to build long-term emotional and functional relationships with consumers.

2. The Effect of Product Prices on Sales Increase at Syanum Coffee Aceh Tamiang

Based on research conducted on Syanum Coffee Aceh Tamiang, it was found that product price significantly influences sales growth. These results indicate that an appropriate pricing strategy can directly impact sales volume. Price reductions, discount strategies, or price adjustments to reflect consumer purchasing power are important

factors that Syanum Coffee needs to consider to maintain competitiveness and increase customer loyalty.

This finding aligns with research conducted by Nurlela (2021), which found that pricing significantly impacts sales volume at Tungku Café and Resto, contributing 57.76%. The study emphasized that price fluctuations and adjustments to production costs and consumer purchasing power are crucial factors in determining sales volume.

Furthermore, these results align with research by Manik (2015), which found that price has a positive and significant partial effect on sales levels, with a coefficient value of 0.672. This means there is a positive relationship of 67.2% between price and sales levels. The more appropriately the price is set, the greater the chance of increased sales.

Furthermore, this finding is reinforced by Halin's (2017) study on the effect of price on sales volume. The study showed a negative but significant effect, with a 1% price reduction increasing sales by 2.734%. This indicates that, in the context of products with high demand elasticity, strategic price adjustments can significantly increase demand.

DISCUSSION

The main findings of this study demonstrate that both marketing costs and product pricing have a significant and positive influence on sales at Syanum Coffee Aceh Tamiang. Among the two, product pricing showed the highest coefficient value, indicating it plays a more dominant role in affecting consumer purchasing decisions. This reinforces the idea that customers are highly sensitive to pricing strategies, especially in competitive and price-driven markets such as local coffee shops.

Compared to previous studies, these findings are consistent but also provide distinct insights. Magdalena et al. (2022) and Antari et al. (2019) found similar positive relationships between promotional spending and increased sales in the food sector. Nurlela et al. (2021) and Halin et al. (2017) emphasized how price affordability and strategic discounting are central to maintaining customer loyalty. Fitri et al. (2024) highlighted that the marketing mix, especially pricing and promotion, greatly affects frozen food sales. Haryanto et al. (2022) and Widowati (2015) concluded that price and promotion are essential for encouraging purchase intention. Meanwhile, Manik (2015) observed a strong partial effect of pricing on sales, and Tsani et al. (2019) confirmed the joint impact of pricing and promotion in increasing volume. However, unlike these studies, the present research is grounded in the context of a single SME, offering a focused and practical viewpoint that enhances its real-world relevance for similar local businesses.

The implications of this research are significant for SMEs operating in the F&B sector. With limited resources, businesses can still improve sales by prioritizing efficient marketing strategies and carefully managing price points to match consumer expectations. This is especially valuable for small businesses trying to compete with larger, more established brands. The study also reinforces the importance of aligning price with perceived value to maintain competitiveness and customer retention.

Nonetheless, this research has its limitations. The study only considers two variables and is confined to a single business case, limiting the generalizability of its findings. Other important factors such as digital marketing performance, product quality, customer service, or external economic conditions were not included. The use of secondary data also means that the analysis may not fully reflect dynamic behavioral shifts or customer sentiment.

Further research is needed to expand this model by including external factors and testing across multiple businesses and sectors. A mixed-methods approach involving qualitative interviews or surveys could offer deeper insights into consumer perceptions, motivations, and preferences. Additionally, examining the long-term impact of pricing and promotional changes in the post-pandemic economy could enrich the understanding of sustainable business strategies in evolving market conditions.

CONCLUSION

Based on the 36-month financial data analysis of Syanum Coffee Aceh Tamiang, this study concludes that both marketing costs and product pricing have a positive and significant effect on sales growth, with product pricing demonstrating the most dominant influence. This highlights the importance of aligning pricing strategies with consumer purchasing power to drive higher sales volumes. At the same time, effective allocation of marketing budgets remains essential in increasing product visibility and influencing consumer behavior. It is therefore recommended that Syanum Coffee continue to implement competitive pricing strategies without compromising product quality and optimize targeted promotional efforts within an efficient budget. Regular market response evaluations and continuous monitoring of competitor strategies are also necessary to remain adaptive in a competitive market landscape. These findings are expected to support strategic decision-making for small and medium-sized enterprises aiming to achieve sustainable sales performance.

Based on the research results, it is recommended that the management of Syanum Coffee Aceh Tamiang pay more attention to competitive pricing strategies that align with consumer purchasing power without sacrificing product quality. Appropriate price adjustments can increase purchasing appeal and expand market segments. Furthermore, monitoring competitor prices and periodically evaluating market responses to price changes are also crucial for maintaining sales stability. It is hoped that the results of this study will serve as a reference in making strategic decisions regarding pricing to sustainably increase sales volume.

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