

THE EFFECT OF DIGITAL PROMOTION STRATEGY ON INCREASING TOYOTA VIOS EX-TAXI SALES VOLUME AT PT. BLUE BIRD STONE

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Abstract

This study aims to analyze the impact of digital promotion strategies on increasing the sales volume of Toyota vios ex-taxi at PT. Blue Bird Batu Ceper. The research method used in this study is a quantitative method with a descriptive statistical approach and linear regression and examines consumer responses through filling out questionnaires. The data used consisted of 25 respondents in certain categories as well as information on the cost of digital promotion and sales of Toyota vios ex-taxi for the last four months, obtained from the company's internal reports. The survey results also show that consumers respond positively to digital promotions, which have a direct impact on purchase decisions. Meanwhile, the results of the descriptive analysis showed that the positive volume trend of sales was proportional to the increase in digital promotion budget, and the linear regression analysis showed that there was a significant relationship between digital promotion strategy and sales volume increase, with the regression coefficient showing that each increase in digital promotion budget contributed to the increase in Toyota Vios ex-taxi sales volume.

Keywords: Digital marketing, digital promotion strategy, sales volume

Introduction

In today's digital era, technological advancements are developing rapidly, and changing lives to be modern, especially in the business world, technological advancements encourage entrepreneurs to use digital promotion strategies to increase market share among customers. In the transportation company that sells used cars established by PT. Blue Bird presents Toyota ex-taxi products that are able to compete with other transportation. Using a digital promotion strategy can attract customers' attention, increase sales volume and maintain market share. PT. Blue Bird is one of the largest taxi companies in Indonesia, which was established on May 1, 1972 and is known as a safe and reliable transportation service provider. In addition to providing transportation services such as PT. Blue Bird provides other types of services such as shuttles, car rentals and the sale of used taxi vehicles including Toyota vios as its flagship product. Offering more economical prices and good quality makes it an attractive option for customers who want a car at an affordable price and quality. Although old taxis, Toyota ex-taxi have their own attractiveness in facing changes in market share and changes in consumer behavior, but the increasingly fierce competition factors have pushed PT. Blue Bird uses a digital promotion strategy. Modern internet-based strategy, advertising on social media such as facebook, tiktok, whatsapp and youtube. With a digital strategy, you can reach a wide range of customers and direct customers in making purchasing decisions.

Digital marketing is a product or service marketing technique that uses digital media such as the internet, social media, mobile devices and software with a predetermined purpose (Dibussi Tande, 2018). More than 70% of used car buyers search for more complete information online before deciding on a purchase. . Many consumers choose to buy used cars for financial reasons. However, it is undeniable that the business world must face challenges in the digital era. Not everyone believes in online shopping and a lack of understanding around digital platforms. Kotler & Kartajaya (2017) emphasized that digital marketing is the application of digital technology to connect, interact, and communicate with customers to meet their needs and desires. Offering attractive advertisements and promotions can steal the attention of consumers, consumers can interact online with companies so that a good relationship can be created between consumers and companies and can increase sales volume. Tuten & Solomon (2017) said that social media marketing is the use of social media technology, platforms and software for the purpose of helping to communicate, transmit information, interact and offer value to stakeholders in an organizational entity.

Through websites and social networks, a website is a collection of website pages that are usually grouped in sdomains or subdomains located on the world wide web (WWW) on the internet. PT. Blue Bird has a website that can be accessed by consumers, namely <https://www.bluebirdgroup.com>. In addition to using the website of PT. Blue Bird Batu Ceper also uses social media as a tool to promote sales through tiktok by creating video content of Toyota vios ex-taxi cars that have enough video likes to upload content on tiktok and open comments and do live broadcasts to communicate with potential consumers, through whatsApp you can directly communicate with consumers, through Facebook by paying for the marketplace and through YouTube, just like TikTok creates video content and does live or live broadcasts. The use of digital promotion strategies certainly has a big impact on increasing sales volume. In marketing, sales volume is defined as the number of units sold in a certain period and is often used as an indicator of company performance, which can be influenced by various factors such as marketing strategies, prices and market conditions (Kotler and Keller, 2016). The challenges faced are not only from old ex-taxi car competitors and new car competitors but from individual sales. Selling used cars with a variety of car units, customers can choose the car they want. New car manufacturers will experience an increase in purchases in the first year and will experience a rapid decline in the following year.

This kind of thing has been experienced by PT. Blue Bird because it has a stable value and market. This Toyota Vios ex-taxi car has advantages for consumers such as affordable maintenance costs compared to new cars and can be resold at a good price. Through effective promotions that can increase customer confidence in the quality of Toyota vios taxis, companies can publicize the advantages of used cars from PT. Blue Bird. Without effective promotion, customers tend to be hesitant to buy even though the product is of good quality and affordable because they are worried about the vehicle's history, and the condition of the car. The used car market generally offers affordable prices compared to new cars with limited funds PT. Blue Bird offers quality used cars and many consumers choose to buy used cars for financial reasons. This problem raises two main questions, namely how the digital promotion strategy carried out by PT. Blue Bird, Batu Ceper in increasing the sales volume of Toyota Vios ex-taxi and the analysis of the strategy carried out by PT. Blue Bird and the impact of digital promotion strategies need to be researched. To analyze the strategy carried out by PT. Blue Bird and the influence of digital promotion strategies, a survey of PT. Blue Bird and research analysis used quantitative methods to determine the growth of Toyota ex-taxi sales volume. Developing a deeper understanding of digital promotion strategies can influence consumer purchasing decisions.

Method

This study uses a quantitative research method with a survey method to analyze the impact of digital promotion strategies on increasing Toyota vios sales volume ex-taxi at PT. Blue Bird Batu Ceper. The population in this study consists of consumers who buy Toyota cars ex-taxi at PT. Blue Bird, Batu Ceper in the last 4 (four) months using a digital promotion strategy. As well as the sampling techniques used are purposive sampling taken from eligible consumers. Data was collected through a questionnaire distributed to consumers of PT. Blue Bird who has bought Toyota Vios ex-taxi. This questionnaire consists of two parts, the first is about the characteristics of respondents and the second is about digital promotion. In this study, the questionnaire distributed to the respondents used a scale Anonymous, to measure respondents' perception of the questions asked, a scale is used Anonymous with 5 answer options containing 5 points, namely strongly disagree (1), disagree (2), neutral (3), agree (4), strongly agree (5). Respondents were asked to give a value to each statement using a scale likert 5 points starting from strongly disagreeing to strongly agreeing. Calculate the percentage of respondents in a given category compared to the total number of respondents.

Questionnaire Statement: (1) I often see digital promotions carried out by PT. Blue Bird on social media; (2) The information conveyed is very clear and easy to understand; (3) The special offers (discounts, gifts, and services) offered are very attractive; (4) The digital promotion advertised by PT. Blue Bird increases customer trust; and (5) The best quality promoted by PT. Blue Bird improves customer satisfaction.

$$\text{Percentage} = \left(\frac{\text{Kategori frekuensi}}{\text{jumlah responden}} \right) \times 100$$

The collected data will be analyzed using descriptive statistics and linear regression analysis. Standard Mean, Median, Mode, and Deviation Formulas.

$$\text{Mean} = \sum \frac{X}{N}$$

where $\sum X$ is the sum of the values; N is the response data; and n (25). Median: (1) Sort data from smallest to largest; (2) If the data is odd, then the median is the middle value; (3) If the data is even, then the median is the average value of the two data values.

$$\text{Median Position} = \frac{n}{2}$$

Mood is the most frequently appearing value. Standard deviation:

$$\text{Standard Deviation} = \sqrt{\frac{\sum(Xi - \mu)^2}{N}}$$

where Xi is the lickert score of each category; μ is the average value of the data; N is the data value (25). The descriptive statistics section has a function to summarize and describe the data collected so that it is easy to understand. In other words, descriptive statistics only focus on processing existing data.

$$\text{Ordinary Least Square} = Y = a + bX$$

where Y is the number of units released each month; X is the monthly expense; a is the intercept (Y value when $X=0$); and b is the slope of the regression line.

$$b \text{ (slope)} = \frac{n \sum(XY) - \sum X \sum Y}{n \sum X^2 - (\sum X)^2}$$

where n is the amount of data; $\sum x$ is the sum of all x values; $\sum Y$ is the sum of all y values; $\sum XY$ is the result of the multiplication between x and y for each data; and $\sum X^2$ sum of squares of x values.

$$a \text{ (Intercept)} = \frac{\sum Y - b \sum X}{n}$$

Linear regression can explain the linear relationship between two variables that are measured quantitatively, the linear regression method is used to determine the influence of independent variables on dependent variables.

Results and Discussion

Evaluating how the digital promotion strategy has an impact on the sales of Toyota Vios ex-taxi at PT. Blue Bird Batu Ceper. The main focus of this research is to determine how consumer purchasing decisions are affected by the effectiveness of a company's digital promotion. Quantitative methods were used to determine the relationship between the increase in sales volume of Toyota Vios ex-taxi and digital promotion strategies. The data used consisted of consumer responses as well as sales data and digital promotional budgets obtained from the company's internal reports where descriptive statistical analysis and linear regression were used. Data was collected from 25 respondents who were selected based on certain criteria, such as knowledge or experience about Toyota Vios ex-taxi and digital promotions that the company has carried out. Respondents from various backgrounds all have a relationship with PT. Blue Bird Batu Ceper and have seen or been exposed to digital promotions. The research was conducted during the period from January to April 2024. Data was collected from the internal reports of PT. Blue Bird Batu Ceper from January to April 2024. In addition, respondents were asked to give their responses to digital promotions carried out by companies.

Table 1 Respondent Characteristics Data

Respond	Gender	Age	Education	Work
1	Male	33	SMA	Self employed
2	Male	28	S1	Civil Servants
3	Woman	35	SMA	Self employed
4	Male	33	S1	Entrepreneurial
5	Male	40	SMA	Self employed
6	Male	33	SMA	Self employed
7	Woman	32	S1	Civil Servants
8	Woman	38	S2	Civil Servants
9	Male	35	SMA	Self employed
10	Woman	33	SMA	Self employed
11	Male	37	SMA	Entrepreneurial
12	Male	30	SMA	Self employed
13	Male	34	S1	Self employed
14	Woman	35	SMA	Self employed
15	Male	38	SMA	Entrepreneurial
16	Woman	35	S1	Civil Servants
17	Male	30	SMA	Entrepreneurial
18	Male	30	SMA	Self employed
19	Male	38	SMA	Self employed
20	Woman	32	SMA	Self employed
21	Male	34	SMA	Self employed
22	Male	37	S1	Civil Servants
23	Male	39	S2	Civil Servants
24	Male	40	S1	Self employed
25	Male	39	SMA	Entrepreneurial

Gender

Male: 18 respondents with a percentage of 72%.

Female: 7 respondents with a percentage of 28%.

Age

25-30: 4 respondents with a percentage of 16%.

31-35: 12 respondents with a percentage of 48%.

36-40: 9 respondents with a percentage of 36%.

Education

High school: 16 respondents with a percentage of 64%.

S1: 7 respondents with a percentage of 28%.

S2: 2 respondents with a percentage of 8%.

Work

Self-employed: 14 respondents with a percentage of 56%.

Entrepreneurship: 6 respondents with a percentage of 24%.

Civil servants: 5 respondents with a percentage of 20%.

Table 2 Results of Calculation of Percentage of Respondents

Characteristic	Category	Frequency	%
Gender	Man	18	72
	Woman	7	28
Age	25-30	4	16
	31-35	12	48

Education	36-40	9	36
	SMA	16	64
	S1	7	28
	S2	2	8
Work	Self employed	14	56
	Entrepreneurial	6	24
	Civil Servants	5	20

From the data of 25 respondents, 72% are men and 28% are women, the age group of 31-35 dominates the respondents with the highest percentage level of 48%, this shows that the group is active in using Toyota ex-taxi car purchase services, the majority of the education level is high school with a percentage of 64%, and the highest level in the field of employment is self-employed with a percentage of 56%.

Table 3 Questionnaire Statement

Statement	1 (STS)	2 (TS)	3 (N)	4 (S)	5 (SS)	Sum
I often see promotions digital carried out by PT. Blue Bird on social media	0	0	2	3	20	25
The information conveyed is very clear and easy to understand	0	0	12	12	1	25
Special offers (discounts, gifts and service) which is advertised is very interesting	0	0	5	18	2	25
The digital promotion advertised by PT. Blue Bird boosts customer trust	0	0	13	12	0	25
The best quality promoted by PT. Blue Bird improves customer satisfaction	0	0	12	8	5	25

Table 4 Summary of the Number of Questionnaire Points

Respond	Frequently see promotions	The information is clear and easy to understand	Special	Consumer trust	Consumer satisfaction
1	5	3	4	3	3
2	4	4	4	3	3
3	5	4	3	3	4
4	3	3	4	3	4
5	3	4	4	4	3
6	4	4	4	4	3
7	5	4	5	3	3
8	5	4	3	3	4

9	5	4	4	3	3
10	4	4	4	4	5
11	5	3	4	3	4
12	5	3	5	4	4
13	5	4	4	3	3
14	5	3	4	4	3
15	5	4	4	3	3
16	5	5	4	3	3
17	5	3	4	4	3
18	5	3	4	4	4
19	5	3	4	3	4
20	5	4	3	4	4
21	5	4	4	4	3
22	5	3	3	4	5
23	5	3	4	3	5
24	5	3	3	4	5
25	5	3	4	4	5

Frequently See Promotions

$$\text{Mean} = \frac{5+4+5+3+3+4+5+5+5+4+5+5+5+5+5+5+5+5+5+5+5+5+5+5+5}{25} = \frac{118}{25} = 4.72$$

Median = 3, 3, 4, 4, 4, 5. The median is 5.

The mode of the data is 5 because it has the highest frequency value, which is 10 times.

$$\begin{aligned} \text{Population standard deviation} &= \sqrt{\frac{\sum(Xi-\mu)^2}{N}} \\ &= 6.528 \sum (Xi - \mu)^2 \\ &= 6.528/25 = 0.26112 \\ \sqrt{0.26112} &= 0.511 \end{aligned}$$

Easy-to-Understand Information

$$\text{Mean} = \frac{3+4+4+3+4+4+4+4+4+4+3+3+4+3+4+5+3+3+3+4+4+3+3+3}{25} = \frac{89}{25} = 3.56$$

Median = 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 3, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 4, 5. The median is 4.

Mode = 3 & 4 has the most frequencies which is 12.

$$\begin{aligned} \text{Population standard deviation} &= \sqrt{\frac{\sum(Xi-\mu)^2}{N}} \\ \sum (Xi - \mu)^2 &= 8.568 \\ &= 8.568 / 25 = 0.34272 \end{aligned}$$

$$\begin{aligned} \text{Population standard deviation} &= \sqrt{\frac{\sum(Xi-\mu)^2}{N}} \\ \sum(Xi - \mu)^2 &= 16.896 \\ &= 16.896/25 = 0.67584 \\ \sqrt{0.67584} &= 0.822 \end{aligned}$$

Table 5 Overall Results of the Respondents

Characteristic	Mean	Median	Mode	Standard. D
Frequently see promotions	4,72	5	5	0,511
Clear information	3,56	4	3,4	0,585
Special	3,88	4	4	0,589
Consumer trust	3,32	3	3	0,48
Customer satisfaction	3,72	4	3	0,822

Based on the calculation of the frequency of responses, the majority of respondents (4.72) stated that respondents often see the promotion of PT. Blue Bird on social media, with an average score (5) indicating that respondents chose the option "strongly agree or agree". The mode is (5) which means that respondents give the highest score, and the standard deviation is 0.511 which shows a fairly high consistency in how often they see promotions. Clarity of information (3.56) respondents gave a neutral assessment, had an average score (4) which showed that the information provided was quite clear, the mode was (3 and 4) showed a difference between respondents who felt neutral or agreed that the information provided was clear enough, standard deviation with a value of 0.585 which means normal, then, tend to agree Regarding the statement about the special offer they got (3.88), some respondents tended to agree. With an average of (4) respondents giving positive assessments, the same mode is 4 many statements of agreement are selected while the standard deviation (0.589) is moderately varied. Regarding consumer confidence, the average score (3.32) shows that the majority of respondents are in a neutral position regarding the existing level of trust. The average value (3) and mode (3) showed that the majority of respondents gave a neutral assessment of the statement. With a standard deviation of 0.48, the respondents' answer difference was quite small, indicating that most of the respondents had the same view on consumer confidence. Regarding customer satisfaction, a score of (3.72) was obtained which showed that most respondents were quite satisfied with the services or products offered. The average score is (4) and the mode is (3) which shows the tendency of the majority to give positive assessments. A standard deviation of (0.822) indicates that there is a greater variation in respondents' responses regarding customer satisfaction and that some respondents may feel more satisfied than others.

Table 6 Sales and Promotion Costs

Month	Sales (y)	Promotion Fee (x)
January	3	200.000
February	5	150.000
March	7	400.000
April	10	700.000

This table shows a trend where the higher the promotion issuance, the higher the sales recorded. This shows that effective promotions can increase consumer buying interest. Calculate linear regression based on Toyota ex-taxi car sales data for the last four months using the data provided in table 6. Calculate the average \bar{X} and \bar{Y} .

$$\bar{X} = \frac{1}{n} \sum_{i=1}^n xi = 362.500 \frac{200.000+150.000+400.000+700.000}{4} = \frac{1.450.000}{4}$$

$$\bar{Y} = \frac{1}{n} \sum_{i=1}^n yi = 6.25 \frac{3+5+7+10}{4}$$

Calculate Coefficient a

Table 7 Coefficients a

Moon	X_i	Y_i	$X_i - \bar{X}$	$Y_i - \bar{Y}$	$(X_i - \bar{X})(Y_i - \bar{Y})$	$(X_i - \bar{X})^2$
January	200.000	3	-162,500	-3.25	528,125,000	26,390,625,000
February	150.000	5	-212,500	-1.25	265,625,000	45,390,625,000
March	400.000	7	37,500	0.75	28,125,000	1,406,250,000
April	700.000	10	337,500	3.75	1,265,625,000	113,906,250,000

$$\sum(X_i - \bar{X})(Y_i - \bar{Y}) = 528.125.000 + 265.625.000 + 28.125.000 + 1.265.625.000 = 2.087.500.000$$

$$\begin{aligned} \sum(X_i - \bar{X})^2 &= 26.390.625.000 + 45.390.625.000 + 1.406.250.000 + 113.906.250.000 \\ &= 186.093.750.000 \end{aligned}$$

$$a = \frac{2.087.500.000}{186.093.750.000}$$

= 0.0112 that any increase in promotional costs of 1 IDR will increase car sales by about 0.0112 units.

$$b = 6.25 - (0.0112 \times 362,500) = 6.25 - 4.06 = 2.19$$

If there is no expenditure on promotion (promotion cost $X = 0$), then theoretically the sales are about 2.19 units of cars or rounded to 2.

Linear Regression Equations

$$Y = 0.0112X + 2.19$$

If the promotional cost is 1,200,000 then the sales prediction is:
 $Y = 0.0112 (1,200,000) + 2.19 = 13.44 + 2.19 = 15.63$ units or rounded to 15 units if, in May, the production cost is 1,200,000.

Conclusion

Based on the results of the analysis of the influence of digital promotion strategy on increasing sales of Toyota Vios ex-taxi at PT. Blue Bird Stone Ceper can be concluded:

Every increase in promotional costs of 1 IDR will increase sales by 0.0112 units of cars. This shows a positive relationship between promotional costs and sales volume. Car sales are predicted to be only 2.19 units if there is no promotional fee ($X = 0$), which is rounded to 2 units. This figure shows that sales are still small even though there are no promotional costs. With a promotional fee of 1,200,000 IDR, the sales prediction is 15.63 units, or rounded to 15. This shows that greater promotional costs contribute significantly to an increase in sales volume.

Suggestion

Based on the conclusion above, the author can give suggestions, including: (1) Virtual Showroom Feature: To allow potential buyers to see the vehicle thoroughly without having to come directly to the location, install the virtual showroom feature on your website or application; (2) Collaborate with Influencers: Collaborate with influencers who have audiences that are relevant to Blue Bird's target market; and (3) Customer testimonials: After purchasing a Toyota, invite previous taxi buyers to leave positive reviews on online stores or social media platforms. Good reviews can increase your credibility and make you attractive to potential buyers.

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