Marketing Strategies For Increased Product Sales
MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City

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Abstract

Marketing Strategies For Increasing Product Sales to find out the influence both individually and jointly between independent variables on dependent variables. The research was conducted in Sari Boga Ayu MSMEs, Matrijeron Village, Matrijeron District, Yogyakarta City, distributing a questionnaire of questions while the research sample was randomly sampling. R^2 87.9% contribution of independent variables to the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City is 87.9% 12.1% the rest excluding other factors of independent variables., F_{count} 172,359 sig= 0.000 and F_{table} 3.87 $F_{count} > F_{table}$ 172,359 > 3.87 probability values 0.000 < 0.05, stated that the independent variables simultaneously had a close potential relationship and had a significant effect on the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City and Product $b1 = 0$, .531, t_{count} 6,369 > t_{table} 1.65 and sig. 0000 < 0.05, price $b2= 0$, .548, t_{count} 3.559 > t_{table} 1.65 and .sig.0001 < 0.05, distribution $b3= 0$, 613, t_{count} 5.904 > t_{table} 1.65 and . sig. 0000 < 0.05 and promotion $b4= 0$, 329, t_{count} 4.648 > t_{table} 1.65 and sig. 0000 < 0.05 This independent variable has a close potential relationship and has a significant effect on the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City.

Keywords: Product, Price, Distribution, Promotion and Sales of Products

INTRODUCTION

Small-scale businesses are small and medium business actors in the midst of the lives of Indonesia people. Although various business fields carried out by micro-scale business actors have a very large role in the wheel of financial turnover, and take a very large role in contributing to the wheels of Indonesia's economic life. MSMEs have role very strategic important and views the importance of the existence of MSME actors, in the joints of the economic life of the Indonesia people. The existence of MSME actors is very important for the sustainability of the surrounding community's life as an economic buffer for Indonesia's economy. And indirectly has a direct impact on the economic life of the community in the lower sector by providing jobs in various employment sectors, which will automatically also increase the income of the surrounding community.

The success and failure of the continuity of a business in marketing, depending on how the management and management of marketing is, this can be seen the level of competition between similar companies and other companies or companies with each other which is getting tighter and harder, companies are required to be more innovative, creative and have use value and selling value, this requires the continuity of company activities to be able to run continuously, Structured, detailed and programmatic, marketing policies and implementations are adjusted to the market share conditions faced. Product development strives to make the marketing reach wider and affordable at all levels of society by actively participating in social media, product quality must always be maintained so that consumers are satisfied, product packaging , product gold must also be attractive and information, especially service orientation about the desired and needed products, is adjusted to the needs, desires, market share, and producers, So that consumers and users of the final product will be satisfied and loyal to the product they buy, finally consumers and end users of the product will repeatedly make purchases if the product is offered again.

Marketing plays a very important role in the continuity and success of a business, this is shown by the level of competition between companies is getting harder, it is required to increase all business activities, especially in the field of marketing, this is needed so that the continuity of business activities can continue and be able to win the competition. Marketing activities must be carried out continuously, structured and detailed. Companies must determine marketing strategy policies and implement marketing policies to face such fierce competition. Changes in the marketing environment are accelerating due to the fierce competition of competitors, especially the factor of competitors producing similar products, this has a significant impact, many companies will be oriented to the need to meet consumer needs (consumer-oriented), should always pay attention to what buyers want and need, and provide a perfect and good service orientation that consumers want so that consumers feel satisfaction, will increase sales volume in increasing revenue in business.

From various MSMEs What already exists and exists is usually managed and managed by individuals or individuals, groups, so that management and administration management is not so good, but the development of MSMEs The continuity of the business continues to exist in tandem with the lack of limited human resources it has. (Hamdani and Awatara, 2011)Indirectly with the existence of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City located in the area of Yogyakarta City is very strategic. MSMEs It is hoped that it can raise the increase in community income in the development of the economic sector, especially in the economic sector, absorb and open and create job opportunities to meet all their needs, especially primary, secondary and other needs, surrounding especially housewives taking advantage of their free time, so that the existence and expansion of MSMEs provides the impact and benefits felt to increase and increase additional income. The existence of MSMEs is expected to be a driving force for the economic activities of the surrounding community, helping to improve the economy and the welfare of the surrounding community

is fulfilled and sufficient to meet the needs of life. MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City consists of a community of culinary traders to creative industry business actors.

Table 1. Member Data
Msmes Sari Boga Ayu Matrijeron Village, Matrijeron
District, Yogyakarta City In 2023

NO	NAME OF BUSINESS ACTOR	BUSINESS NAME	PRODUCT NAME	WORKFORCE
1	Hendrik	Laundry	Washing, ironing clothes	4 People
2	Sumiati	Cakes and Snacks	Dessert Box, & Tropical Mango, Cream Donuts	3 People
3	Mr. Buang	Warung	Chicken Dumpling Noodles	2 People
4	Agus	Fish Farm	Catfish	2 People
5	Rahajeng	Warung	Martabak	1 Person
6	Saraswati	Herbal Medicine	Weight Loss	3 People
7	Santi	Catering	Assorted Ready-to-Eat Foods	4 People
8	Dwito	Miscellaneous3	Fruit Juice and Snacks	2 People
9	Thank you	Various Fried Foods	Corndong Mozzrella	2 People
10	Dwi Sulistianni	Warung	Basic Foods	2 People
11	Ida Rosida	Convection	Shirt	3 People
12	Nurdin	Street vendor business	So Casual	2 People
13	Firm	Livestock	Betta Fish	-
14	Yes, Nuryati	Warung	Soto Ayam	-
15	Mico Dharmawan	Warung	Meatballs, Chicken Noodles	1 Person
16	Nickolas Jatmiko	Homemade	Frozen foot	2 People
17	H. Mardi Utomo	Composition	Bag	1 Person
18	Okti	Various Bicycles	Buying and Selling Bicycles	2 People
19	Dita	Shop	Juali Buys Clothes	2 People
20	Swarsih	Warung	Selling Indome and Porridge	-
21	M. Limbong	Workshop	Patch Patches	Family
22	Rahmawati	Various Fried Foods	Grilled Sausage & Drink	2 People
23	Julio	Warung	Food and drink	Family
24	Jasinah	Meals Ready to Serve	Gimbap Shusi Korean Food	4 People
25	Sumarni	Various Fried Foods	Fried Peyek	Family
26	Samin	Warung	Amisa Fruit	2 People
27	M. Soleh	Service	Air Conditioning Service	3 People
28	Ginanjar	Home	Grocery	Family
29	Saydina Umar	Various Buying and Selling	Apparel	2 People
30	Consume	Warung Wartek	Ready Meals	1 Person
	30 People			**52 People**

NO	NAME OF BUSINESS ACTOR	BUSINESS NAME	PRODUCT NAME	WORKFORCE
31	Titin Sumartini	Residential Homes	Convection/Sewing	3 People
32	Agus Suharto	Shop	Mini market	3 People
33	Rismawati	Home/shop	Car/Automotive Air Conditioner	4 People
34	Fitri Yeni	Restaurant	Food/Beverage	3 People
35	Kaparwi Napan	Warung	Groceries	2 People
36	Marlina Laras	Restaurant	Food/Beverage/Coffee	1 Person
37	Jumi Yem	Restaurant	Food/Beverage	2 People
38	Ending	Restaurant	Food/Beverage	2 People
39	Naida	Food	Snack Food	Family
40	Sahroni	Warung	Fried rice	Family
41	Sudarti	Warung/house	Grocery	2 People
42	Wandi	Warung/house	Food/Beverage	Family
43	Rukinem	Warung	Food	Family
44	M. Syarifudin	Warung	Grocery	2 People
45	Aspan	Warung/house	Basic Foods	1 Person
46	Nadzip Rosyidi	Shop/home	Perfume	2 People
47	Jana	House	Food, coffee, indomie	Family
48	Invite Kus	Warung	Grocery	1 Person
49	Luchiana	Shop	Trade clothes	2 People
50	Randi Gunawan	Shop	Convection	3 People
51	Lukas Krisna	Shop	Adult Clothing	5 People
52	Lisa Anggreani	Warung	Food/Warung Tegal	Family
53	Renni Susilowati	Shop	Optick	2 People
54	SP Budi Santoso	House	Traditional Massage	1 Person
55	Ayu Lestari	Home stores	Grocery store	2 People
56	Dwi Suherman	Shop	Food and cake	1 Person
57	Timas Ud.	House	Grocery	Family
58	Surya Lena	Shop	Convection material	5 People
59	Abdi Yusman	House	RT tool material.	Family
60	Rofiq	Shop	Convection	5 People
30 People				**54 People**
60 total Person				**106 People**

Source; MSME Community

The various conditions above cause traders to be creative business actors. are required to be proactive in reading opportunities in business and the desire to meet the needs of the community as consumers/customers, other service users. One of the businesses that must be carried out by business actors is to communicate, inform, and market products and services produced through products, prices, distribution, and, promotion.

(Slatan William I, 2003) says that Product is a good or service offered by consumers, so that the product can be purchased, used to meet the needs of consumers. (Hariyati, 2008) said that the products offered by consumers ideas, ideas, services, products and physical goods,While (P. Kotler, 2001) that Product can be in the form of ideas, or ideas in the form of invisible objects that provide many benefits for users and users. The product is goods or services offered companies in order to get what they want, need, buy, consume in the market

and use by consumers to meet the wants and needs of the market., these products are in the form of original and original products, products and brands are modified and refined or new brands as a result of research and research and development so that it is expected that these products can meet the needs of consumers in the market (Cravens, 2009)

The price factor is indirectly very important to influence consumers in terms of purchases indirectly affecting business income, in addition to other factors such as products, distribution and promotion. The price is part of the components of the marketing mix, has a dynamic nature and character, flexible, changes at any time according to the conditions of the market environment, the characteristics of the price. The standard quality benchmark of the product that is used as a handle is seen from the quality of the product and the quality of the product. The determination of selling prices is carried out by high producers, and consumers will incur the costs incurred to get quality products, as desired and expected by consumers to meet their needs. The formation of prices from the value of the benefits of the product to satisfy and the purpose of needs both as producers and consumers. The quality and production viewpoint produced is the basis for consideration in consumer decision-making in terms of purchasing so that the price of the product can compete with the price of its competitors' products. It is very important to pay attention to business actors, especially in terms of determining the market segmentation that will be targeted, aiming to determine the price, products produced and produced in the pre-drink class, middle class or low class position. The basis for considering the process of consumer purchasing behavior is the price factor, In the increasingly fierce competition for market share, business actors in marketing the products or services they produce. are required to innovate and be creative with the products produced and produced in order to compete and compete in the market share.

One of the determinants and success of running business activities and realizing the desired maximum profit is promotion to achieve the expected profit, an effective and efficient, integrated and comprehensive marketing program is needed to be carried out by considering the development of innovative products, the market share that is used as the target and the market segment that is targeted and targeted so that the sales volume and profit will increase. .**According to(. Stanton Wiliam, 2011) say:"Promotion is the element in an organication's marketing mix that serves to inform, persuade and remand the market of the organization and or its product**." The success of business actors in achieving the profit goals generated in carrying out business activities in terms of marketing promotion is how business actors inform, communicate in detail and completely, the benefits and values contained and inherent in the product to consumers, customers and users and establish sustainability with related parties customers, consumers, suppliers, financial institutions and government apparatus and related agencies by maximizing potential, other resources, So that it will indirectly increase business income.

The level of competition between competitors is getting fiercer, companies in terms of business actors must improve the quality of distribution channels to establish communication relationships and maintain loyal customers and loyalty that can benefit the company in the future. Loyal customers are very dominant to determine the success and continuity of business activities in the company in the future. To attract consumer purchasing power to purchase products produced and offered by consumers in the market, prices are needed in accordance with competitive market desires in the price competition of products offered by competitors in competitive competition in the market. The existence of an effective promotion program, supported by the quality and service of the products produced and provided by providing a sense of satisfaction and comfort for the users of the products to consumers.

Of several variables in the marketing mix, promotion is used as a reference by consumers regarding the selection and use of goods and services that consumers want and expect. The

demand for products will increase if consumers are interested and interested in the values and benefits of the product, buy and use the products offered in the market. And if the demand for products decreases, increase fierce competition, lack of innovation, lack of information on the value and benefits to consumers, so that it will have an impact on consumers, customer confidence and trust and consumers will be reduced in buying and using these products. The relationship between promotion and purchase decisions Introduction to the interrelationship between promotion and purchase decisions to increase sales in achieving maximum profits, detailed, detailed, product/service as a whole regarding value, usefulness, benefits of products and services will have a psychological impact on consumers' purchase of products offered in the market

Revenue becomes One of the benchmark indicators the success rate of micro business actors. If the desired profit is increasing, the greater the income generated by business actors. Income is the amount of money that a person or household makes, earns and earns over an unlimited period of time (Sherraden, 2006) Income or profit in the economy is the income generated by business actors, after deducting all expenses and costs hidden(Sukirno, 2002) Income is the money that a person earns and receives in the form of wages, salary income, interest and expected profits, and so on. The income that has been generated is the income obtained and obtained in exchange for the business results of the activities carried out.

The main purpose of building or running a business is to use to earn income, produced can be used and utilized to meet the needs for life and continuity of activities in running a business in achieving the desired goals. The income received and obtained is in the form of money that can be used as a means of payment and exchange in trade. (Samuelson, Paul A & Nordhaus, 2004)

PROBLEM FORMULATION

How the Influence of Both Partial (Individually) and Simultaneously (Together) Products, Prices, Distribution, and Promotions on the Sales of Sari Boga Ayu MSME Products in Matrijeron Village, Matrijeron District, Yogyakarta City

FRAME MIND

Figure 1. Conceptual Framework
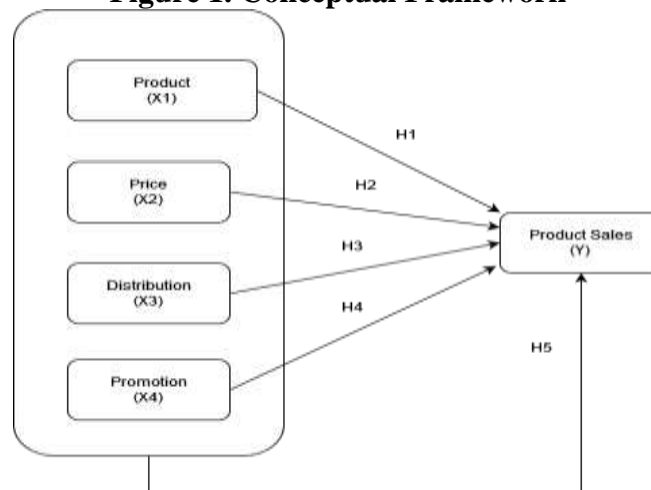
HYPOTHESIS

1. There is a Positive and Significant Influence Between Products on Product Sales MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City

2. There is a Positive and Significant Impact Between Price and Product Sales MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
3. There is a Positive and Significant Influence Between Distribution on Product Sales MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
4. There is a Positive and Significant Influence Between Promotion on Product Sales MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
5. There is a Positive and Significant Influence Between Products, Prices, Distribution, and Promotion on the Sales of Sari Boga Ayu MSME Products in Matrijeron Village, Matrijeron District, Yogyakarta City

RESEARCH METHODS
Research Object and Population
The object of this research is MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City And the population of this study is Sari Boga Ayu MSME Consumers in Matrijeron Village, Matrijeron District, Yogyakarta City
Samples and Sampling Techniques
According to (Sugiyono, 2011) "Sample, the population of the research object that has the characteristics of the research object. The Lemeshow formula is used to determine the number of samples because the population of the research object is infinite and unknown. (Sarjono, Haryadi & Winda, 2013). 10% is set for the determination of the sample level of precision.

$$n = \frac{Z_1 - \propto^2 \ P\,(1-P)}{d^2}$$

Information:
n: Number of samples
Z: Z score at 95% confidence
P: Maximum Estimate
d: Alpha (0.1) or sampling error = 10%

Sample calculation:

$$n = \frac{1,96^2 \, x \, .0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416.0,25}{0.01} = 98.64$$

Based on the sample calculation formula above, it is concluded that the sample needed by 100 consumers of Sari Boga Ayu MSMEs in Matrijeron Village, Matrijeron District, Yogyakarta City. The population is sampled using random sampling, having the same opportunity to be sampled is expected from objective research.

Variable Operations
Operational variables are a concept that is converted into measurable variables, so the variables used in this study must be changed to operational definitions of variables with the purpose of providing limitations and explanations in this research.

Table 1. Variable Operations

Variable	Sub Variables	Indicators	Information
Products (X_1)	1. Performance 2. Reliability	1. Specification Conformity 2. Superiority	Ordinal

	3. Durability 4. Conformity 5. Service Capabilities	3. Product Design 4. Product Type 5. Quality Perception 6. Product Warranty 7. Durability 8. Ease 9. Product Quality 10. Aesthetic	
Source: (Yamit, 2017)			
Price (X_2)	1. Price Tier 2. Discount 3.Payment Terms	1. Price List 2. Price Discount 3. Pricing 4.Affordable Price 5. Discount 6. Price Suitability 7.Price Promotion 8.Price Appeal 9.Price Effectiveness 10.Payment System	Ordinal
Source: (P. Kotler, 2015)			
Distribution (X_3)	1.Direct Evidence 2. Reliability 3. Responsiveness 4.Warranty 5. Empathy	1. Location 2. Service Appearance 3. Hygiene 4. Speed of Service 5. Appropriate service 6. Responsive to Complaints 7. Employee Courtesy 8. Hospitality of Waiters 9. Ability to Understand Consumers 10. Giving Positive Responses	Ordinal
Source:(Lupiyoadi, 2001)			
Promotion (X_4)	1. Advertising 2. Public Relations 3.Direct marketing 4. Word of mouth	1. Brochure giving 2. Banners 3. Message 4. Coupon Giving 5. Provision of facilities 6. Through the company's website 7. Holding events 8. Through social media 9. Good relationships 10. Recommendations	Ordinal
Source:(Rambat, 2012)			
Sales (Y)	1.Achieve Sales Volume 2. Earn Profit 3.Supporting Company Growth a.	1. Types and characteristics of goods offered 2. Achieve sales volume 3. Product Price 4. Consumer Wants and Needs 5. Buyer group or market segment 6. Earn a profit 7. Purchasing power 8. Product quality 9. Quality of service 10. Company growth	Ordinal
Source: (P. and K. L. K. Kotler, 2012)			

Multiple Linear Regression Analysis

This model knows the influence of independent on dependent, the regression equation is:

$$Y = \beta + \alpha_1 x_1 + \alpha_2 x_2 + \alpha_3 x_3 + \alpha_4 x_4 + e$$

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Information:

Y	=	Product Sales
β	=	Interception Constant
$\alpha_1, \alpha_2\, \alpha_3\, \alpha_4$	=	Regression coefficient
x_1	=	Product
x_2	=	Price
x_3	=	Distribution
x_4	=	Promotion
e	=	Error

Results and Discussion
Validity Test

The determination of the data in the research instrument by looking at the results of the correlation of the score of each question item in the questionnaire with the total score of the entire question item, with a comparison of $r_{calculation} > r_{table}$, then the question item is declared valid.

Table 2. Validity Test Results

Variabel	Statement	R Count	R Table	Description
Product (X1)	1	0.634		
	2	0.613		
	3	0.666		
	4	0.630		
	5	0.445	**0,1966**	**VALID**
	6	0.416		
	7	0.640		
	8	0.578		
	9	0.626		
	10	0.623		

Variable	Statement	R Count	R Table	Description
	1	0.475		
	2	0.531		
	3	0.421		
	4	0.457		
Price (X2)	5	0.511	**0,1966**	**VALID**
	6	0.511		
	7	0.373		
	8	0.446		
	9	0.234		
	10	0.459		

Variable	Statement	R Count	R Table	Description
	1	0.468	--	
	2	0.540		
	3	0.332		
	4	0.607		
Distribution (X3)	5	0.632	**0.1966**	**VALID**
	6	0.167		

	7	0.643		
	8	0.145		
	9	0.649		
	10	0.558		

Variable	Statement	R Count	R Table	Description
Promotion (X₄)	1	0.699		
	2	0.663		
	3	0.642		
	4	0.669		
	5	0.517	**0.1966**	**VALID**
	6	0.711		
	7	0.745		
	8	0.551		
	9	0.218		
	10	0.183		

Variable	Statement	R Count	R Table	Description
Product Sales (Y)	1	0.618		
	2	0.748		
	3	0.711		
	4	0.715		
	5	0.579		
	6	0.750	**0.1966**	**VALID**
	7	0.754		
	8	0.626		
	9	0.772		
	10	0.578		

Reality Test

Consistent measurement can be reliable in research, it is said to be realistic if the results obtained from Cronbach's Alpha > α value = 0.70 (Priyatno, 2013)

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Product	.871	Realism
Price	.767	Realism
Distribution	.794	Realism
Promotion	.836	Realism
Product Sales	.913	Realism

The table above shows the reality where Cronbach's Alpha coefficient, product, price, distribution, promotion and sales of the product > a critical value of 0.70 i.e. .871, .767, .794, .836 and .913, > 0.70

Multiple Linear Regression Analysis

Table 4. Results of Coefficients Calculation

		Coefficients						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
Type		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.552	.658		.838	.404		
	Product	.531	.083	.561	6.369	.000	.159	6.299

Price	.548	.154	-.501	3.559	.001	.062	16.036
Distribution	.613	.104	.593	5.904	.000	.122	8.182
Promotion	.329	.071	.364	4.648	.000	.201	4.975

a. Dependent Variable: Product Sales

The multiple linear regression equations are:

$$Y = .552 + .531 X1 + .548 X2 + .613 X3 + .329 X4 + ... \beta$$

- The dependent regression coefficient is 0.552, keeping other factors, the independent variable is fixed, the value of the dependent variable of Sari Boga Ayu MSMEs in Matrijeron Village, Matrijeron District, Yogyakarta City is 0.552
- If the product variable shows an increase in one unit while the price, distribution, and promotion are fixed, resulting in an increase in the variable dependent of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City by 0.531
- If the price variable shows an increase in one unit while the product, distribution, and promotion are fixed, resulting in an increase in the variable dependent for MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City by 0.548
- If the distribution variable shows an increase in one unit while the product, price, promotion is fixed, resulting in an increase in the variable dependent of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City by 0.613
- If the promotional variable shows an increase in one temporary unit of product, the distribution price is fixed, resulting in an increase in the variable dependent of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City by 0.329

Determination Coefficient (R2) Testing

Table 5. Results of Summary Model Calculation
Model Summary[b]

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	. .937a [a]	. 879 reviews	. 874 reviews	2.168

a. Predictors: (Constant), Promotion, Product, Price, Distribution

b. Dependent Variable: Product Sales

- R = 0.937 The relationship between the correlation coefficient of the independent variable and the dependent variable of MSME Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
- R Square = 0.879 The influence of independent variables on the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City, the remaining 12.1% was influenced by other factors other than the independent variable. R Square is located from 0 to 1, the larger the R Square, the stronger the relationship between the independent variable and the dependent variable of Sari Boga Ayu MSMEs in Matrijeron Village, Matrijeron District, Yogyakarta City or vice versa. Adjusted R Square = .874, the same meaning and meaning as R square, where Adjusted R square is more stable/fixed/constant adjusted how many independent variables.
- Standard error of the estimate = 2,168 error level measurement prediction variable dependent observation

Partial test (individual) (t test)

Table 6. Results of t-test calculation

Coefficients

Type		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.552	.658		.838	.404		
	Product	.531	.083	.561	6.369	.000	.159	6.299
	Price	.548	.154	.501	3.559	.001	.062	16.036
	Distribution	.613	.104	.593	5.904	.000	.122	8.182
	Promotion	.329	.071	.364	4.648	.000	.201	4.975

a. Dependent Variable: Product Sales

- **Each product variable** has a close relationship with potential and has a significant influence (value $b_1 = 0$, .531, t_{count} product $6,369 > t_{table}$ 1.65 and 0.000. < 0.05 on the variable dependent of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
- **The price** variables themselves have a close potential relationship and have a significant effect (value $b_2 = 0$, .548 $t_{calculate}$ the price of $3.559 > t_{tables}$ 1.65 and 0.001. < 0.05 on the variable dependent of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
- **The distribution** variables individually have a close potential relationship and have a significant effect (value $b_3 = 0$, 613 $t_{calculated}$ the distribution of $5,904 > t_{tables}$ 1.65 and 0.000 < 0.05 to the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City
- **The promotion** variables themselves have a close potential relationship and have a significant effect (value $b_4 = 0$, 329 $t_{calculation}$ of $4,648 > t_{table}$ 1.65 and 0.000 < 0.05 for the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City

Simultaneous test (F test)

Table 7. Results of Anova Model Calculations

ANOVAa

Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	3239.569	4	809.892	172.359	.000b
	Residual	446.391	95	4.699		
	Total	3685.960	99			

a. Dependent Variable: Product Sales
b. Predictors: (Constant), Promotion, Product, Price, Distribution

$F_{count} = 172.359$ sig.$= .000$ and F_{table} is 3.87 ($F_{\propto (n-k),(k-1)} = F_{0.05\ (100-4),(4-1)}$) $F_{count} > F_{table}$ $(172.359 > 3.87$ sig. $.000 < 0.05$, independent variables simultaneously/together have a close potential relationship and have a significant effect on the dependent variable of MSMEs Sari Boga Ayu, Matrijeron Village, District Matrijeron, Yogyakarta City

Conclusion

R^2 is 87.9% of the contribution of the independent variable to the dependent variable of Sari Boga Ayu MSMEs in Matrijeron Village, Matrijeron District, Yogyakarta City by 87.9% and the remaining 12.1% excluding other factors from the independent variable. $F_{count} = 172,359$ sig. $= 0.000$ and F_{table} is 3.87, $F_{count} > F_{table}$ $(172,359 > 3.87$ sig.$000 < 0.05$ value, the dependent variables together have a close potential relationship and have a significant effect on the dependent variable of Sari Boga Ayu MSMEs, Matrijeron Village, Matrijeron District,

Yogyakarta City Product (X1) value b1 = 0, .531, t $_{count}$ 6.369 > t $_{table}$ 1.65 and sig. .000 < 0.05, price (X2) value b2 = 0, .548, t $_{count}$ 3.559 > t $_{table}$ 1.65 and . sig.001 < 0.05, distribution (X3) value b3= 0, 613, t $_{count}$ 5.904 > t $_{table}$ 1.65 and . Sig.. 000 < 0.05 and promotion (X4) value b4 = 0, 329, t $_{count}$ 4,648 > t $_{table}$ 1.65 and sig.000 < 0.05 independent variables each have a close potential relationship and have a significant effect on the dependent variable of MSMEs Sari Boga Ayu Matrijeron Village, Matrijeron District, Yogyakarta City

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