

The Effect of Promotion and Quality of ADAMIX Instant Cement on Increasing Sales

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ABSTRACT

Penelitian ini bertujuan untuk mengetahui pengaruh promosi dan kualitas produk terhadap peningkatan penjualan produk Semen Instan Adamix di PT Adamix Mortar Indonesia, baik secara parsial maupun simultan. Metode yang digunakan dalam penelitian ini adalah metode kuantitatif dengan pendekatan asosiatif. Sampel dalam penelitian ini adalah seluruh karyawan bagian promosi dan produksi yang berjumlah 30 orang. Teknik analisis data yang digunakan adalah regresi linier berganda, uji t, uji F, dan uji koefisien determinasi (R^2). Hasil penelitian menunjukkan bahwa secara parsial, variabel promosi (X_1) berpengaruh positif dan signifikan terhadap peningkatan penjualan, dengan nilai signifikansi sebesar $0,006 < 0,05$. Kualitas produk (X_2) juga berpengaruh positif dan signifikan dengan nilai signifikansi sebesar $0,032 < 0,05$. Secara simultan, promosi dan kualitas produk berpengaruh signifikan terhadap peningkatan penjualan, yang dibuktikan dengan nilai F hitung sebesar $11,514 > F$ tabel $1,701$ dan nilai signifikansi sebesar $0,006 < 0,05$. Koefisien determinasi (R^2) sebesar 46% menunjukkan bahwa variasi peningkatan penjualan dapat dijelaskan oleh variabel promosi dan kualitas produk, sedangkan sisanya 54% dipengaruhi oleh faktor lain yang tidak diteliti. Hasil penelitian ini menegaskan pentingnya strategi promosi yang efektif dan peningkatan kualitas produk dalam mendorong penjualan, khususnya dalam industri semen instan yang kompetitif.

Kata Kunci: Promosi; Kualitas Produk; Peningkatan Penjualan; Semen Instan Adamix.

ABSTRACT

This study aims to determine the effect of promotion and product quality on increasing sales of Adamix Instant Cement products at PT Adamix Mortar Indonesia, both partially and simultaneously. The method used in this study is a quantitative method with an associative approach. The sample in this study were all 30 employees of the promotion and production division. The data analysis techniques used were multiple linear regression, t-test, F-test, and coefficient of determination (R^2) test. The results showed that partially, the promotion variable (X_1) had a positive and significant effect on increasing sales, with a significance value of $0.006 < 0.05$. Product quality (X_2) also had a positive and significant effect with a significance value of $0.032 < 0.05$. Simultaneously, promotion and product quality had a significant effect on increasing sales, as evidenced by the calculated F value of $11.514 > F$ table 1.701 and a significance value of $0.006 < 0.05$. The coefficient of determination (R^2) of 46% indicates that the variation in sales increases can be explained by promotional variables and product quality, while the remaining 54% is influenced by other factors not examined. The results of this study emphasize the importance of effective promotional strategies and improving product quality in driving sales, especially in the competitive instant cement industry.

Keyword : Promotion, Product Quality, Sales Improvement, Adamix Instant Cement

INTRODUCTION

In the middle rapid development industry construction in Indonesia, the need will material efficient and quality buildings increasingly increased. One of the component main in construction is cement (Masgode et al., 2024) . Companies operating in the cement sector cement production and distribution is required for capable compete in a way effective in fulfil increasing market demand complex. PT Adamix Mortar Indonesia as instant cement manufacturer present answer need the through products that offer convenience use and efficiency in development.

However, even though own product with quality superior, PT Adamix Mortar Indonesia is still face challenge Serious in increase number sales. This is No let go from height competition in the instant cement market, where various brand competes in aspect price, quality, and marketing strategy. In the context of this , promotion and quality product become two factor main thing to be assessed contribute big to sales volume achievement (Putri & Ikaningtyas, 2024) .

Promotion own role important in introduce product to consumers , forming perception , and encourage interest buy (Ulitama & Prastyani, 2023) . Various form promotion like advertisements, discounts, events, and marketing direct capable create connection emotional between products and consumers. However , promotions that are not balanced with quality good product can impact negative to loyalty customer (Boleng et al., 2025) . Therefore that, quality product become factor key in maintain and improve trust consumers. Products that meet expectation from aspect Power resistance, ease use , and results end will push consumer do purchase repeat .

In research This time, PT Adamix Mortar Indonesia was made as object studies to know how much big influence promotion and quality product to improvement sales. With use approach quantitative and technical analysis multiple linear regression, research This aim measure the contribution of each variable, both in a way partial and simultaneous. Analysis results expected can give relevant and applicable information for party management company in develop more marketing strategies effective.

This research also highlights the importance of innovation in promotional strategies and consistency in maintaining product quality as part of competitive advantage. Therefore, this research is expected to make a tangible contribution to the development of marketing science and serve as a reference for other companies seeking to improve their sales performance through an integrated approach to promotion and product quality.

RESEARCH METHODS

This study uses a quantitative approach with an associative method. The aim is to determine the effect of promotion and product quality on increasing sales of Adamix instant cement at PT Adamix Mortar Indonesia, both partially and simultaneously. This method was chosen because it can explain the relationship between variables using numerical data and measurable statistical analysis. The type of research used is quantitative associative research (Warsito, 2020) .

This study aims to test the hypothesis about the relationship between independent variables, namely promotion (X_1) and product quality (X_2), on the dependent variable of increasing product sales (Y) (Karmilah et al., 2023) . The design used is a survey using a questionnaire compiled based on theoretical indicators and developed in the form of a Likert scale (Adil et al., 2023) . The study was conducted at PT Adamix Mortar Indonesia, located in Kesamben Village, Plumpang District, Tuban Regency, East Java. The study was conducted from March to June 2025 field test research The population in this study were all employees of PT Adamix Mortar Indonesia involved in the promotion and production fields, totaling 30 people. Because the population is less than 100 people, the sampling technique used is total sampling, that is, all members of the population are sampled.

Data collection was carried out Data collection techniques were carried out through direct observation of company activities. Interviews with relevant employees. Distribution of questionnaires as the main research instrument (Mamuaya et al., 2025) . Documentation related to company sales and

promotion data. The research instrument was a questionnaire with a five-point Likert scale, ranging from "Strongly Disagree" (1) to "Strongly Agree" (5), including 8 items for promotion, 10 items for product quality, and 5 items for increasing sales.

The data analysis technique was analyzed using SPSS software version 25, with the following analysis stages:

Validity and reliability testing were performed by calculating the correlation between each item and the total score. An item is considered valid if the calculated r-value is greater than the table r-value. Instrument reliability was tested using Cronbach's Alpha, with a value greater than 0.60 being considered reliable (Janna & Herianto, 2021).

The data analysis technique obtained was analyzed with the help of SPSS version 25. The stages of data analysis include: *Normality Test* : using Kolmogorov-Smirnov with the provision of a significance value of > 0.05. *Multicollinearity Test* : using Tolerance and VIF values, it is said that there is no multicollinearity if Tolerance > 0.1 and VIF < 10. *Heteroscedasticity Test* : using the Glejser test, if the significance value is > 0.05 then there is no heteroscedasticity (Ismanto & February, 2021). Multiple Linear Regression Analysis The regression model used is (Darmawan, 2024) :

$$Y = a + b_1X_1 + b_2X_2 + e$$

Where :

Y = Increase in Sales

X1 = Promotion

X2 = Product Quality

a = Constant

b1,b2 = Regression coefficient

e = Error

Hypothesis tests include *the t-test* to examine the partial effect of each independent variable on the dependent variable. *The F-test* to examine the simultaneous effect of promotion and product quality on sales growth. *The coefficient of determination (R²)* measures the magnitude of the joint influence of the independent variables on the dependent variable (Sumilat et al., 2022).

RESULTS

This study was conducted to determine the effect of promotion and product quality on increasing sales of Adamix Instant Cement at PT. Adamix Mortar Indonesia. Data analysis used multiple linear regression with the help of SPSS software. The research sample consisted of 30 respondents who were employees of the marketing and production departments, as presented in Table 1.

Table 1. Gender Respondents

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MAN	26	86.7	86.7	86.7
	WOMAN	4	13.3	13.3	100.0
	Total	30	100.0	100.0	

Source: Data processed by SPSS v.25

Amount respondents in study This totaling 30 people who can see from type gender, from table 1 can know that respondents of various types sex man as many as 26 employees /person (86.7%) while various types of consumers Woman as many as 4 employees /person (13.3%). Thus, table can conclude the average number of consumers at PT. Adamix Mortar Indonesia is dominated by employee's man.

Table 2. Testing Validity

Item-Total Statistics				
VARIABLES	Questionnaire	Corrected Item-Total Correlation	r Table	Note:
Promotion (X1)	question 1	,906 **	0.36	Valid
	questions	,845 **	0.36	Valid
	question 3	,906 **	0.36	Valid
	question 4	,858 **	0.36	Valid
	question 5	,598 **	0.36	Valid
	question 6	,662 **	0.36	Valid
	question 7	,703 **	0.36	Valid
	Question 8	,577 **	0.36	Valid
Quality Product (X2)	question 1	,413 **	0.36	Valid
	questions	,400 **	0.36	Valid
	question 3	,665 **	0.36	Valid

	question 4	,699 **	0.36	Valid
	question 5	,443 **	0.36	Valid
	question 6	,712 **	0.36	Valid
	question 7	,709 **	0.36	Valid
	Question 8	,716 **	0.36	Valid
	Question 9	,715 **	0.36	Valid
	Question 10	,580 **	0.36	Valid
Increase Sales (Y)	question 1	,827 **	0.36	Valid
	questions	,871 **	0.36	Valid
	question 3	,671 **	0.36	Valid
	question 4	,913 **	0.36	Valid
	question 5	,846 **	0.36	Valid
** . Correlation is significant at the 0.01 level (2-tailed).				
* . Correlation is significant at the 0.05 level (2-tailed).				

Source: Data processed by SPSS V. 25

From table 2, the instrument testing conducted on 30 respondents has a table r value at a significance level of 5% of 0.361. This means that the item value of each variable or question item in the questionnaire, namely promotion (X1), product quality (X2), and increasing sales (Y), will be declared valid if the correlation value (*Corrected item total correlation*) is greater than the table r value.

Table 3. Testing Reliability

Reliability Statistics			
Variables	Cronbach's Alpha	N of Items	Note:
X1 (Promotion)	0.902	8	Reliable
X2 (Quality Product)	0.814	10	Reliable
Y (Increase Sale)	0.885	5	Reliable

Source: Data processed by SPSS V.25

Reliability test in study This stated with see mark *Cronbach Alpha* (a). a variable stated reliable If mark *Cronbach Alpha* > 0.6, where value 0.6 has criteria not enough good, 0.7 is enough or can accepted, and above 0.8 is stated Good.

After it is done testing reliability in study This so obtained from the data in table 3 (*Reliability Statistics*) known mark *Cronbach Alpha* For variable X1 is 0.902 > 0.6; X2 is 0.814 > 0.6 and Y is 0.885 > 0.6. Because the

Cronbach Alpha value for variable X1 is 0.902; X2 is 0.814; and Y is 0.885 which is greater than 0.6, it is declared reliable.

Classical Assumption Test

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters ^{ab}	Mean	.0000000
	Standard Deviation	1.59655099
Most Extreme Differences	Absolute	.137
	Positive	.137
	Negative	-.076
Test Statistics		.137
<u>Asymp. Sig. (2-tailed)</u>		
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by SPSS V. 25

From the results of the test in Table 4, the Normality Test shows that the data is normally distributed with a Kolmogorov-Smirnov significance value of 0.200 (> 0.05).

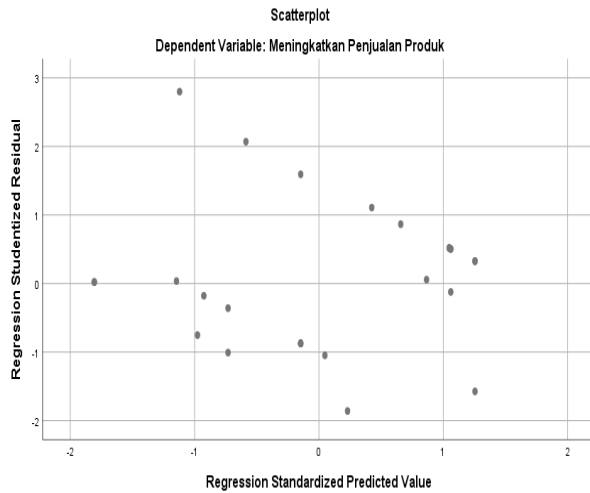
Table 5. Multicollinearity Test

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.852	5.042		.169	.867		
	Promotion	.306	.102	.462	3.012	.006	.848	1.179
	Quality Product	.287	.127	.348	2.265	.032	.848	1.179

a. Dependent Variable: Increase Product Sales
Source: Data processed by SPSS V. 25

From the results of the Multicollinearity Test table 5, it shows that there are no symptoms of multicollinearity because the Tolerance value is > 0.1 and VIF < 10.

Table 6. Testing Heteroscedasticity



Source: Data processed by SPSS V. 25

From the results of the test in table 6, the Heteroscedasticity Test shows that there is no heteroscedasticity because the significance value in the Glejser test is > 0.05.

Multiple Linear Regression Analysis

Table 7. Multiple Linear Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.852	5.042		.169	.867
	Promotion	.306	.102	.462	3.012	.006
	Quality Product	.287	.127	.348	2.265	.032

a. Dependent Variable: Increase Product Sales
Source: Data processed by SPSS V. 25

From the test results in table 7 based on the results of multiple linear regression analysis, the following equation was obtained:

$$(Y) = 0.852 + 0.306X1 + 0.287X2$$

It means:

1. The constant value obtained is 0.852, which means that if the independent variables consisting of Promotion, Product Quality and Increasing Product Sales have a value of 0 (constant), then the dependent variable, namely Purchasing Decision, has a value of 0.852.
2. The regression coefficient value of the Promotion Variable (X1) is positive (+) at

0.306, meaning that when the Promotion variable (X1) increases by one unit, the Product Sales Increase variable (Y) will increase by 0.306 assuming that the other variables do not change.

3. The Regression Coefficient Value for the Product Quality Variable (X2) has a positive (+) value of 0.287. This indicates that if the Product Quality Variable (X2) increases by one unit, then the Product Sales Increase Variable (Y) will also increase by 0.287, assuming that the other variables remain constant.

Table 8. t-Test (Partial)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.852	5.042		.169	.867
	Promotion	.306	.102	.462	3.012	.006
	Quality Product	.287	.127	.348	2.265	.032

a. Dependent Variable: Increase Product Sales
Source: Data processed by SPSS V. 25

From the t-test results presented in the table above:

1. The results of the t-test above can be concluded that in the independent variable Promotion (X1) as in table 4.14 above, the t-count is 3.012, the value of which is above the t-table of 1.701 (nk-1) and the significant value of t-count is 0.006, the value of which is below 0.05. Thus, H1 is accepted, which means there is a significant partial influence between the price variable on Increasing Product Sales at PT. Adamix Mortar Indonesia.
2. The results of the t-test above can be concluded that the independent variable of product quality (X2) as in table 8 above obtained a t count of 2.265 whose value is above the t table of 1.701 (nk-1) and a significant value of t count of 0.006 whose value is below 0.05. Thus, H2 is accepted, which means there is a significant partial influence between the product quality variable on Increasing Product Sales at PT. Adamix Mortar Indonesia.

**Table 9. F Test (Simultaneous)
F Statistical Test Results
ANOVA**

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	63.046	2	31.523	11.514	.000 ^b
	Residual	73.920	27	2.738		
	Total	136.967	29			
a. Dependent Variable: Increase Product Sales						
b. Predictors: (Constant), Quality Product, Promotion						
Source: Data processed by SPSS V. 25						

The meaning of Table 9 shows the calculated F value of 11,514 > Ftable 3,354 with Significant of 0.000, the value of which is below 0.05. p. This show that all variables independent that is Promotion, quality product influential significance in a way simultaneously (together) against Increase Sale Products at PT. Adamix Mortar Indonesia.

Table 10. Coefficient of Determination (R2)

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.678 ^a	.460	.420	1.65463
a. Predictors: (Constant), Quality Products, Promotions				
Source: Data processed by SPSS V. 25				

The R square (R2) in table 10 above has a value of 0.460, meaning that the percentage contribution of the influence of the Promotion variable, Product Quality, to Increase Product Sales is 46%, while the remaining 54% is influenced by other variables not included in this model.

DISCUSSION

The Influence of Promotion on Increasing Sales

The research results show that promotions have a positive and significant impact on increasing sales. This indicates that the more intensive the promotion, the higher the product sales. Promotional strategies through social media, discounts, bonuses, and brochures are very effective in attracting

buyers. This finding aligns with Kotler's theory and research by Surianti et al. (2023), which states that effective promotions can increase sales volume (Surianti et al., 2023) .

The Influence of Product Quality on Sales Increase

Product quality significantly impacts sales. These results indicate that products with high durability, ease of use, and good finishes tend to be more popular with consumers. This aligns with Tjiptono's opinion that product quality is one of the main indicators determining customer satisfaction. Adamix Instant Cement has proven to have superior quality that is competitive in the market (Caniago & Rustanto, 2022) .

The Simultaneous Effect of Promotion and Product Quality on Sales

Simultaneously, promotion and product quality have been shown to significantly influence sales growth. The combination of effective marketing communications and good product quality generates customer trust and loyalty. These results support research by Kurnialis (2024) and Gopar et al. (2025), which showed that the synergy of promotion and product quality can increase loyalty and repeat purchases (Kurnialis, 2024) .

Thus, companies are advised to continue improving product quality while maintaining appropriate promotional strategies to increase market share and increase product sales sustainably.

CONCLUSION

Based on the results of the analysis and discussion in chapter IV above, the influence between variables. Promotion variables, product quality on increasing sales of instant cement products adamix mortar at PT. Adamix Mortar Indonesia can be concluded based on the results of the research from the t test Promotion variable (X1) has a positive and significant influence on the variable

Increase in sales of instant cement products adamix mortar at PT. Adamix Mortar Indonesia, Based on the results of the research from the t test Product Quality variable (X2) has a positive and significant influence on the variable Increase in sales of instant cement products adamix mortar at PT. Adamix Mortar Indonesia, Based on the results of the research from the f test Promotion variable (X1) and Product Quality variable (X2) have a positive and significant influence on the variable Increase in sales of instant cement products adamix mortar at PT. Adamix Mortar Indonesia, Product Quality variable (X2) has a dominant influence on the variable Increase in sales of instant cement products adamix mortar at PT. Adamix Mortar Indonesia.

SUGGESTION

Based on the conclusions that have been put forward, the suggestions that can be given in this study are seen from the results of the questionnaire and the results of the hypothesis test, namely for companies, especially PT. Adamix Mortar Indonesia which produces instant cement Adamix Mortar Indonesia, promotions, product quality, which are given have provided good benefits and function well in encouraging increased product sales by consumers, especially in Tuban Regency. However, this does not mean that the company should stop here. With many competitors in the market, the company must do more to improve consumer perceptions of promotions and product quality, offered by PT. Adamix Mortar Indonesia, Researchers hope that the public will be more careful in choosing the products to be used, considering the tight competition between producers that encourages the emergence of new products to win the market. In addition, this study is expected to increase public knowledge and understanding regarding Promotion and product quality, especially at PT. Adamix Mortar Indonesia as one of the manufacturing companies engaged in the production of

instant cement operating in Indonesia. ,The author hopes that this study can be used as a reference for further research. Even so, this study still has certain weaknesses. Therefore, future researchers are expected to add other independent variables that could influence sales growth. This is expected to result in better research in the future.

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