



Marketing strategies and their effect on sales growth at taichan and grills Medan Johor

Ihdina Gustina¹, Dedy Lazuardi²

^{1,2}Department of Management, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya, Indonesia

ARTICLE INFO

Article history:

Received May 1, 2025
Revised May 7, 2024
Accepted May 22, 2025

Keywords:

Location;
Promotion;
Sales Volume.

ABSTRACT

This research aims to determine how much influence promotion and location on sales volume at Taichan and Grills. The research methodology used is descriptive quantitative method. The population in this study is unknown. The technique for determining the number of samples used in this study used is Hair technique and amounted to 100 respondents. The research method used is the technique of collecting data through questionnaires distribution, library research and field research which is carried out systematically based on the research objectives. The analytical method used to solve the problem and prove the hypothesis is descriptive analysis, regression analysis. This analysis includes validity and reliability, classic assumption test, multiple regression analysis, hypothesis testing through t and F test, and test the coefficient of determination (R²). Promotion dan location variables partially had a positive and significant on Sales Volume at Taichan and Grills Karya Wisata Medan Johor. Promotion and Location variables simultaneously had a positive and significant on Sales Volume at Taichan and Grills Karya Wisata Medan Johor.

This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.



Corresponding Author:

Ihdina Gustina,
Department of Management,
Sekolah Tinggi Ilmu Ekonomi Eka Prasetya,
Jl. Merapi No.8, Pusat Ps., Kec. Medan Kota, Kota Medan, Sumatera Utara, 20212, Indonesia
Email: hunny.bunny5813@gmail.com

1. INTRODUCTION

Nowadays, there are various methods or ways that can be used to market goods and services. With rapid and sophisticated developments in the current era, economic actors are required to change their marketing patterns and tactics in order to survive and compete with their competitors in the free market (Tabuena et al., 2022). In today's competitive market conditions, a company's marketing activities are faced with many uncertainties and uncontrollable factors such as competition, economic situations, and consumer preferences all of which influence how entrepreneurs market their products (Akinseye et al., 2022). A company must be able to market its products in order to earn a profit, as sales determine whether a company grows or not (Bohórquez et al., 2022).

In general, every entrepreneur will always have the desire for their business goals to be achieved, as is the case with several businesses in the city of Medan, which are part of the culinary industry. Sales are the main objective of business activities. Therefore, sales play a vital role for entrepreneurs to ensure that the products produced by the company can be sold and generate income for the business owner (Githinji & Nyaga, 2022).

Sharma et al., (2023) stated that sales volume does not differentiate between cash or credit transactions but is calculated as a whole based on the total achieved. If the sales volume increases while distribution costs decrease, the company's profit level will rise. Conversely, if sales

volume declines and distribution costs increase, the company's profit will decrease. The intense competition forces producers to focus on consumer needs, who constantly have many considerations when making a purchase. Every company hopes that its products can be marketed immediately. Therefore, they must quickly and accurately determine how to market their products (Rodríguez et al., 2023). The success of marketing activities depends on the responsiveness to consumer needs and desires, as well as the ability to understand consumer perceptions and preferences to know why consumers choose a product. Differences in environment, peer influence, purchasing power, culture, and product types shape diverse consumer behavior. This can be explained through marketing research, which is useful for decision-making, minimizing business risks, and developing marketing strategies early on (Sudirjo, 2023).

Marketing strategy is crucial for a company, as it is a means of achieving its goals. Argues that every entrepreneur generally aims to achieve specific sales and profit targets (possibly maximized) and to sustain or increase them over the long term (Rodríguez et al., 2023; Wu & Monfort, 2023). Failure to reach sales targets can be seen from the achieved sales volume.

When it comes to the culinary business, it will always be in demand and needed because food is a basic necessity for everyone. However, to make a culinary business stand out in the eyes of customers and achieve high revenue, it is essential to understand a specific target market. Effective food product marketing strategies can help increase sales turnover (Potwora et al., 2023). These include using attractive packaging, creating unique product profile photos, building a social media presence, partnering with delivery services, endorsing influencers, and organizing giveaways.

The object of this research is *Sate Taichan*. *Sate Taichan* is a variant of satay made from grilled chicken meat, but unlike most traditional satays, it is not served with peanut sauce or sweet soy sauce (K. A. Ali et al., 2024). The marinade for *Sate Taichan* consists of only three ingredients: cooking oil or butter, salt, and lime juice. While regular satay typically offers a combination of sweet, spicy, and savory flavors from various spices and sauces, *Sate Taichan* is known for its savory taste from the salt, tanginess from the lime juice, and spiciness from the accompanying chili sauce (Ago et al., 2023).

In forming Taichan and Grills' promotional strategy, local consumer characteristics such as demographics and daily consumption patterns are important factors that need to be carefully considered. The Medan Johor area as a business location has a diverse market segmentation, ranging from students, college students, to young families, each of whom has different consumption preferences and visiting times. However, there is no strong evidence that the promotional strategy implemented has been fully based on demographic analysis and specific consumer habits. This indicates the need to link promotional activities more sharply with local consumer profiles, so that marketing strategies become more effective and targeted.

In addition, in the context of modern marketing, the role of digital marketing—especially through social media such as Instagram and TikTok—plays a significant role in shaping consumer perceptions and decisions. Social media engagement insights, such as interaction rates, content reach, and customer responses to digital promotions, provide measurable indicators of the effectiveness of the promotions carried out.

Marketing costs can be determined by business owners according to their needs and the budget they have set. *Taichan and Grills* is a micro, small, and medium enterprise (MSME) in the food and beverage sector that sells a signature satay dish known as *Sate Taichan*. *Taichan and Grills* is located at Jalan Karya Wisata No. 15, Medan Johor. However, due to the intense competition in the market, *Taichan and Grills* has been experiencing a decline in sales. This situation has had a negative impact on the business, as fewer and fewer customers are making purchases.

The promotion referred to in the above explanation involves selling through social media platforms, such as Instagram (Bondarenko & Vyshnivska, 2023). Indirectly, promotion is the key to successfully influencing or convincing consumers. To carry out effective promotions, social media accounts must remain active. Every time a promotion is made, Taichan and Grills can effectively convey its products through social media. This method is very effective, as it allows the business to observe customer responses and understand marketing motives through the platform. However,

Taichan and Grills rarely promotes its products on Instagram. Most of the customers who purchase from Taichan and Grills are those visiting Majelis Kupa, as the stall is located within the Majelis Kupa premises.

The second factor to be discussed is location. According to the research by Mushi, (2024), location has a positive and significant partial effect on sales. Location is one of the company's efforts to provide goods and services in a way that makes them more accessible to consumers (Sudi, 2024). It is also one of the key strategies in the marketing mix that plays a crucial role in the success of a business. Every entrepreneur has different considerations when choosing a business location. *Taichan and Grills* is located in a fairly strategic area, situated on Jalan Karya Wisata, Medan Johor.

However, traffic congestion during peak hours makes it difficult for customers to make on-site purchases. Moreover, the installation of road dividers now makes it hard for cars or motorcycles to stop near the location. *Taichan and Grills* operates its stand inside *Majelis Kupa*, which also limits the available parking space.

Consumers vary greatly in terms of demographics, psychographics, psychological factors, and more, which results in varying product sales volumes both goods and services across different consumer groups. According to (Ijomah et al., 2024), sales volume is the total sales measured in units by a company within a specific period in order to achieve maximum profit and support business growth. Meanwhile, (Sudi, 2024) defines sales volume as the number of products sold within one year, where the unit of measurement depends on the type of product being sold.

Promotion is one of the key competitive tools used by businesses to attract consumers (Anderson et al., 2024). If implemented effectively, it enables a company to satisfy its customers and increase its customer base. Promotion is a form of communication that provides explanations to convince potential customers about goods and services. It can be said that promotion is a two-way exchange of information between the parties involved (S. Ali et al., 2024; Sanbella et al., 2024). Promotion as the process of introducing, informing, and reminding potential consumers about a company's products or services in order to generate purchase interest (Sajili et al., 2024).

The choice of location is a critical factor in the success of a business activity, as it serves as a way to maximize opportunities stemming from specific business ideas or concepts. According to (Nwabekee et al., 2024; Semenda et al., 2024), location refers to the place where entrepreneurs decide to establish their business, and site selection is one of the most important factors in running a business. Meanwhile, Willie, (2024) states that a company's location is the place where it conducts its business operations to produce or enhance the utility of goods or services, with the aim of maximizing profit.

2. RESEARCH METHOD

This research was conducted at *Taichan and Grills*, located at Jalan Karya Wisata No. 15, Medan Johor, North Sumatra. This study is a quantitative research. There are two types of data sources commonly used in research based on their origin: primary and secondary data. The population size in this study is unknown. Due to the unknown population and the potential bias in the number of consumers making purchases, Hair et al. (2017) recommend that the sample size should be a minimum of 5 times and a maximum of 10 times the number of indicators.

In this study, there are 10 indicators, so the sample size calculation is as follows: Minimum sample size = number of indicators x 5 = 10 x 5 = 50 respondents. Maximum sample size = number of indicators x 10 = 10 x 10 = 100 respondents. In this research, the researcher determined that the sample size would be 100 respondents from the consumers of *Taichan and Grills*. The sampling technique used is accidental sampling, where consumers encountered first by chance will be selected as samples.

The selection of the accidental sampling method in this study was based on the ease of access to respondents who were direct customers of *Taichan and Grills*. Although this method has limitations in terms of generalization, this approach is considered relevant because respondents who were met directly at the location were considered to have real experience with the promotion and location of the business being studied.

The data collection techniques used in this study are as follows: (1) Interviews are used as a data collection technique when conducting a preliminary study to identify the issues that need to be researched, and also when the researcher wants to explore in-depth information from respondents with a small number of participants; (2) Questionnaires (Surveys), where a set of written questions or statements are provided to respondents to be answered using a Likert scale; and (3) Observation, which has specific characteristics compared to other techniques, such as interviews and questionnaires (Pisică et al., 2022).

This study has conducted initial validity and reliability tests using basic statistical techniques such as item-total correlation and Cronbach's Alpha. However, this test has not included more comprehensive methods such as Confirmatory Factor Analysis (CFA) which can provide clarity of factor structure and statistical confirmation of the measurement model. The data analysis techniques used in this study are as follows: (1) Validity and Reliability Testing, (2) Classical Assumption Tests, which consist of Normality Test, Multicollinearity Test, and Heteroscedasticity Test, (3) Multiple Linear Regression Analysis, (4) t Hypothesis Test and F Hypothesis Test, and finally (5) Coefficient of Determination (R^2) Test (Zech et al., 2022).

3. RESULTS AND DISCUSSIONS

Respondent Description refers to the description of the unit of analysis/observation being studied, which includes the characteristics or profile of the respondents obtained from the processed questionnaire data. The data collection conducted on 100 respondents revealed the following respondent characteristics: by gender, the majority of respondents were female; by age, the majority were between 19 and 30 years old; and by purchase frequency, the majority of respondents made 5 to 7 purchases. The results of the Validity and Reliability Tests will be presented in Table 1 and Table 2 as follows:

Table 1. Validity test

Variabel	Statement	r_{value}	r_{table}
Promotion (X_1)	Statement – 1	0,597	0,361
	Statement – 2	0,762	0,361
	Statement – 3	0,842	0,361
	Statement – 4	0,754	0,361
	Statement – 5	0,585	0,361
	Statement – 6	0,833	0,361
Location (X_2)	Statement – 1	0,721	0,361
	Statement – 2	0,764	0,361
	Statement – 3	0,718	0,361
	Statement – 4	0,793	0,361
	Statement – 5	0,636	0,361
	Statement – 6	0,627	0,361
	Statement – 7	0,400	0,361
	Statement – 8	0,630	0,361
Sales Volume (Y)	Statement – 1	0,608	0,361
	Statement – 2	0,776	0,361
	Statement – 3	0,841	0,361
	Statement – 4	0,766	0,361
	Statement – 5	0,528	0,361
	Statement – 6	0,833	0,361

From the results in Table 1, the calculated r-value for each item statement in every variable is above the critical value ($t_{\text{table}} = 0.361$), indicating that all questionnaire items related to promotion, location, and sales volume are considered valid.

Table 2. Reliability Tests

Variabel	Item	Cronbach's Alpha
Promotion (X_1)	6	0,806
Location (X_2)	8	0,805
Sales Volume (Y)	6	0,800

From the results in Table 2, it can be seen that the Cronbach's Alpha for each variable is above 0.6, indicating that all items related to promotion, location, and sales volume are considered reliable. The results of the multicollinearity test can be seen in Table 3 below:

Table 3. Multicollinearity Tests

Variabel	Collinearity Statistics	
	Tolerance	VIF
Promotion	.779	1.283
Location	.779	1.283

Based on Table 3 above, the Tolerance value obtained is 0.779, which is greater than 0.1, and the VIF value is 1.283, which is less than 5. Therefore, it can be concluded that there is no multicollinearity issue among the independent variables. Based on the results of the multiple linear regression analysis, the regression equation obtained is as follows: Sales Volume = 3.628 + 0.473 Promotion + 0.294 Location + e, where if the independent variables Promotion (X1) and Location (X2) are both equal to 0, the sales volume remains at 3.628. For every one-unit increase in the Promotion variable (X1), the sales volume increases by 0.473. Likewise, for every one-unit increase in the Location variable (X2), the sales volume increases by 0.294. Furthermore, the t-test shows that the Promotion variable (X1) has a t-calculated value of 6.066 > t-table value of 1.984 with a significance level of 0.000 < 0.05, and the Location variable (X2) has a t-calculated value of 4.071 > t-table value of 1.984 with a significance level of 0.000 < 0.05. Therefore, it can be concluded that there is a positive and significant partial effect of both Promotion and Location on the Sales Volume at Taichan and Grills, Karya Wisata, Medan Johor.

Promotion (X1) partially has a positive and significant effect on sales volume (Y) at Taichan and Grills Karya Wisata Medan Johor, as the t-calculated value of 6.066 is greater than the t-table value of 1.984. This result is in line with the study by (Muhimmah & Rofiki, 2021), titled "Online Shop Marketing Strategy: An Effort to Increase Sales Volume", which proved that promotion partially has a positive and significant effect on sales volume.

Location (X2) also partially has a positive and significant effect on sales volume (Y) at Taichan and Grills Karya Wisata Medan Johor, as the t-calculated value of 4.071 is greater than the t-table value of 1.984. This finding is supported by the research of (Sari et al., 2022), titled "The Effect of Marketing Mix on Sales at Aneka Swalayan in Simo Boyolali (Case Study at Aneka Swalayan, Temon Village, Simo Sub-district, Boyolali Regency, 2021)", which confirmed that location partially has a positive and significant effect on sales volume. Promotion (X1) and location (X2) simultaneously have a positive and significant effect on sales volume (Y) at Taichan and Grills Karya Wisata Medan Johor. The sales volume at Taichan and Grills can be explained by the variables of promotion and location by 50.30%, while the remaining 49.70% is influenced by other factors outside of the research model.

4. CONCLUSION

Based on the results of the research conducted at Taichan and Grills Karya Wisata Medan Johor, it can be concluded that promotion and location have a positive and significant effect on sales volume, both partially and simultaneously. Effective promotion can attract consumer attention and increase purchase interest, while a strategic location also facilitates consumer access in making purchases. These two factors have been proven to make a real contribution to increasing sales volume, so Taichan and Grills need to continuously develop creative promotional strategies and consider the condition and accessibility of the business location in order to support the sustainability and optimal growth of the business. Taichan and Grills is located very close to a residential area; therefore, it is important to ensure that the stand is in a safe and comfortable location for families to visit. Provide an ordering option via WhatsApp to make it easier for customers to place their orders. Adequate parking space for customers is also a key factor in increasing sales volume. Customer comfort is essential in boosting sales at the outlet. By implementing these strategies, Taichan and Grills Karya Wisata Medan Johor can leverage its location to increase sales volume. A community-focused approach, delivery services, and local promotions will help attract more customers and build loyalty among them. The results of this study

indicate that both promotion and location have a positive and significant effect on sales volume at Taichan and Grills, both partially and simultaneously. However, the regression analysis shows that the contribution of promotion is more dominant than location in driving increased sales. This finding has important strategic implications, where companies need to prioritize the development of more aggressive, creative, and sustainable promotional strategies, especially through digital channels such as social media to reach consumers more widely and efficiently. Furthermore, these results can be used as a basis for designing long-term strategies, especially in dealing with changes in public consumption patterns post-pandemic, which tend to be more selective, digital-based, and prioritize convenience and ease of access to information. Companies need to continue to monitor consumer preferences and adjust promotional messages to remain relevant and attractive. Thus, promotion not only functions as a communication tool, but also as an adaptive strategy in maintaining and increasing customer loyalty amidst increasingly competitive market dynamics.

REFERENCES

- Ago, G., Bayu, B., Hierdawati, T., Gani, I. P., & Sucandrawati, N. L. K. A. S. (2023). Selection of marketing Strategies through online marketing platforms for MSMES. *Jurnal Ekonomi*, 12(01), 874–878.
- Akinseye, E. M., Onimole, S. O., Ekundayo, O. A., & Adebuseye, A. B. (2022). Impact of marketing strategies on organizational growth: A study of selected industries in Lagos State Nigeria. *International Journal of Business and Economics Research*, 11(1), 1–7.
- Ali, K. A., Ameen, A. A. M. A., & Tirwanshi, K. F. A. (2024). The Impact of Marketing Strategy on the Sales Performance: A study of Micro and Small enterprises' owners. *IROCAMM-International Review Of Communication And Marketing Mix*, 7(1), 65–86.
- Ali, S., Khan, K., Haider, S., & Rehman, A. (2024). Analyzing the impact of green marketing strategies on the environmental performance and market performance of companies in the consumer goods sector. *Journal of Policy Research*, 9(4).
- Anderson, S. J., Chintagunta, P. K., & Vilcassim, N. (2024). Virtual collaboration technology and international business coaching: Examining the impact on marketing strategies and sales. *Marketing Science*, 43(3), 637–672.
- Bohórquez, E., Pérez, M., Alvarez, R., & Villón, S. (2022). Marketing Strategies and Sales: Key Factors for Positioning and Growth in the Market. *International Conference on Marketing and Technologies*, 371–383.
- Bondarenko, V., & Vyshnivska, B. (2023). Promotional marketing as a method of increasing sales. *Three Seas Economic Journal*, 4(2), 21–28.
- Githinji, S., & Nyaga, G. N. (2022). Marketing strategies: do they influence the growth of small and medium enterprises in Kenya. *International Journal of Social Sciences and Information Technology*, 8(6), 76–84.
- Ijomah, T. I., Idemudia, C., Eyo-Udo, N. L., & Anjorin, K. F. (2024). Innovative digital marketing strategies for SMEs: Driving competitive advantage and sustainable growth. *International Journal of Management & Entrepreneurship Research*, 6(7), 2173–2188.
- Muhimmah, K., & Rofiki, M. (2021). Strategi Pemasaran Online Shop: Upaya Untuk Meningkatkan Volume Penjualan. *Jurnal Istiqro*, 7(2), 203–219.
- Mushi, H. M. (2024). Digital marketing strategies and SMEs performance in Tanzania: insights, impact, and implications. *Cogent Business & Management*, 11(1), 2415533.
- Nwabekee, U. S., Abdul-Azeez, O. Y., Agu, E. E., & Ignatius, T. (2024). Digital transformation in marketing strategies: The role of data analytics and CRM tools. *International Journal of Frontline Research in Science and Technology*, 3(2), 55–72.
- Pisicã, D., Dammers, R., Boersma, E., & Volovici, V. (2022). Tenets of good practice in regression analysis. A brief tutorial. *World Neurosurgery*, 161, 230–239.
- Potwora, M., Zakryzhevskaya, I., Mostova, A., Kyrkovskiy, V., & Saienko, V. (2023). Marketing strategies in e-commerce: personalised content, recommendations, and increased customer trust. *Financial and Credit Activity: Problems of Theory and Practice*, 5(52), 562–573.
- Rodríguez, L. F. M., Bazán, Z. A., Dante, A. C., Cueva, F. E. I., Calla, W. C., & Chota, R. M. (2023). Digital Marketing Strategies and Their Impact on Competitive Advantage: A Focus on Strategic Management. *Migration Letters*, 21, 624–637.
- Sajili, M., Kinanti, L. A. B., & Rudhan, A. M. (2024). Rise of AI: Transforming Data Analytics in Marketing Strategies. *Journal of Economic Business and Accounting (Costing)*, 7(4), 7216–7221.
- Sanbella, L., Van Versie, I., & Audiah, S. (2024). Online marketing strategy optimization to increase sales and e-commerce development: An integrated approach in the digital age. *Startupneur Business Digital (SABDA Journal)*, 3(1), 54–66.
- Sari, D. P., Safitri, U. R., & Ariestanto, A. F. (2022). PENGARUH MARKETING MIX TERHADAP PENJUALAN

- ANEKA SWALAYAN DI SIMO BOYOLALI. *EKOBIS: Jurnal Ilmu Manajemen Dan Akuntansi*, 10(1), 25–36.
- Semenda, O., Sokolova, Y., Korovina, O., Bratko, O., & Polishchuk, I. (2024). Using social media analysis to improve E-commerce marketing strategies. *International Review of Management and Marketing*, 14(4), 61–71.
- Sharma, K. K., Tomar, M., & Tadimarri, A. (2023). Unlocking sales potential: How AI revolutionizes marketing strategies. *Journal of Knowledge Learning and Science Technology ISSN: 2959-6386 (Online)*, 2(2), 231–250.
- Sudi, D. M. (2024). Sustainable Marketing Strategies for SMEs: The Impact of Customer Engagement on Business Growth in the Context of Environmental Sustainability. *Journal of Contemporary Administration and Management (ADMAN)*, 2(1), 512–519.
- Sudirjo, F. (2023). Marketing strategy in improving product competitiveness in the global market. *Journal of Contemporary Administration and Management (ADMAN)*, 1(2), 63–69.
- Tabuena, A. C., Necio, S. M. L., Macaspac, K. K., Bernardo, M. P. E., Domingo, D. I., & De Leon, P. D. M. (2022). A literature review on digital marketing strategies and its impact on online business sellers during the COVID-19 crisis. *Asian Journal of Management, Entrepreneurship and Social Science*, 2(01), 141–153.
- Willie, M. M. (2024). Optimizing Marketing Strategies and Expenses in Medical Schemes, South Africa: Challenges and Solutions. *Golden Ratio of Marketing and Applied Psychology of Business*, 4(2), 109–111.
- Wu, C., & Monfort, A. (2023). Role of artificial intelligence in marketing strategies and performance. *Psychology & Marketing*, 40(3), 484–496.
- Zech, A., Hollander, K., Junge, A., Steib, S., Groll, A., Heiner, J., Nowak, F., Pfeiffer, D., & Rahlf, A. L. (2022). Sex differences in injury rates in team-sport athletes: a systematic review and meta-regression analysis. *Journal of Sport and Health Science*, 11(1), 104–114.