The Impact of Niche Marketing Towards Sales at Pt Sardana Indah Berlian Motor Medan

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Artikel Penelitian

ABSTRACT

The company launches the new Strada Triton HD-X. The aim is to know whether there is an impact on how niche marketing of this company can initiate a good outcome towards the sales of the company by doing research. Research will be done in the company and the population taken will be customers of this company that consist of 1,000 people. In this study, the sample that will be taken is 10% of population or 100 people. The questionnaires will contain 12 questions. The Mean of variable X is 4.28 and that of variable Y is 4.37. Most of the validity tests on both variables show high validity. The coefficient of correlation test is 0.74. Determination test results in 54.61% while the hypothesis test results in 7.4. From the data analysis, the writer has finally compiled his research that the data of questionnaires are valid to be processed on this skripsi. Niche marketing can be used in the company to gain profit from smaller market segments. Majority of the customers are males who are 30 years and above and from entrepreneurs' classes. The correlation of the variables shows a strong positive relationship, in which it explains how strong the impact of niche marketing toward sales and the data can be trusted. Along with the other tests, hypothesis test shows that the null hypothesis must be rejected while the alternative hypothesis must be accepted.

INTRODUCTION

In the degree of competency and facing the uplifting choices of products given as a response from what customers perceive and desire, niche marketing is one of many essential parts of marketing concept. Many companies try this concept as a reason to avoid high fundamental cost and strive for what actually customers desire. In developing niche marketing concept, the first image that appears in any entrepreneurs is niche market along with strategic concept of selecting, targeting, and positioning the product into specific market. Even though the concept was actually simple as described, it actually goes hard along with the processes; it creates a lot of barriers to reach the target in the niche market. Most companies often fail to reach the market as the needs and desires of the customers' mind are not satisfied by failed marketing strategies. By focusing on small segment of the market, allocating the right message about the product to the specific and identified market to reach the needs and desires of customer, and converting prospects in the market into paying bills of customers, these steps are the initial leads and also foundation of effective niche marketing concept. The research of effective niche marketing has been developed and has shown that most companies seek profitable customers within business-to-consumer sector by developing and adapting niche market in response to customers' desires

and needs, as a single perfect opportunity to win a chance of dominating the desired market (Fader & Reibstein, 2010).

Niche marketing concept is similar with single-segment strategy or concentration strategy that involves selecting one segment within the total market as the target market. One marketing mix is developed to reach this single segment. A company may want to concentrate on a single market rather than bearing a risk to carelessly building a market that can be easily wiped out in broader market as the company will have to form even more strategic alliances in order to survive, not yet to dominate the market. As the effective niche marketing concept is initiated in the niche market, the results enable marketers to penetrate one market in depth to acquire a reputation as a specialist or an expert in this limited market. Effective niche marketing is perceived as the ideal concept of making the perfect customer for needs and wants and then focuses all of the advertising into the niche market (Geisheker, 2009).

The niche markets are often, but not always, relatively small. The advantage in dominating a single segment market even with limited resource is that marketers do not have to worry about large companies as they often leave the market. Niche market can also be applied in the e-commerce segment where the cost to publish can be more economic as it is used for attracting more customer and get more from it as people nowadays are in need to carry out extended segment by applying website with a specified niche market (Cobb, 2010). The use of niche market is often described as what marketers can apply all of the marketing strategies to maximize benefit sought from the product desired.

In competitive market, the degree of interactive in niche marketing is needed to make marketers can focus on a single segment of market. If marketer is in need to develop effective marketing concept, marketer must focus on a specific market to fulfil customers' satisfaction and desires.

According to Clarke III (Clarke III, 2007), "Niche Marketing is a set of marketing processes that focus on the specific market needs by identifying and fulfilling consumer needs and desires in specific aspects of market."

According to Bruce W (Bruce W, 2008), "Niche Marketing generally is pursued to increase the profitability by attracting a select group of customers who will spend more for the product or service offered."

According to Kotler (Kotler, 2008), "Niche Marketing is a more narrowly defined customer group seeking a distinctive mix of benefits."

The market needs to be identified in order to focus on all characteristics of the type of consumers as well as their changes of needs and desires periodically. When customer preferences change, an excellent niche marketer can anticipate the needs and desires of the niche market and tend to satisfy them in present and future.

Marketing Mix is needed to be developed as a way to attract the customers in the specified market. In the future needs, the cost and resources are depending on what company chooses, whether they are limited or not. The key of effective niche marketing depends on the marketer as a role key player to dominate the specific market.

METHODOLOGY

Research design is a blueprint functioning as a guideline to research an object or a case. It is the plan and structure of investigation in purpose of obtaining answers for research question (Cooper, Donald &Schindler, and Pamela, 2003, p.146).

Research Design specifies which research questions must be answered, how and when the data will be gathered, and how the data will be analyzed (Lamb W, Joseph F, and Daniel M, 2009, p.269). Research design itself can be categorized into 3 types: causal research design, descriptive research design, and exploratory research design. In this study, the writer is using descriptive research design and causal research design. Descriptive research is being used as it is able to describe the variables that involve in the study. This research design is used to have a better understanding about the variables which can be benefit in determining the solution on the study. It involves the study of the surrounding around the variables, such as people who use the product, when it is used, why it is used, etc. Descriptive study has the function of presenting an accurate profile of person, researched events, or situation that is

going to be or to be studied. Descriptive study must contain the five questions that need to be answered: who, what, where, when, and how. Descriptive research is the method used to create understanding of the theories and facts related to a case and how they relate to each other. Once the theories and data related to the study are in hand, descriptive study should be done in order to understand the matters. The way how and what each variable is, the exploration of the existing phenomenon are studied and understood through descriptive research. The research can also establish report related to characteristics of certain group through its analysis. Those all are done in this skripsi study. Theories related to the variables are collected while descriptive research is conducted in order to have an understanding on them. Samples are selected in a way from the total population and survey is done on them in order to analyze the characteristics of that certain group related to the topic of this study.

Descriptive research is conducted to describe phenomena as they exist. It is used to identify and obtain information on the characteristic of a particular problem or issue. Descriptive research goes further in describing characteristics of the pertinent issues. The way how and what each variable is, the exploration of the existing phenomenon is studied and understood through descriptive research. The research can also establish report related to characteristics of certain group through its analysis. All of those are done in this skripsi study. Theories related to the variables are collected and descriptive research is conducted in order to have an understanding on them. Samples are selected in a way from the total population and survey is done on them in order to analyze the characteristics of that certain group related to the topic of this study. In Descriptive Research, the analysis of the research will be longitudinal analysis. Longitudinal Analysis is an analysis that uses panel on the research. A panel is a sample of respondents chosen from the defined target population of study. The research will determine whether the niche marketing does give an impact towards sales or not in the company. The research can be accomplished through laboratory and field experiments. The research is more likely to be the experiments done in the laboratory, in which it identifies the process of changes between two variables, changes made between two variables, and what are the results from changes between two variables (Hariharan, 2009).

Sampling can be defined as the choice of choosing a number of people that could be used in making a conclusion or represent a large sum of group (population) so that it could minimize the scope of the research (Jankowicz. A.D, 2000, p.192)

According to Arikunto (Arikunto, 2006, p.276), "If there are less than 100 research subjects, it is better to take all of them, so this research is population research. "Furthermore, if the number of subjects is large then a sample of between 10% to 15% or 20% to 25% or more can be taken."

The quote written by Arikunto describes the situation in which, if the research subject is less than 100 people, it would be better to take the entire population as sample, so this research will be population research. Next, if the size of population is larger, then take the sample either 10%, 15%, 20%, 25%, or more. The population on this study consists of 1,000 people from PT. Sardana Indah Berlian Motor; the sample that will be taken is 10 % of the population size or 100 people.

Data Analysis Method
Validity Test
According to Arikunto (2006, p.198), Validity is a measurement that shown the level of validity. A valid instrument has a high validity, on the other hand a less valid instrument has a low validity. The purpose of using this test is to test the degree to which evidence and theory support the inerventions and determine the degree of support for the conclusion that the causal variable caused the effect. The feedbacks of the questions can be tested for its validity by using correlation coefficient formula.

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

Where:
x=X- $\bar{X}$
y = Y - $\bar{Y}$
X = Average score of x
Y = Average score of y

The scale used for the result of r (validity) is:
0.00 – 0.20   Low validity
0.21 – 0.40   Low but sure validity
0.41 – 0.60   Moderate validity
0.61 – 0.80   High validity
0.81 – 1.00   Very high validity

Reliability

The test of reliability is counted from the results of questionnaire for variable x and variable y. The purpose of using this test is to determine the precision of measurement (consistency) as measured by the variable of repeated measurements of the same object. In order to prove its Reliability, the writer will use Cronbach Alpha Formula, which is:

$$\alpha = \left(\frac{k}{k-1}\right)\left(\frac{1-\sum \delta^2 . \, b}{\delta^2 . t}\right)$$
$$\sigma^{2 . t} = \sum x^2 - \frac{(\sum x)^2}{N}$$

Where:
α = alpha (regression value)
K = individual item
$\delta^2 . b$ = the variance for the item
$\delta^2 . t$ =the variance total
X = independent variable
N = total respondents
The result of Realibility is being interpreted by below information, named:
$\alpha < 0.6$: Poor data reliability
$0.61 \leq \alpha \leq 0.80$: Acceptable data reliability
$\alpha > 0.81$: Good data reliability

Normality Test

What is meant by sample normality test or the test whether the sample being used is normal or not, is actually by conducted tests on normally or not the distribution of the data to be analyzed. If researches have two different values of the variables therefore normality test should also be done for both variables. The Kolmogorov-Smirov test can be modified to serve as a goodness of fit test. This is equivalent to setting the mean and variance of the reference distribution equal to the sample estimates, and it is known that using these to define the specific reference distribution changes the null distribution of the test statistic.

Ho: $\mu 1 = \mu 2$ or Ha: $\mu 1 \neq \mu 2$

If the Z test yields a significance level of less ($<$) than 0.05, it means that the distribution is not normal.
If the Z test yields a significance level of more ($>$) than 0.05, it means that the distribution is normal.

Coefficient of correlation

The test of correlation is counted from the results of questionnaires from variable x and variable y. The writer uses the correlation formula accordint to Pearson's product moment coefficient. The purposes of this test is to examine the strengh an the direction of the relationship between two variables.

$$r_{xy} = \frac{n \sum xy - (\sum x)(\sum y)}{\sqrt{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

Where:

r_{xy} = the level of correlation between variable x and variable y

n = total sample

X = independent variable (brand personality)

Y = dependent variable (customer loyalty)

The scale used for the results is:

$r_{xy} = -1$	= perfect negative correlation
$-0.99 \leq r_{xy} \leq -0.70$	= strong negative correlation
$-0.69 \leq r_{xy} \leq -0.50$	= medium relative correlation
$-0.49 \leq r_{xy} \leq -0.01$	= weak negative correlation
$r_{xy} = 0$	= no correlation
$+0.01 \leq r_{xy} \leq +0.49$	= weak positive correlation
$+0.50 \leq r_{xy} \leq +0.69$	= medium positive correlation
$+0.70 \leq r_{xy} \leq +0.99$	= strong positive correlation
$r_{xy} = +1$	= perfect positive correlation

Regression Equation

Regression analysis is a statistical technique that analysis the linear relationships between two variables by estimating coefficients for an equation for a straight line. One variable is designated as a dependent variable and the other is called an independent or predictor variable. The writer uses the linier regression method as follows:

$$Y = a + bX$$

$$a = \frac{\sum x^2 \sum y - \sum x \sum xy}{n \sum x^2 - (\sum x)^2} \qquad\qquad b = \frac{n \sum xy - \sum x \sum xy}{n \sum x^2 - (\sum x)^2}$$

Determination of Coefficient Analysis

Ater the coefficient of the correlation being formulated, to find out the effect or influence of the independent variable (variable x) toward dependent variable (variable y), the writer will use the formula below:

$$D = (r_{xy})^2 \times 100\%$$

Where:

D = Determination of Coefficient

r_{xy} = the level of correlation between variable X and variable Y

The higher percentage of this determination, it means that the greater the variable x influene variable y.

Z test

The test is used to test the hypothesis, whether to be accepted or to be rejected. In this term, the writer uses Z Test such as:

$$Z = \frac{r}{1/\sqrt{n-1}}$$

Where:

Z = test statistic

r = correlation value

n = number of respondent

The scale used for the result of Z Test of hypothesis is:

$Z_{count} < Z_{table}$: Null Hypothesis (Ho) is accepted and Alternative Hypothesis (Ha) is rejected.

$Zc_{ount} > Z_{table}$: Alternative Hypothesis (Ha) is accepted and Null Hypothesis (Ho) is rejected.

If the value of the Zcount falls between –Ztable and +Ztable, the null hypothesis (H0) will not be rejected or it means null hypothesis will be accepted and alternative hypothesis will be rejected. But, if the value of Zcount is less than –Ztable or more than + Ztable, the null hypothesis (H0) will be rejected and the alternative hypothesis (Ha) will be accepted.

RESULT

Validity

In validity test, the data will be valid if it shows high degree of result in which the data can be trusted and kept. Positive degree is created from positive value which explains the accuracy rate of the data taken by the writer. In contrary, if data test results are lower than 0.50 or even less than 0.00, the data are invalid.

Variable X

$$r_{xy} = \frac{\sum xy}{\sqrt{(\sum x^2)(\sum y^2)}}$$

$$r_{xy}(1) = \frac{8.8}{\sqrt{(5.6)(30.4)}}$$
$$r_{xy}(1) = 0.67$$

$$r_{xy}(2) = \frac{8.4}{\sqrt{(4.4)(30.4)}}$$
$$r_{xy}(2) = 0.72$$

$$r_{xy}(3) = \frac{4.2}{\sqrt{(1.6)(30.4)}}$$
$$r_{xy}(3) = 0.60$$
$$r_{xy}(4) = \frac{6.8}{\sqrt{(2.1)(30.4)}}$$
$$r_{xy}(4) = 0.85$$
$$r_{xy}(5) = \frac{5.4}{\sqrt{(2.4)(30.4)}}$$
$$r_{xy}(5) = 0.63$$
$$r_{xy}(6) = \frac{-3.2}{\sqrt{(2.1)(30.4)}}$$
$$r_{xy}(6) = -0.40$$

Variable Y

$$r_{xy}(1) = \frac{12}{\sqrt{(6,4)(40)}}$$
$$r_{xy}(1) = 0.75$$
$$r_{xy}(2) = \frac{5}{\sqrt{(4.1)(40)}}$$
$$r_{xy}(2) = 0.39$$
$$r_{xy}(3) = \frac{3}{\sqrt{(0.9)(40)}}$$
$$r_{xy}(3) = 0.50$$

$$r_{xy}(4) = \frac{3}{\sqrt{(6.9)(40)}}$$
$$r_{xy}(4) = 0.18$$
$$r_{xy}(5) = \frac{6}{\sqrt{(2.1)(40)}}$$
$$r_{xy}(5) = 0.65$$
$$r_{xy}(6) = \frac{11}{\sqrt{(4.4)(40)}}$$
$$r_{xy}(6) = 0.83$$

Coefficient Of Correlation

This test will show how the result can affect the outcome of the *research* by the writer. The interpretation of the result determines how this data can be trusted.

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{\{n(\sum x^2) - (\sum x)^2\}\{n(\sum y^2) - (\sum y)^2\}}}$$
$$r_{xy} = \frac{100(1877.694) - (427.83)(436.5)}{\sqrt{\{100(1853.306) - (427.83)^2\}\{100(1913.64) - (436.5)^2\}}}$$
$$r_{xy} = \frac{187769.4 - 186747.8}{\sqrt{\{185330.6 - 183038.51\}\{191364 - 190532.25\}}}$$
$$r_{xy} = \frac{1021.6}{\sqrt{\{2292.1\}\{831.75\}}}$$
$$r_{xy} = \frac{1021.6}{1380.74}$$

$$r_{xy} = 0.74$$

The result shows that there is a high interpretation between two variables, in which the data can be trusted. The interpretation of data shows a positive and strong relationship between variables.

Linear Regression Method

Linear Regression is used to show the relationship between variable X and variable Y on this research.

$$b = \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$$

$$b = \frac{100(1877.694) - (427.83)(436.5)}{100(1853.306) - (427.83)^2}$$

$$b = \frac{187769.4 - 186747.8}{185330.6 - 183038.51}$$

$$b = \frac{1021.6}{2292.1}$$

$$b = 0.45$$

$$a = \frac{(\sum y)(\sum x^2) - (\sum x)(\sum xy)}{n(\sum x^2) - (\sum x)^2}$$

$$a = \frac{(436.5)(1853.306) - (427.83)(1877.694)}{100(1853.306) - (427.83)^2}$$

$$a = \frac{808968.07 - 803333.82}{185330.6 - 183038.51}$$

$$a = \frac{5634.25}{2292.1}$$

$$a = 2.46$$

$$y = a + bx$$

$$y = 2.46 + 0.44x$$

The result of a and b can be tested as shown in below:

Y= 2.46 + 0.44 X
If X= 0, Y= 2.46 + 0.44(0) = 2.46
If X= 1, Y= 2.46 + 0.44(1) = 2.90
If X= 2, Y= 2.46 + 0.44(2) = 3.34
If X= 3, Y= 2.46 + 0.44(3) = 3.78
If X= 4, Y= 2.46 + 0.44(4) = 4.22
If X= 5, Y= 2.46 + 0.44(5) = 4.66

Determination

Determination test will determine how strong the impact of variable x (niche marketing) towards sales (Y). If the data determination shows the larger influence than those influenced by other factors, the data can be trusted.

$$D = (r)^2 \ x \ 100\%$$

$$D = (0.739)^2 \ x \ 100\%$$

$$D = 54.61\%$$

Test Of Hypothesis

In hypothesis test, the writer will analyze the data using a systematic tool. The writer uses the following formula to test the hypothesis with two paired variables on it.

Z-Test

$$z = \frac{r}{\dfrac{1}{\sqrt{n-1}}}$$

$$z = \frac{0.74}{\dfrac{1}{\sqrt{100-1}}}$$

$$z = \frac{0.74}{0.1}$$

$$z = 7.4$$

As $Z_{count} > Z_{table}$, the result shows that H_0 is rejected or there is a significant level of relationship between variables.

DISCUSSION

Based on the result of correlation coefficient, the value of R_{xy}, 0.74, shows that there is a strong positive impact of niche marketing towards sales. As the correlation is more likely to be near the value of 1, it reflects that any increase on niche marketing will certainly increase sales.

The result of hypothesis shows that z value is Z_{count} $(t_0) > Z_{table}$, thus H_o is rejected and H_a is accepted or there is a significant level of relationship.

The linear regression reflects in Y= 2.458 + 0.445 X. This equation shows that every increment on variable X (niche marketing) by 1 point can increase variable Y (sales) by 0.44 point. This means that the increasing niche marketing will impact towards sales at the company.

Determinant test shows the impact of niche marketing towards sales. The result of D_{xy} is 54.61%, which shows the acceptable proof that niche marketing has influenced sales by 54.61%, while the remaining 45.39% are influenced by other factors.

CONCLUSION

Niche Marketing is a marketing strategy that is used in the smaller segment of market in order to gain a portion of market share by creating new, specific, exclusive, and feasible products to take the dominance in that market.

The test of Correlation coefficient shows that there is a very strong positive impact of niche marketing towards sales at PT. Sardana Indah Berlian Motor in Medan. It is reflected by the positive response from the customers of the company who scored mostly 4 to 5 on the questionnaires. In respondent identification table, the majority of customers were males (80%), aged 31-40 years old (60%), and from the class of business entrepreneurs (65%) who could generate approximately one hundred million rupiah per month.

By using t-test (the level of significance on the hypothesis), it concludes that there is a significant impact of niche marketing towards sales at PT. Sardana Indah Berlian Motor in Medan.

RECOMMENDATION

Complaints happened when few customers felt uncertain and dissatisfied about the product. They complained that the vehicle still needs the better upgrade in the suspension because the stabilizer

was not attached properly and it would cause instability in driving. For solving the problem, the company may need to encourage the mechanic to work properly in order to solve the matters that happen in the company. They can't ignore any complaint coming from customers to show how they care about customers' needs and wants.

PT. Sardana Indah Berlian Motor must keep updating their products and services with the newest technology and the newest information from Mitsubishi Centre, either in Medan or in foreign countries.

To make the better result in increasing sales, the company needs a strong coordination for any sales activities in the specific segment of the market, which can be done by creating a niche in delivering more impact of the niche marketing concept into realities, or people empowerment by experienced leaders and directors. In that concept of marketing, areas around Medan, such as Binjai, Namorambe, Patumbak, and Belawan, still need the coordination of sales activities.

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