

# The Role of Quality Product in Sale Increase of Ulos at Boi Tulus Sianipar Weaving Fabric in Toba Samosir Regency

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**Abstract**— This research was conducted at one ULOS fabric (Boi Tulus Sianipar Weaving Fabric) in Toba Samosir Regency of North Sumatra, Indonesia. Every organization or company engages in product selling, creates strategies, or attempts aiming at increasing their sale or market. One of them which is discussed in this research is the implementation of quality product improvement in increasing product sale. The objective of this research is to investigate the effect or the role of quality product improvement in increasing its sale in Textile Fabric of Boi Tulus Sianipar in Toba Samosir regency. This research also concerns on unique product of one area compared with others. Based on the data gathered and data analysis, it is concluded that the improvement of quality product affects its sale.

**Keywords**— Ulos, Quality Product, Sales Increase.

## I. INTRODUCTION

It's real that companies in similar products both domestic and international face competition. Quality, price, service, stock or reach availability, and sales man skills are the main issue. Besides, understanding the costumers' need is also a challenge for company. These elements have become the concern of Boi Tulus Textile Company. A company which competes with others has to produce a unique product in the same category in order to survive or win the market, and one of it, is strengthening the quality. Boi Tulus Company which produces 'ulos' (ulos is a kind of muffler in Batak tribe) takes that as the major consideration in its sales management.

Ulos is made from thread, in which the thread quality decides Ulos quality. Normally, the quality of a product is the main component in marketing competition. Boi Tulus Company has to realizes this in term of costumers' satisfactory and brings advantage or benefit for the company. In other words, the quality of a product denotes its company. In marketing, costumers' satisfactory is number one because it is the best promotion in promoting

the product, as matter of fact, it must be first to be issued in every company deals with goods production. In relation to marketing, the company also needs to understand the style which is in trendy. The company which is able to predict the future trend, will win the market.

## II. LITERATURE REVIEW

### Marketing

Marketing is originated from the base form of word market. Marketing is process of shifting goods or services from producers to costumers. In selling service or product, many strategies are practiced. In fact, marketing is not only about selling product or service, but everything relates to goods and service can be said as marketing.

Different authors define marketing by different words, but their thoughts of essence come to one idea. Below are some ideas proposed by some authors relating to marketing definition.

Umar (2002:179) states "*Pemasaran adalah sistem keseluruhan dari kegiatan yang ditujukan untuk merencanakan, menentukan harga, mempromosikan dan mendistribusikan barang dan jasa yang dapat memuaskan kebutuhan kepada pembeli yang ada maupun yang potensial*". (Marketing is a set of activities dealing with: plan, price decision, promotion, goods or services distribution for the purpose of users or costumers satisfaction)

Mursid (2008:26) "*Pemasaran adalah semua kegiatan usaha yang ada bertalian dengan arus penyerahan barang dan jasa dari produsen ke konsumen*" (Marketing is the activities of goods and services current shifting from producers to costumers)

Stanton (2012:67) "*Pemasaran adalah keseluruhan sistem yang berhubungan dengan kegiatan-kegiatan usaha yang bertujuan merencanakan, menentukan harga, mempromosikan dan mendistribusikan barang atau jasa yang akan memuaskan kebutuhan pembeli baik aktual maupun yang potensial*". (Marketing is a whole system

refers to the trade activities attempting to plan, decide price, promote, distribute, goods or services which satisfy the need of actual and potential costumers). Based on those ideas or definitions, it can be concluded that marketing is an integrity set system of activities conducted by a company in running a business in term of fulfilling market need by production, price decision, by shifting for the purpose of costumers and producers satisfactory.

### The Marketing Mixture

Each company which produces goods or services faces difficulties or problems in selling their products. Therefore, a combination of factors affecting marketing is needed. In reaching the marketing target, normally, a company applies a marketing theory called 'marketing mix'. Kotler defines marketing mix as "*seperangkat alat pemasaran yang digunakan terus menerus untuk mencapai tujuan pemasarannya di pasar sasaran*". "a marketing toolkit continuously applied in reaching the marketing target of a targeted market". According to Ricky dan Ronald (2003:280), "*Bauran pemasaran adalah gambaran strategi produk, penetapan harga, promosi dan distribusi yang digunakan untuk memasarkan produk*". (mix marketing is the picture of production strategy, price decision, promotion, and distribution applied in selling product). In addition based on Amirullah (2005:19) "*Pemasaran adalah kombinasi variabel atau kegiatan yang merupakan inti dari sistem pemasaran yang dapat dikendalikan oleh perusahaan untuk mempengaruhi reaksi para pembeli atau konsumen*". (Marketing is the variables combination or activities which is the main system of marketing system controlled by the company in affecting the buyers' or costumers' reaction). Relating to those definition given, the writer concluded that marketing mix is the combination of variables controlled by a company in gaining the target.

### Marketing Strategy

According to Kotler (2004:98) "*Strategi pemasaran adalah logika pemasaran dan berdasarkan itu unit bisnis diharapkan untuk mencapai sasaran pemasarannya. Strategi pemasaran terdiri dari pengambilan keputusan tentang biaya pemasaran dari perusahaan, bauran pemasaran dan alokasi pemasaran dalam hubungannya dengan keadaan lingkungan yang diharapkan dan kondisi persaingan*". (Marketing strategy is a marketing rationality expected to reach the marketing target. Marketing strategy consists of decision making of marketing cost, marketing mixture and marketing allocation relating to market area and condition of competition)

Based on Sofyan Assauri (2005:5) "Stategi pemasaran adalah rencana menyeluruh terpadu dan menyatu bidang

pemasaran yang memberikan panduan tentang kegiatan yang dijalankan untuk dapat tercapainya tujuan pemasaran suatu pemasaran." "Marketing strategy is an integrated and integrated plan integral field that provides guidance on the activities undertaken to achieve the marketing objectives of a marketing." Basu Swasta (2002:69) "Strategi Pemasaran adalah suatu rencana keseluruhan untuk mencapai tujuan." "Marketing Strategy is an overall plan to achieve goals." From the above definitions, it can be concluded that the marketing strategy is a plan to achieve corporate goals. Some companies have the same goals, but the marketing strategies applied by each company is vary. It can be seen that the marketing strategy is one of the foundations used in preparing the company's overall plan. Planning is a starting point of the whole enterprise to be followed by other steps. Determination of marketing strategies that are beneficial to the organization then the organization first knows the growth rate of company development. The growth rate of a company organization according to Fred R. David (2006: 228) can be divided into three parts:

- a) Integrated growth (integration) is to identify opportunities to build or take over business related to the existing business of the company. In this integrated growth rate, the company implemented 3 strategies:
  1. Strategy of backward integration. In this strategy, corporate management reviews business activities related to the supply of raw materials or raw materials more than essentially affecting a larger profit gain.
  2. Strategy of integration forward. In this strategy, company management seeks to increase ownership or increase control over its distribution system.
  3. Strategy of horizontal integration. In this strategy, company management may consider mastering one or more competition as long as it is not prohibited by the government.
- b) Diversified growth is to identify opportunities to increase the attractiveness of a company that has nothing to do with current business activities. In this level of diversification growth, companies implement 3 strategies.
  1. Diversification of concentration, which adds new products that have similarity technology and or marketing similarity with existing product line. This product usually attracts a new consumer class.
  2. Horizontal diversification, which adds new products that are able to attract existing

customers even though the product has no relation with the existing product type.

3. Diversification of groups (conglomerates), which add new products that have nothing to do with technology, products and markets that exist today. This product usually attracts consumer class.

c) Intensive growth is to identify further opportunities to achieve growth in the company's existing business. In today's intensive growth rate, an organization implements three marketing strategies:

1. Market penetration strategy, in this strategy corporate managers seek to find a way to increase the market share of their existing products. As for the businesses that are applied in the application of market penetration strategy are:
2. The company is trying to encourage its existing customers to increase their current purchases.
3. Product development strategy.

### Understanding Product Quality

Every industrial company as a producer will always try to produce products that can meet the needs of the community or costumers, then the production must be in accordance with the wishes or needs of the community. Therefore, every company is not possible to meet all the needs and desires of consumers as a whole. In addition, the company must first determine what products will be produced, which if appropriate in accordance with the ability of the company and consumer desires. The product has an important meaning for the company because without the product, the company will not be able to do anything from its business. Buyers will buy the product if they feel fit, because the product must be tailored to the desire or the needs of the buyer for successful product marketing. In other words, product creation is better oriented to the market need or consumer tastes. In general the quality of the product is the overall goods and services related to the desires of consumers who excellently products are worth buying and selling as expected from the customer. While the product according to Kotler (2009: 71) “merupakan hasil akhir yang mengandung elemen-elemen fisik, jasa dan hal-hal yang simbolis yang dibuat dan dijual oleh perusahaan untuk memberikan kepuasan dan keuntungan bagi pembelinya”. “is the end result containing the physical elements, services and things that are symbolically made and sold by the company to provide satisfaction and profit to the buyer. Stanton (1985: 285-286) states that “*Kualitas produk adalah suatu jaminan dalam rangka memenuhi kebutuhan konsumen dalam memilih suatu produk dan dalam masalah*

*ini pribadi sangat berperan*”. “The quality of the product is a guarantee in order to meet the needs of consumers in choosing a product and in this, private matter is very important”. Kotler and Armstrong (2001: 346) argue that “*Kualitas produk adalah segala sesuatu yang dapat ditawarkan kepasar untuk mendapatkan perhatian, dibeli, digunakan, atau dikonsumsi yang dapat memuaskan keinginan atau kebutuhan*” “The quality of the product is anything that can be offered to get attention, bought, used, or consumed that can satisfy wants or needs”. McCharly and Perreault (2003: 107) “mengemukakan bahwa produk merupakan hasil dari produksi yang akan dilempar kepada konsumen untuk didistribusikan dan dimanfaatkan konsumen untuk memenuhi kebutuhannya” “argue that the product is the result of production to be thrown to consumers for distribution and consumer use to meet their needs.” The alternatives of consumers to choose a product based on color, quality and price. Product quality is a company strategy to promote the product produced. Strategy is applied so that companies can avoid price competition.

### Price Attribute

According to Kotler and Armstrong (2001: 354) some attributes that resemble products (product attribute characteristics) are:

- a. Brand
 

A Brand is a name, term, sign, symbol, or design, or combination of all of these that is intended to identify a product or service from one or a group of sellers and differentiate it from a competitor's product. Branding is expensive and time consuming, and can make the product succeed or fail. A good brand name can add great success to the product (Kotler and Armstrong, 2001: 360)
- b. Packing
 

Packing is the activity of designing and making a container or wrapping a product.
- c. Product Quality
 

Product Quality is the ability of a product to perform its functions include durability, reliability, ease of operation and repair, and other valuable attributes. To improve product quality the company can establish the program “Total Quality Management (TQM)”. In addition to reducing product damage, the ultimate goal of total quality is to increase customer value.

### Product Classification

According to Kotler and Armstrong (2001: 280) product classification is divided into two parts, namely:

- a. Consumed Goods

Consumed goods are goods that are end on consumer's own interests, not for business purposes. Generally consumption can be classified into four types, namely:

1. Conventional goods are goods usually purchased by consumers (have high purchase frequency), needed in the immediate time, and require minimal time in comparison and purchase.
2. Shopping Goods are goods that are characteristic in comparison to the various alternatives available to consumers based on conformity, quality, price, and power in the selection and purchase process.
3. Specialty Goods are goods with unique characteristics and or identification, for which a group of large buyers are willing to always make a special effort for the buyer.
4. Unsought Goods are goods that are not known to consumers or even though it is known but in general consumers have not thought to buy it.

#### b. Industrial Goods

Industrial goods are goods consumed by an industrialist (consumer among or business consumers) for purposes other than direct consumption, that is to be changed, produced into other goods and then resold by traders without physical transformation (production process).

#### Purpose of Quality Improvement

An overall goal of the company and marketing strategy to achieve the goal, the goal of quality improvement is the increasing quality of the product then the consumer will feel satisfied, believe the quality of the product, and also affect consumer purchases. The general goal of quality formation itself is to convince consumers that the best product according to the needs of consumers. Even to be more convincing there are companies who dare to provide compensation if the product is not qualified or not in accordance with the promotions submitted.

In today's free trade where competition is getting tougher or more things quality and service becomes very important to find. Because if things are not highlighted then the logical consequence is that the quality of products and services offered can be displaced by the quality of products and services of the same type, which is more convincing consumers then the improvement of product quality is very important for the company to retain customers. According to American principle of Anality Control, quality is a characteristic of product and fortue which has customer quality and there is greatness of a bend or product.

#### Definition of sales

The task of management is to increase sales, because management assumes that the company needs to hold sales, and promotion activities are vigorous. Definition of sales by Basu Swasta (1998: 48) "*adalah ilmu dan seni mempengaruhi pribadi yang dilakukan oleh penjual untuk mengajak orang lain bersedia memenuhi barang dan jasa yang ditawarkannya*" "is the science and art of personal influences made by the seller to invite others willing to meet the goods and services offers". Understanding of sales in general is an integrated activity to develop strategic plans directed at the business of satisfaction buyers' needs and desires, in order to earn profitable sales.

Types of Sales by Basu Swasta (1998: 11) are:

- a. Trade selling  
That can happen when manufacturers and wholesalers invite to attempt to improve the distributor of their products. This involves distributors with promotional activities, demonstrations, inventories and new product procurement. So the emphasis is on selling through dealers rather than sales and end buyers.
- b. Missionary Selling  
In missionary selling, sales try to improve by encouraging buyers to buy goods from the company's dealers. In this case, the company concerned has its own distributor in the distribution of its products.
- c. Technical Selling  
Technical selling increases sales by targeting and giving advice to the end buyer of his goods and services by showing how the products and services offered can solve the problem.
- d. New Business Selling  
That is trying to open a new transaction by turning potential buyers into buyers. This type of sale is often used by insurance companies.
- e. Responsive Selling  
The main sales here are route driving and retailing. This type of sale will not create sales that are too large even though good service and pleasant customer relationships can lead to repeat buyers.

#### Factors Affecting Sales

In practice, sales planning is influenced by several factors. According to Basu Swasta (1998: 129) factors are:

1. The condition and ability of the seller a sale and purchase transaction is the transfer of a commercial's right to goods and services. In principle involves two parties: the seller as the first party and the buyer as the second party. Here the seller must be able to convince the buyer in order to get the expected sales target. For

that purpose the sellers must understand some very important related issues: Type and characteristics of goods to be offered.

2. Product prices.
3. Terms of sale such as payment, delivery, after-sales service and after sales service and so on.

### III. RESEARCH METHODOLOGY

The research was conducted at the Boi-Tulus Sianipar Weaving Factory in Balige Subdistrict, Toba Samosir District. This study was conducted from April to July 2015. In this study, the population was the product of Ulos Ragi Hotang. The samples in this study are ulos ragihotang produced by weaving factory Boi-Tulus Sianipar.

#### Data collection technique

- a. Interview  
Conducted by a question and answer activity directly to the respondent about the data needed.
- b. Documentation  
This method was used to obtain data about company profile, corporate organizational structure and other data.
- c. Observation  
Conducting observations of objects to be studied. Observations were conducted to obtain information about the company's raw material planning, the volume of production produced by the company, and the sale of the company.

#### Data analysis technique

Data analysis method used in analyzing all data obtained was descriptive comparative (comparison) before and after product differentiation, so from analysis, it was possible to make conclusions that was used alternatively in the company's discretion.

### IV. RESULTS AND DISCUSSION

#### Product Quality Analysis and Discussion

In this part of the analysis, the researcher tried to analyze whether the product quality policy conducted by Weaving Factory of Boi Tulus Sianipar could increase sales. Boi Tulus Company strived to produce products that could meet the needs of society, then the production had to be in accordance with the wishes of the community. The purpose of doing product quality was to increase sales. Then it was interpreted that the Boi-Tulus Company provided an affordable price by the general public layer from lower level to upper level and consumer tastes was satisfied.

#### Analysis and Discussion of Product Quality in Increasing Sales

It had been described above that the purpose of the role of product quality was to increase sales. In reality, it was known that in fact the market was heterogeneous for one product. Profitable sales was the goal of the marketing concept. This means that profits was obtained from consumer satisfaction. With this profit, the company could grow and expand, have greater capability, could provide a greater level of satisfaction to consumers, and could strengthen the overall economic condition. With the policy of improving the quality of Weaving Factory Boi Tulus Sianipar, sales amount was greatly increased. The number of sales each year changes, this was caused by the level of purchasing power and consumer consumption, as well as competition from similar products that change every year. Given the increasing competition while the seller's income was decreasing then the seller could not control the price because of the similarity of their products. Similarly, weaving factory of Boi Tulus Sianipar Toba Samosir District which has a rival like other weaving plant business. So by seeing this reality, the seller began to acknowledge the added value of applying the policy of product diversity that directly affected the level of sales volume of the product itself.

Based on the data of sales statistics, the writer tried to do things to increase sales such as:

- a. The place  
The Boi-Tulus Sianipar weaving factory was supported by a strategic place used as a place of activity, where the operational location is close to the consumer, realizing that proximity to the market is a major factor in the success of the Weaving Plant business Boi-Sincere Sianipar in increasing sales.
- b. Distribution Strategy  
To expand sales and gain greater profits, an appropriate distribution strategy was needed. The distribution of goods/services merchandise to consumers. The following was the distribution method that was operated by Boi-Tulus Sianipar Toba Samosir Regency:
  1. Intensive distribution strategy  
This distribution strategy was done by placing ulos products on many retailers, and placing the distributors in various places.
  2. Selective distribution strategy  
This strategy was done by distributing ulos products in certain marketing areas by selecting only a few distributors in different area.

- c. Quality  
Before selling the product, the quality of a product sold was a main concern. The Weaving Factory of Boi Tulus Sianipar used good quality in products to be sold, so consumers who buy the product was not hesitate. With the existence of good product quality then the consumer increased, this increased sales at Boi Tulus Sianipar Factory.
- d. Price , most prices was offered with variations that complemented the company's basic functions. Weaving Factory of Boi Tulus Sianipar provided affordable prices for consumers.

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## V. CONCLUSIONS

From various information and discussion above, it was concluded:

- a. Marketing strategy with the implementation of product quality policy was one of the added value for Weaving Factory of Boi-Tulus Sianipar Toba Samosir in face competition.
- b. Analyzing a good market and applying a product quality strategy that has different characteristics than the previous product was an attempt to attract interest and desire from the company's product market.
- c. Improve quality begins from customer needs, satisfaction of desire and so those who should determine the quality of the product, customer perception of quality is a comprehensive assessment of the superiority of a product. Need to improve service delivery to consumers, such as maintaining relationships.

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