

iPhone Marketing Strategy On The Level Of iPhone Sales In Labuhanbatu Selatan Society

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Abstrak

This study aims to examine the influence of the marketing strategy of a sugar business on the level of sales of brown sugar businesses through online marketing I phone in Labuhanbatu Selatan. Data collection was carried out by distributing questionnaires and distributing them to 100 research samples, namely user I phone. Data analysis in this study uses the help of smart pls. Data testing techniques performed on partial and simultaneous testing. The results of the analysis show that overall the independent variables have a positive and significant influence on the dependent variable

Keywords:

Price, Promotion, WOM, Word-of-Mouth, Marketing

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1. Introduction

The progress of the world of technology makes the development of communication media every year, communication media is developing very rapidly, marked by the development of various types of mobile phones, including the I phone, the iPhone is a brand smart phone designed and marketed by Apple Inc. and us e-mobile phone operating system iOS. First generation iPhones announced by CEO apples Steve Jobs on January 9, 2007. Since then, Apple has released new iPhone models and iOS updates every year. As of November 1, 2018, more than 2.2 billion iPhones have been sold worldwide.

iPhones have user interface designed on the screen multi touch. This device is connected to cellular network or Wi-Fi, and can do calling, surf the web, take a picture, play music, and send and receive email And text message. Since its launch, various advanced features have been added, including larger screen sizes, capabilities record videos, water proof, the ability to install mobile application third party through app store, and various features accessibility. Until the iPhone 8 and 8 Plus, the iPhone used a layout with a single button on the front panel that returned the user to the home screen. Since the iPhone X, iPhone models have switched to a nearly front-facing design frameless with app switching enabled via gesture recognition. iPhones, together Androids, is two platforms the world's largest smartphone, which generally hits luxury market. The iPhone has made huge profits for Apple, making it onethe world's most valuable public company. The first generation iPhone was seen as "revolutionary" and a "game changer" for the mobile phone industry, and subsequent iPhone models have also been praised. iPhone is considered as a brand that popularized smart phones flat shape and create a huge market for smartphone apps, otherwise called "application economics". In January 2017, App Store Apple has more than 2.2 million applications for iPhone

Marketing is one of the activities carried out before the sales process so that a company and or its products are known to potential customers. Marketing can be interpreted as a process or activity of buying and selling transactions in order to create an economic value. Marketing has the goal of connecting the desires of producers and consumers (Susanto & Meiryani, 2019). According to (Philip Kotler, 2011), marketing is an individual's process of understanding and fulfilling human and social needs. In short, marketing is an individual process of fulfilling mutually beneficial needs between the two sides of the seller or buyer. Meanwhile, marketing strategy is defined as actions that are carried out continuously and are carried out on the basis of a point of view regarding something that consumers want in the future (Simanjuntak et al., 2022). According to Philip Kotler, (2011), marketing strategy is an understanding where marketing is expected to create a value so as to get results. This marketing strategy as a system that contains various relationships in order to plan and to determine how to advertise until promotions occur and distribute useful products to satisfy consumers. Marketing strategy is an understanding where marketing is expected to create a value so that it can get results. This marketing strategy as a system that contains various relationships in order to plan and to determine how to advertise until promotions occur and distribute useful products to satisfy consumers. Marketing strategy is an understanding where marketing is expected to create a value so that it can get results. This marketing strategy as a system that contains various relationships in order to plan and to determine how to advertise until promotions occur and distribute useful products to satisfy consumers.

According to Philip Kotler, (2011), advertising is a method used to promote an item to be well known by consumers. According to Philip Kotler, (2011) sales promotions are various short-term incentives to encourage trial or purchase of products or services including consumer promotions (such as samples, coupons and premiums), trade promotions (such as advertisements and display allowances), and business and sales force promotions (contests for salespeople).

Communication by word of mouth (Word of Mouth) usually occurs when consumers or customers talk about services, brands, and advertising methods that have been used to other people. According to Le-Hoang, (2020) word of mouth is a marketing activity in providing information on a product or service from one consumer to another to discuss, promote and want to sell a brand to others. Based on this line of thought, the author feels interested in studying further about the influence of advertising, promotion and word of mouth methods on the level of sales in the brown sugar business in Aek Batu, Cikampak sub-district.

2. Literature Review

2.1. Advertising Method

According to (Ernawati, 2019) way of advertising is a condition of an item based on an assessment of its suitability with a predetermined measuring standard. The more according to the standards set, the higher the quality of the product will be assessed. According to (Suari et al., 2019) way of advertising as something that is offered, owned, used or consumed by consumers so as to satisfy wants and needs including physical, services, people, places, organizations and ideas.

There are 5 indicators of the quality of an item (Wulandari & Iskandar, 2018), that is :

- a. Type: type is a description of an item where the brand describes the quality of an item.
- b. Durability: durability shows the age of the product, the length of time it lives before it is time to replace it. The longer the durability, of course, the more durable. Products that are durable will be perceived as having higher quality than products that quickly need to be replaced.
- c. Number of users: In this dimension, a quality product is not seen from the ease with which the product can be repaired, the product is easy to obtain, fast and competent.
- d. Quality conformity: How to advertise an item will describe the quality provided from the item.

- e. Brands: Brand is a picture that a product is recognized by consumers and has good quality

2.2. Promotion

According to (Rizkia & Rahmawati, 2021) promotion is a promotion carried out by a certain person or group of people, in order to obtain competitive victory or results. In promotion, we know the term competitor, which is a business that produces or sells goods or services that are the same or similar to the products we offer. To find out the number and types of promotions as well as the strengths and weaknesses they have, companies need to make a complete promotion map. Making a map makes a complete promotion map. Making a promotion map that is used to carry out promotion analysis requires the right steps

According to (Rizkia & Rahmawati, 2021) There are several indicators in measuring promotion, namely:

- a. Brand (Competition brand): Companies can see their competitors as other companies that offer the same or similar products and services to the same customers with the same way of advertising.
- b. Industry Promotion (company competition): The company can see its competitors more broadly, namely the company considers its main competitors as all companies that make the same product or type of product.
- c. Advertising way: Ways of advertising are a number that companies offer for the goods and services they offer.
- d. Service quality: Service quality has a major influence on the success of a company in winning promotions.
- e. Marketing strategy: A good marketing strategy will make an advantage in a business promotion

2.3. Word of Mouth

According to (Setyo, 2017) word of mouth is a marketing activity in providing information on a product or service from one consumer to another to discuss, promote and want to sell a brand to others. The creation of customer word of mouth will have a major influence on the survival of the company, in this case Flarent Salon and Spa as a provider of beauty care services to improve. Without customer word of mouth for services in the form of goods and services, the expectations of a company to be able to live, grow and develop will be very difficult to achieve.(Handoko, 2017).

As for the indicators of word of mouth according to(Apriyani & Sunarti, 2017)namely as follows:

- a. Feelings: Feelings of satisfaction in the sense of satisfaction with products and services, namely the expression of feelings of satisfaction or dissatisfaction from consumers when receiving good service and quality products from the company.
- b. Product loyalty: Loyalty to the product, namely consumers will continue to use and continue to buy a product if the expectations they want are achieved
- c. Recommend: Recommend, that is, consumers who are satisfied after using a product or service will tell others about it and be able to create new customers for a company.
- d. Consumer expectations: Fulfillment of consumer expectations, namely whether or not the quality of a product or service after purchasing a product or service meets the expectations of consumers

2.4. Sales Rate

According to (Sofiati et al., 2018) Sales volume is goods sold in the form of money for a certain period of time and has a good service strategy in it. According to (Sasongko, 2021) the level of sales is the volume that reflects the extent to which an individual knows and relates to an item. Sales level indicator

- a. Trust: The trust that is owned by guests in the provision of services provided.
- b. Will: How big is the guest's willingness to continue using the services of that place.
- c. Purchase frequency: Purchase frequency can be used as a benchmark in measuring how far the consumer's commitment is.
- d. Number of customers: The increasing number of customers reflects that the guests have a high commitment

3. Method, Data, and Analysis

Type of Research The type of research conducted is quantitative method research, namely research with problem characteristics in the form of a causal relationship between two or more variables. Researchers can identify existing facts or events as the affected variable (the dependent variable) and investigate the variables that influence it (the independent variable). The research technique uses a Likert scale with questionnaires.

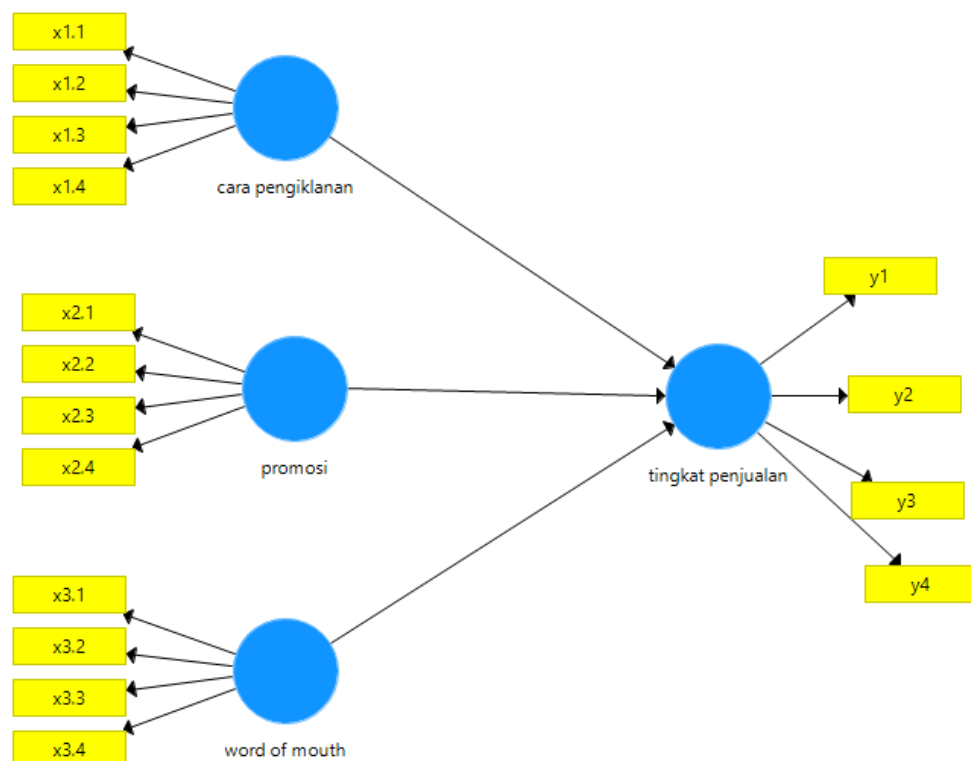
Population and sample are needed in a study to collect data from the variables studied. According to (Fitriani & Sugiyono, 2018) The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are applied by researchers to be studied and then drawn conclusions. The population in this study were I-phone users in South Labuhanbatu. According to (Sugiyono, 2018) sample is part of the number and characteristics possessed by the population.

4. Result and Discussion

This chapter describes the analysis of survey data which was distributed to 15 respondents. When conducting this data analysis, researchers used SPSS V22 to obtain findings. The description of the respondent's profile describes the identity of the respondents who were included in the survey. There were 15 samples which added that the survey distribution had been returned to the respondents and filled in completely and accurately.

4.1. Assessing Outer Models

Outer Model is a specification of the relationship between estimated indicators or parameters and latent variables (measurement models). There are three criteria in assessing an outer model which include convergent validity, discriminant validity, and composite reliability or Cronbach alpha. The following is the result of the outer model:



Outer Loading is a table that contains a loading factor to show the correlation value between indicators and latent variables. In testing convergent validity, you can use outer loadings. An indicator can be said to meet the requirements of convergent validity in a good category, if it produces an outer loading value greater than 0.7, but it can still be said to be acceptable if the value is 0.5 to 0.6. The following are the outer loadings values of each indicator contained in this research variable:

Table 1. Outer Loading

	Advertising way	Promotion	Word of mouth	Sales rate
X1.1	0.674			
X1.2	0.713			
X1.3	0.653			
X1.4	0.732			
X2.1		0.811		
X2.2		0.865		
X2.3		0.721		
X2.4		0.769		
X3.1			0.751	
X3.2			0.680	
X3.3			0.755	
X3.4			0.750	
Y. 1				0.650
Y.2				0.700
Y.3				0.723
Y.4				0.700

Source: Data processed (Output SPSS 22)

Based on the table above, it is known that the overall loading value for each reflex construct has a loading value of > 0.6. Related to this, the model is stated to have met the criteria of good convergent validity.

4.2. Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a method for evaluating discriminant validity for each construct and latent variable. Discriminant validity can be carried out by comparing the square root of average variance extracted (AVE) values for each variable in the model. A model is declared good if it obtains a greater AVE value than the correlation of other constructs. The basis for decision making in this study, a variable is declared good if it obtains an AVE value of not less than 0.5 (Sugiyono, 2015). The following are the results of discriminant validity testing in this study:

Table 2. Discriminant

Variable	Average Variance Extracted (AVE)
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Advertising way	0.650
Promotion	0.701
Word of mouth	0.785
Sales rate	0.801

Source: Data processed (Output SPSS 22)

Based on the table above, it is known that for variable X1 it has an AVE value of 0.650, variable X2 has an AVE value of 0.701, X3 has an AVE value of 0.785, variable Y has an AVE value of 0.801. Related to this, it is known that each of them obtains an AVE value of more than 0.5 where the indicator can be explained by more than 50% or more, so that the model can be tested further.

4.3. Discriminant Validity

Cross loading is another method to find out discriminate validity, namely by looking at the value of cross loadings, it can be predicted that the indicators in the latent construct in their block have a greater value compared to the indicators in other blocks which have the greatest value in the variables they have formed compared to the other variables.

Table 3. Cross loading

	Advertising way	Promotion	Word of mouth	Sales rate
X1.1	0.680	0.607	0.715	0.715
X1.2	0.815	0.699	0.736	0.801
X1.3	0.814	0.618	0.810	0.780
X1.4	0.707	0.712	0.803	0.744
X2.1	0.846	0.705	0.700	0.710
X2.2	0.815	0.750	0.736	0.740
X2.3	0.714	0.705	0.744	0.801
X2.4	0.886	0.700	0.722	0.765
X3.1	0.716	0.810	0.710	0.755
X3.2	0.850	0.706	0.726	0.701
X3.3	0.854	0.717	0.702	0.790
X3.4	0.709	0.780	0.750	0.770
Y. 1	0.856	0.717	0.750	0.753
Y.2	0.700	0.780	0.736	0.766
Y.3	0.814	0.770	0.706	0.850
Y.4	0.886	0.765	0.722	0.750

Source: Data processed (Output SPSS 22)

Based on the table above, it is stated that the indicators used in this study have good discriminant validity values.

Fornell-Lacker Criterion is a method used to compare the square root value of the Average Variance Extracted (AVE) of each construct with the correlation between other constructs in the model. Average Variance Extracted (AVE) can be used to test discriminant validity, by comparing the square root of the Average Variance Extracted $\sqrt{(AVE)}$ for each construct with the correlation between constructs and other constructs in the model. If the AVE for each construct is greater than the correlation between the construct and the other constructs, then the model has good discriminant validity.

Table 4. Fornell-Lacker Criterion

	Advertising way	Promotion	Word of mouth	Sales rate
Advertising way	0.770	0.775	0.786	0.732
Promotion	0.715	0.753	0.715	0.740
Word of mouth	0.780	0.760	0.768	0.755
Sales rate	0.778	0.765	0.763	0.798

Source: Data processed (Output SPSS 22)

Based on the table above, it can be concluded that the square root of the average variance extracted (\sqrt{AVE}) for each construct is greater than the correlation between the one construct and the other constructs in the model. From the AVE value, the constructs in the estimated model fulfill the discriminant validity criteria.

4.4. Composite Reliability

The following are the results of composite reliability testing in this study:

Table 5. Composite Reliability

Variable	Composite Reliability
Advertising way	0.880
Promotion	0.875
Word of mouth	0.886
Sales rate	0.879

Source: Data processed (Output SPSS 22)

Based on the table above, it is known that variable X1 obtained a composite reliability value of 0.880, variable X2 obtained a composite reliability value of 0.875, variable X3 obtained a composite reliability value of 0.886, variable Y obtained a composite reliability value of 0.879. Related to this, it can be seen that each variable obtains a value greater than 0.60 so that all variables are declared reliable.

4.5. Cronbach Alpha

Cronbach Alpha can be interpreted as a part that is used to test a reliability value of indicators in a construct. This construct can be said to be reliable or has fulfilled cronbach alpha if the cronbachs alpha value is > 0.7

Table 6. Cronbach Alpha

Variables	Cronbach's Alpha
Advertising way	0.789
Promotion	0.801
Word of mouth	0.856
Sales rate	0.880

Source: Data processed (Output SPSS 22)

Based on the table above, it is known that the X1 construct obtains a Cronbach's alpha value of 0.789, the X2 construct obtains a Cronbach's alpha value of 0.801, the X3 construct obtains a Cronbach's alpha value of 0.856, the Y construct obtains a Cronbach's alpha value of 0.880. Based on the results that have been obtained, it can be concluded that the value of all constructs has good reliability.

4.6. Test Inner Model

The inner test model in this study, namely R-square, is a value that shows how much the independent (exogenous) variable affects the dependent (endogenous) variable. The value of

the change in R Square can be used to determine the effect of the independent variable on the dependent variable. Following are the results of the R Square value in this study:

Table 7. R Square

Variables	R Square	R Square Adjusted
Advertising way	0.779	0.769
Promotion	0.780	0.753
Word of mouth	0.765	0.716

Source: Data processed (Output SPSS 22)

Based on the table above, obtained the R Square value for equation 1 is 0.779 or 77.9%, equation 2 is 0.780 or 78.0%, equation 3 is 0.765 or 71.6%. This means that the results of testing the structural model obtained the R-Square value in the high category

4.7. Bootstrapping (Hypothesis testing)

Bootstrapping a process in Smart PLS to assess the level of significance or probability of direct effects, indirect effects, and total effects. Bootstrapping aims to be used as a resampling method by changing the data from the samples that have been obtained.

Table 8. Path Coefficients (Bootstrapping)

Variables	Original Sample (O)	sample Means (M)	Standard deviation (STDEV)	T Statistics (O/STDEV)	P Values
Advertising way	0.368	0.488	0.110	2,180	0.031
Promotion	0.415	0.512	0.103	3,099	0.016
Word of mouth	0.459	0.470	0.107	3,938	0.000

Source: Data processed (Output SPSS 22)

Based on the table above, it can be explained as follows:

- a. The advertising method variable obtained a T-statistic value of 2.180 > 1.96 with a P-value of 0.031. This means that the method of advertising has a significant effect on the level of sales, or H1 is accepted.
- b. The promotion variable obtained a T-statistic value of 3.099 < 1.96 with a P-value of 0.016. This means that promotion has a significant effect on loyalty, or H2 is accepted
- c. The word of mouth variable obtained a T-statistic value of 3.938 < 1.96 with a P-value of 0.000. This means that word of mouth has a significant effect on loyalty, or H2 is accepted

4.8. Discussion

The way of advertising has a positive and significant effect on the level of sales. The advertising method variable obtained a T-statistic value of 2.180 > 1.96 with a P-value of 0.031. This means that the way of advertising has a significant effect on the level of sales. This means that the way of advertising has a significant effect on the level of sales. the research results are

supported by research by Cicilia (2017) with the results of a good advertising method will provide a separate assessment for consumers, consumers who feel that they are getting a product by means of good advertising will make an increase in sales levels. The advertising method has a significant correlation (relationship) and determination (influence) on the increase in PT. Robaga Beo. Based on the data analysis, it turns out that the determinant power of the advertising method is 46.5% which depends on the promotion and the side is 54.5% depending on the quality of other products, which are not examined by this study (such as promotion, company location, leadership style and etc.) The results of the descriptive analysis show that in general the advertising method set by PT.

Promotion has a positive and significant effect on the level of sales. The promotion variable obtained a T-statistic value of 3.099 < 1.96 with a P-value of 0.016. This means that promotion has a significant effect on loyalty. Promotion with competitors can lead to an increase in sales levels if carried out properly. The results of the research are in line with the results of research conducted by Elisabet (2017) with the results of the study Promotion is a factor that is quite important in the company because promotion if implemented properly, it will be able to increase sales at the all-business cooperative baliem arabica. (2) From the results of simple linear regression analysis in the form of an equation, it is obtained $Y = (\text{increase in sales}) + X = (\text{promotion})$. Thus there is a very strong positive significant relationship between the promotion variable and the increase in sales, so that if the company does not carry out promotions properly and correctly, this will affect the increase in sales in the cooperative.

Word of mouth has a positive and significant effect on purchasing decisions. The word of mouth variable obtained a T-statistic value of 3.938 < 1.96 with a P-value of 0.000. This means that word of mouth has a significant effect on loyalty. Word of mouth can be used as an effort to increase consumer loyalty, word of mouth can give a feeling of wanting to increase word of mouth again. The results of this research are in line with the research of Alvar Ebon (2018) with the results of Word of Mouth and Product Quality research having a positive and significant effect on purchasing decisions on PT. Kangzen Kenko in Manado. Word of Mouth has a positive and significant effect, where it can be seen that of the two variables studied, word of mouth has the most dominant influence on purchasing decisions on PT. Kangzen Kenko in Manado. Product quality has no significant positive effect on purchasing decisions on PT. Kangzen Kenko in Manado. In terms of product quality, The most dominating indicator is the product variation indicator, in this case there are many variations of health products in PT. Kangzen Kenko in Manado

5. Conclusion

1. The results of the 1st hypothesis are accepted, The advertising method variable obtains a T-statistic value of 2.180 > 1.96 with a P-value of 0.031.
2. The promotion variable obtains a T-statistic value of 3.099 < 1.96 with a P-value of 0.016.
3. The word of mouth variable obtained a T-statistic value of 3.938 < 1.96 with a P-value of 0.000.

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