



# The effect of product variation strategies premium pricing marketing communication and digital marketing on marketing performance

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## ABSTRACT

This study aims to determine the effect of product variation strategies, premium pricing, marketing communication, and digital marketing on marketing performance. Conducted this research in Malaka, East Nusa Tenggara. A population of 50 respondents. The analytical method used SPSS 15.00. This result rejects the proposed hypothesis, which is quite good. Consumer perceptions of product variety strategies, premium pricing, marketing communication and digital marketing at BUMDes Kufeu-M'rian-Malaka are good. The results showed that all strategies carried out had a positive and significant effect on marketing performance. Premium pricing has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka.

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## INTRODUCTION

In a dynamic, complex business environment, related to technological changes, and limited resources, the global economy requires every company to adapt in all aspects, one of which is the marketing aspect. Kamalul Ariffin et al., (2018), states that marketing performance is a measure of performance obtained from comprehensive marketing activities in an organization or company. This also happens to Village-Owned Enterprises (BUMDes). Technological advances have had a considerable impact on the world of BUMDes marketing. East Nusa Tenggara is one of the provinces with a large number of BUMDes. Based on data from the Community and Village Empowerment Office of NTT Province, 1,415 BUMDes have been formed.

Through the Focus Group Discussion, it was agreed to select BUMDes, to become pilot projects in NTT. The selected BUMDes must prioritize businesses by the potential of the region, and Village Development Index (IPD) is fulfilled, so that the coaching and empowerment carried out can be effective. One of the selected BUMDes is BUMDes Kufeu M'rian, located in Io Kufeu - Malaka. This BUMDes, which was formed in November 2018, has business units for moringa cultivation and trading. The marketing mix components applied by BUMDes Kufeu M'rian include Products in the

form of moringa flour, moringa dip, moringa soap, and organic moringa capsules. According to Kotler & Armstrong (2010). The product mix consists of product diversity (variety), product quality (quality), product design (design), product characteristics (features), product brand (brand name), product packaging (packaging), service level (service), warranties (warranties), product size (size), and returns (returns). Price, each moringa product produced, is sold at various prices. (Amaral & Wutun, 2022; Lievens & Slaughter, 2016; Yeh & Hong, 2012) states that differentiation and cost leadership make up a competitive advantage. Businesses emphasize the unique characteristics of their products as a means of differentiating themselves, which in turn motivates buyers to pay a greater price.

Effective marketing communication, according to More et al., (2022), is a critical part of the total marketing aim and the main variable that determines the degree of marketing success. Promotion of moringa products is carried out in the form of cooperation with district and provincial governments to introduce the product to the community and participate in exhibitions. BUMDes Kufeu M'rian also has social media applications and websites that are used for promotional activities.

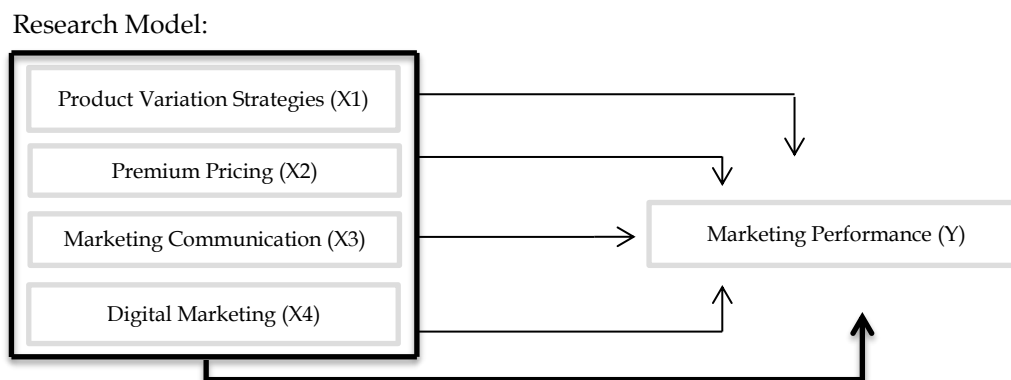
Sales data of BUMDes products in the last three years, fluctuate and tend to decline. In 2019, the BUMDes sold 3674 packs of products, in 2020 sold 819 packs of products and in 2021 sold 1472 packs of products (BUMDes Kufeu M'rian 2019-2021 financial report). Apart from the phenomenon of the problem above, this research was also conducted because there is still a gap in previous research.

According to Tu, Y.T, Li, M.L, and Chih (2013), the product diversity variable, also known as product completeness, has no direct effect on marketing performance that is either favorable or significant. The results of (Harris & Bray, 2007; Yasmin et al., 2015) study show that there is little correlation between pricing and customer happiness. Customer satisfaction is one of the indicators that determine the success of marketing performance. (Estriana, 2020; Sinlae et al., 2023) the results of his hypothesis testing show that partially the effect of marketing communication directly has no significant effect on consumer buying interest. Purchase interest is a measure of marketing performance. Close & Kukar-Kinney, (2010); Dima et al., (2023) states that e-commerce capabilities have an insignificant effect on marketing performance. For information, e-commerce is one of the tools in digital marketing. Based on the background of the above problems, related to the sale of BUMDes Kufeu M'rian products, it is deemed necessary to research "The Effect of Product Variety Strategy, Premium Pricing, Marketing Communication, and Digital Marketing on Marketing Performance at BUMDes Kufeu M'Rian, Io Kufeu-Malaka.

## RESEARCH METHOD

This research is an associative quantitative study. Sugiyono (2017: 8) states that this research is based on data that can be calculated in order to make an assessment, and data collection through a research instrument in the form of a questionnaire, that has the purpose of testing the hypothesis that has been established. Associative, because the research serves to test the effect of the independent variables on the dependent variable. This research was conducted in BUMDes Kufeu M'rian which is located in Fatuknutuk, Io Kufeu, Malaka, East Nusa Tenggara. This research was conducted between February 2022 and June 2023.

A population, in the words of (Amaral & Djuang, 2023; Hasmin et al., 2022; Sarstedt et al., 2017; Sugiyono, 2019)s a generalized or generic territory made up of things or individuals that have specific features and attributes created by the researcher for the purpose of examination and subsequent inferences. In other words, a population is a collection of things or subjects that have similar traits and attributes. The population in this study is consumers who buy the products sold by BUMDes Kufeu M'rian with a population of 50 customers. Customers in this study are people who purchase Kufeu M'rian BUMDes products for their own consumption or for resale. In this study, the population size was relatively small, so the researchers used saturated samples of the entire population.



**Figure 1.** Research model

Primary data were used in the compilation of this research's findings. (Moleong, 2018; Sugiyono, 2019) defines primary data sources as those data sources that directly and instantly provide data-to-data collectors. By providing surveys to Kufeu M'rian BUMDes consumers in the form of electronic forms, the primary data for this study was directly collected. In order to gather further supporting data, the researcher also spoke with the management of Kufeu M'rian-Malaka Village-Owned Enterprises.

This inquiry uses interviews, questionnaires, and documentary material analysis to gather data. Both descriptive statistical analysis and inferential statistical analysis are used in this particular investigation's data analysis process. The information that was gathered to describe the events that researchers gather is related to the descriptive statistical analysis, a type of descriptive empirical analysis. The data was compiled using the questionnaire replies that the respondents gave. Using SPSS 15.00, inferential statistical analysis was performed, including testing of hypotheses and multiple linear regression analyses. numerous linear regression analysis is a form of study that is used to determine the impact of numerous independent variables on a dependent variable, according to Ghazali (2018) in (Haba et al., 2022; Saman et al., 2022). Multiple linear regression analysis is performed after the classical assumption test is finished to ensure that the model is free of errors related to linearity, normality, multicollinearity, or heteroscedasticity.

## RESULTS AND DISCUSSIONS

### (a) Characteristics of Respondents

**Table 2.** Characteristics of respondents

Description	Quantity	Presentation
Gender		
Female	32	36%
Male	18	64%
age		
18-27	11	22%
28-37	25	50%
38-47	10	20%
48-55	4	8%
>55	0	0%
Last Education Level		
High School	18	36%
S1	32	64%
S2	0	0%
Occupation		
Government employess	4	8%

Entrepreneur	32	64%
Others	14	28%
Income/ month		
≥ Rp 2.000.000 - Rp 3.000.000	11	22%
> Rp 3.000.000 - Rp 5.000.000	18	36%
> Rp 5.000.000	21	42%

Source: primary data (2023)

Based on the description of the respondents' characteristics data above, it can be concluded that the consumers of BUMDes Kufeu M'rian are dominated by women, aged 28 - 37 years, with a final education of a bachelor, working as a private employee with a monthly income of > IDR 5,000,00. (b) Validity and Reliability Test

**Table 2.** Validity and reliability test

Variable	r table	r count
<b>Product Variation Strategies</b>		
PVS1	0,300	0,461
PVS2	0,300	0,324
PVS3	0,300	0,561
Cronbach's Alpha Reliability Statistics	0,622	
<b>Premium Pricing</b>		
PP1	0,300	0,593
PP2	0,300	0,647
PP3	0,300	0,484
Cronbach's Alpha Reliability Statistics		0,694
<b>Marketing Communication</b>		
MC1	0,300	0,313
MC2	0,300	0,407
MC3	0,300	0,508
MC4	0,300	0,383
MC5	0,300	0,396
Cronbach's Alpha Reliability Statistics		0,643
<b>Digital Marketing</b>		
DM1	0,300	0,508
DM2	0,300	0,697
DM3	0,300	0,307
DM4	0,300	0,371
Cronbach's Alpha Reliability Statistics		0,661
<b>Marketing Performance</b>		
MP1	0,300	0,484
MP2	0,300	0,399
MP3	0,300	0,569
MP4	0,300	0,460
MP5	0,300	0,557
MP6	0,300	0,385
Cronbach's Alpha Reliability Statistics		0,735

Source: processed by research (2023)

### (c) Descriptive statistical analysis

Descriptive statistical analysis is a quantitative analysis model that aims to describe the facts factually and systematically, as well as the relationship between the variables studied, by interpreting the data processed in statistical hypothesis testing. The description of the results of this study refers to the decision criteria according to Levis (2013: 174) by measuring the percentage of respondents' answers, among others:

- ≥ 20-36% : Not good
- > 36-52% : Less good
- > 52-68% : Good enough

> 68-84% : Good

> 84-100% : Very good

**Table 3.** Descriptive statistical analysis

Variable	question items	$\bar{x}Ps_{-p}$	Category	$Ps_{-p}$	Category
X1	1	75,60	Good	79,46	Good
	2	86,80	Very good		
	3	76,00	Good		
Variable	Question items	$\bar{x}Ps_{-p}$	Category	$Ps_{-p}$	Category
X2	1	66,80	Good enough	74,66	Good
	2	78,80	Good		
	3	78,40	Good		
Variable	Question items	$\bar{x}Ps_{-p}$	Category	$Ps_{-p}$	Category
X3	1	74,40	Good	82,08	Good
	2	80,40	Good		
	3	85,60	Very good		
	4	85,60	Very good		
	5	84,40	Very good		
Variable	Question items	$\bar{x}Ps_{-p}$	Category	$Ps_{-p}$	Category
X4	1	70,04	Good	70,71	Good
	2	72,40	Good		
	3	60,80	Good enough		
	4	79,60	Good		
Variable	Question items	$\bar{x}Ps_{-p}$	Category	$Ps_{-p}$	Category
Y	1	83,20	Good	79,26	Good
	2	78,00	Good		
	3	80,00	Good		
	4	82,00	Good		
	5	74,00	Good		
	6	78,40	Good		

Source: processed by research (2023)

The results of the descriptive analysis describe the respondents' responses to BUMDes Kufeu M'rian at a good level. This shows that consumers of BUMDes Kufeu M'rian are quite satisfied with the marketing performance of BUMDes Kufeu M'rian.

#### (d) Inferencial statistical analysi

**Table 4.** Normality test

		Unstandardized Residual
N		50
Normal Parameters	a,b	Mean .000000
		Std. Deviation .20485857
Most Extreme Differences		Absolute .089
		Positive .075
		Negative -.089
Kolmogorov-Smirnov Z		.626
Asymp. Sig. (2-tailed)		.828

Source: processed by research (2023)

The results of the normality test were used to calculate a significant value, which was discovered to be 0.828. The residual value may be considered to be regularly distributed or to pass the normality test because the significance value of 0.828 > 0.05.

**Table 5.** Multicollinearity test

		Collunearity Statistics
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Model		Tolerance	VIF
1	Product variation strategy	.834	1.199
	Premium pricing strategy	.746	1.340
	Marketing Communication	.864	1.157
	Digital Marketing	.663	1.508

Source: processed by research (2023)

According to the findings of the multicollinearity test data analysis, all of the independent variables have a tolerance value that is greater than 0.1 and a VIF value that is lower than 10, which leads one to the conclusion that there is no connection between the independent variables used in the regression model. Heteroscedasticity test results show that there is no heteroscedasticity in the regression model, and the regression model can be characterized as good because the points lack a distinct pattern and are spread out above and below 0 on the Y axis.

**Table 6.** Linearity test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.039 <sup>a</sup>	.002	-.087	.21360365

Source: processed by research (2023)

The calculation made is  $0.002 \times 50 = 0.1$ .  $c^2$  table, seen from the  $c^2$  table with  $df = 50$  and a significance level of 5%. The  $c^2$  table value is 67.50 (chi square distribution table 5%), so it is concluded that  $c^2$  count  $0.1 < c^2$  table 67.50, which states that the correct model in this study is a linear model.

**Table 7.** Multiple linear regression test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.893	.408		2.188	.034
	Product variation strategy	.188	.078	.253	2.425	.019
	Premium pricing strategy	.183	.066	.307	2.774	.008
	Marketing Communication	.253	.088	.297	2.889	.006
	Digital Marketing	.169	.076	.262	2.235	.030

Source: processed by research (2023)

Based on the above table, the t-test results can be explained as follows: Testing the effect of product variety strategy variable (X1) on marketing performance (Y) shows a significance value of 0.019 and a product variety strategy regression coefficient of 0.253. A product diversity strategy's positive and significant impact on marketing effectiveness may be seen by the significance value, which is lower than 0.05 and is 0.019. The study conducted by Tu, Y.T, Li, M.L, and Chih (2013) said that variety strategy variable has a positive effect on marketing performance. Testing the impact of premium pricing (X2) on marketing performance (Y) yields a significance value of 0.008 and a regression coefficient for premium pricing of 0.307. The premium pricing strategy has a favorable and substantial impact on the success of the marketing campaign, as evidenced by the significance value of 0.008, which is lower than the threshold of 0.05. Research conducted by (Macé, 2012) shows that premium pricing has a positive effect on marketing performance. Likewise research conducted by Prasetyo (2013) which revealed that the results of this study succeeded in finding a significant influence between premium pricing and marketing performance.

Testing whether marketing communication (X3) has an impact on marketing performance (Y), a significant value of 0.307 is found. Marketing performance (Y) displays a regression coefficient

of 0.297 and a significance value of 0.006 for the marketing communication variable. It is implied that marketing communication does, in fact, have a positive and substantial impact on marketing performance because the significance value is less than 0.05, coming in at 0.006. Testing the impact of digital marketing (X4) on marketing performance (Y) yielded a significant value of 0.030 and a regression coefficient of 0.262. The significance level is 0.030, which is less than 0.05, indicating that digital marketing has a significant and favorable impact on marketing performance. Research conducted by Estriana (2020) revealed that marketing communication has a positive effect on marketing performance. Another study conducted by Qomariyah & Herawati (2019) shows that there is a significant relationship between digital marketing and marketing performance.

**Table 8.** F-test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.960	4	.740	16.192	.000 <sup>a</sup>
	Residual	2.056	45	.046		
	Total	5.016	49			

Source: processed by research (2023)

The results of F test in the table, obtained a significance value of 0.000. The significant probability value <0.05, which is 0.000, which indicates that product variety strategy (X1), premium pricing strategy (X2), marketing communication (X3) and digital marketing (X4) have a positive and significant effect on marketing performance (Y).

**Table 9.** Coefficient of determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.768 <sup>a</sup>	.590	.554	.21377

Source: processed by research (2023)

The results of the coefficient of determination analysis are shown in the summary model with an adjusted R-squared value of 0.554, which means that product variety strategy (X1), premium pricing strategy (X2), marketing communication (X3), and digital marketing (X4) are able to explain changes in marketing performance (Y) of 0.554 or 55.4%, while the remaining 44.6% is explained by other factors not included in this study.

## CONCLUSION

Based on the results of the research, the following conclusions were drawn: Consumer perceptions of product variety strategies, premium pricing, marketing communication and digital marketing at BUMDes Kufeu-M'rian-Malaka are good. This result rejects the proposed hypothesis, which is quite good. The product variety strategy has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. This means that the existing product varieties improve marketing performance. These results accept the proposed hypothesis, namely that the product variety strategy has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. Premium pricing has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. This implies that pricing also enhances marketing effectiveness. These findings support the hypothesis, according to which premium pricing has a favorable and significant impact on BUMDes Kufeu-M'rian-Malaka's marketing performance. The marketing performance of BUMDes Kufeu-M'rian-Malaka is positively and significantly impacted by marketing communication. This means that marketing communication carried out by BUMDes Kufeu-M'rian improves its marketing performance. These results accept the

proposed hypothesis, namely marketing communication has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. Digital marketing has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. This means that the adaptation of BUMDes Kufeu-M'rian to digital marketing, by selling products on the web and social media, improves its marketing performance. These results accept the proposed hypothesis, namely that digital marketing has a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. Product variety strategy, premium pricing, marketing communication and digital marketing simultaneously have a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. These results accept the hypothesis proposed in this study, namely the product variety strategy, premium pricing, marketing communication and digital marketing simultaneously have a positive and significant effect on the marketing performance of BUMDes Kufeu-M'rian-Malaka. The coefficient of determination analysis shows that product variety strategy (X1), premium pricing strategy (X2), marketing communication (X3) and digital marketing (X4) are able to explain changes in marketing performance (Y) of 0.554 or 55.4%. The remaining 44.6% is influenced by other variables not included in this study.

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