The Influence of Product Quality, Promotion and Social Media towards increase sales Volume
(A case Study at paradise Cafe Surabaya)

J.E. Sutanto[1], Hari Minantyo[2], Moses Soediro[3]

[1]Universitas Ciputra Surabaya, School of Business and Management
CitraLand CBD Boulevard, City of Surabaya, East Java 60219, Indonesia
Correspondent Email: J.E. Sutanto[1]<je.sutanto@ciputra.ac.id>

[2]Universitas Ciputra Hotel & Tourism Business Creative & Digital Tourism
CitraLand CBD Boulevard, City of Surabaya, East Java 60219, Indonesia
Hari Minantyo[2] <hari.minantyo@ciputra.ac.id>

[3]Universitas Ciputra Hotel & Tourism Business Creative & Digital Tourism
CitraLand CBD Boulevard, City of Surabaya, East Java 60219, Indonesia
Moses Soediro[3] <msudiro@ciputra.ac.id>

Abstract
Purpose – This paper aims to determine the influence of product quality, promotion, and social media on sales volume at Paradise Cafe. **Design/methodology/ approach -** The population use disallat Paradise Café Surabaya consumers who have made transactions with thecriteriaofatleast2 times. Data collection techniques in this study by distributing online questionnaires in the google form and sample size is 140 respondents. The data processing process used the SPSS version 25program. **Findings-**The results of the research analysis is, it was found that all the variables studied influenced sales volume, either partially or simultaneously. Practical implementations – The during the covid-19 pandemic, researchers had difficulties meeting respondents directly, so the solution was to distribute research instruments using google forms or done online, but some respondents who like to ask questions then this is also a bit difficult because on average they want via chart and don't want to be called directly. Originality/ value-The results of this study will add references for future researchers and will automatically reproduce the literature.

Keywords: product quality, promotion, social media, sales volume.

Introduction
Currently there are new businesses in the culinary field in Surabaya that are competing to compete with a chother. One of the businesses in the culinary field in Surabaya is Paradise Cafe. Paradise Cafe Surabaya was established in October 2018. Paradise Cafe Surabaya is a relatively new culinary business because it has only been open for 2 years. The concept of a place to eat that is applied by Paradise Café Surabaya is a food court where there are various kinds of tenants

who sell food with various variants so that consumers will come directly to the tenant and then make transaction sat the cashier provided by Paradise Café Surabaya.

In terms of sales, Paradise Cafe Surabaya is not always crowded with visitors, so researchers are interested in conducting research to redesign the strategy that must be done so that Paradise Cafe

Surabaya can increase sales. so that researchers are interested in conducting research to redesign the strategy that must be done so that Paradise Café Surabaya can increase sales as before. According to Raji et al. (2019) data, active users of social media in Indonesia reach 59% of the to talpo pulsation of Indonesia. Through Instagram, Paradise Café Surabaya carries out this marketing strategy to provide information about certain promotions and events through the Instagram Café itself. Respondents' responses to this strategy of Instagram Paradise Café Surabaya currently only contains content that is not attractive and does not seek to promote Paradise Cafe Surabaya more broadly. The next factor is Paradise Cafe Surabaya trying to improve the quality of its products by replacing several tenants who are considered less influential in increasing sales. However, even though there was a change in tenants, the sales data for Paradise Cafe Surabaya still did not increase as described in Figure1.
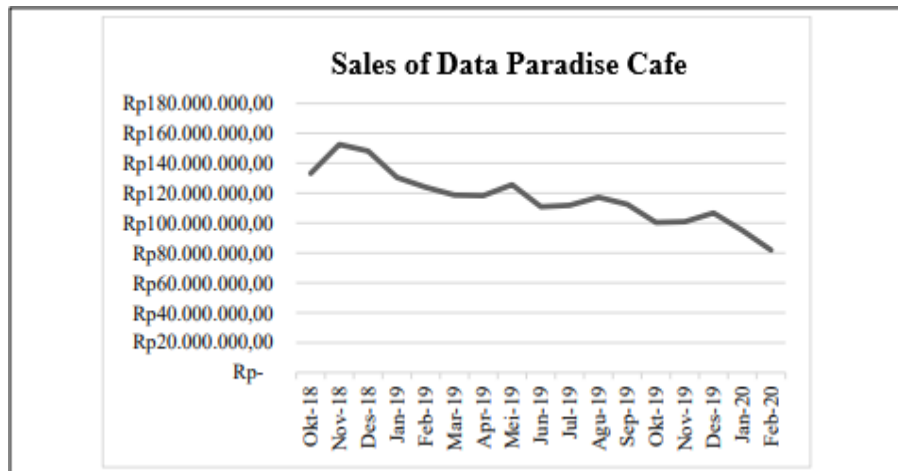

Figure 1. Sales of Data Paradise Café Surabaya. Source: Paradise Café Internal Data

The objective of the promotion aspect is to promote or introduce the product of a company to the public as consumers so that they become interested so that they decide to buy. (Megalia, et al., 2017). Through this research, it is hoped that this research can provide accurate result son the influence of these variables. That way this research is able to provide a good change for Paradise Café Surabaya

Literature Review
Previous research
Before the researcher continues this research further, there are several previous studies with the same topic. In the study, it was found that there was influence of social media on the level of products ales and the study also shows that the influence of product quality, price and

distribution if tested simultaneously and separately influences sales volume. There sults of the third study also show that there is an influence between product quality and promotion on sales volume, both separately and simultaneously. With some of the results of this study, it is hoped that it can help researchers to determine solutions to existing problems appropriately.

Product quality
The definition of product quality is the overall characteristics and characteristics of goods and services that affect the ability to meet stated and implied needs and desires (Anggraenietal. 2016; Suhaily & Darmoyo, 2017). Mbulu and Gunadi (2016) there are some indicators for quality of product, for example taste, appearance, portion, level of maturity.

Promotion
This promotion is carried out to increase sales volume, thereby optimizing profit (Sasangka &Rusmayadi, 2018; Tjiptono, 2015; Widner et al., 2019). It can be concluded from some of the definitions above that promotion is an important factor in a marketing strategy that seeks to attract consumers while increasing sales volume to gain profits for the company in order to remain able to compete in the business world. According to Tjiptono (2015; Montaner, 2008), there are several promotion indicators, namely advertising, sales promotion, public relations, personal selling, direct and online marketing.

Social Media
Social media can act as a medium for various communications. (Grewal et al., 2020; Hanaysha (2017; Hermanda et al.,2019). Through Instagram, users can share or exchange messages or information with photos or videos. Consistsof4Cindicatorsthat Instagram social l media can help in the research process, namely as Context, Communications, Collaboration, Connection. Yoon and Chung (2018) state that if you want to succeed, marketing strategies must utilize social media because consumers or the public are familiar with social media and social media is a necessity. In the last three years, the use of social media as one of the strategies used as a promotional media to influence consumers, has resulted in many people and businesspeople (Febrianti, 2021)

Sales Volume
The sales volume for the company is the total productun its that have been sold, and the higher the target (Nurcahyo, 2016). So, it can be concluded that sales volume is the amount obtained by a company so that it can increase company profits. Sasangka and Rusmayadi (2018) there are indicators of target including: (1) Achievement of sales targets. (2) Creating profit. (3) there is growth.

Framework
In this study arranged in the background, the formulation of the problem which will at redivide din to two, namely (1) Theoretical Foundation, (2) Empirical Studies and from the two explanations above will produce hypotheses, statistical tests, and thesis.

Relationship between Variables

Ayuni et al. (2019) the results show that social media has an influence on sales levels. Of the various kinds of social media used in research, Instagram is one of the social media that has the most influence on increasing sales because Instagram has a feature so users can edit photos and videos before uploading. Often culinary business entrepreneurs use Instagram as a promotional medium to increase sales volume. It is not only social media that can affect sales volume, because the higher the quality of the products owned by a company, but the higher consumer interest in a product will also be, thereby increasing sales volume and the more frequent promotions are carried out, the more capable the company will be to attract consumers. However, this depends on what kind of promotion the company is doing is right or not.
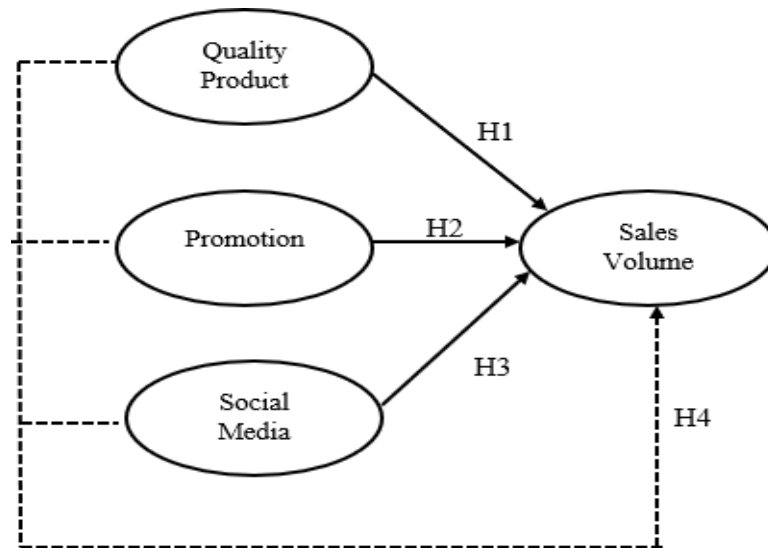
Conceptual Models

Figure 2 Conceptual Model Source: Processed Data (2022)

Research Hypothesis

The hypothesis to be proven in this study is that product quality, promotions, and social media variables, partially and simultaneously affect sales volume.

Research Methods

Research design

The purpose of this study was to determine the effect of product quality, promotion and social media, on increasing sales volume. The location of this research was carried out at Paradise Café Surabaya and the research period was from January to June 2022.

Population and Research Sample

The population that will be used in this study are all Cafe consumers who have visited or made transaction sat Paradise Café Surabaya. In the nonprobability sampling technique, there are several other techniques, and the researcher uses a purposive sampling technique (Sugiyono, 2018).

Data collection technique
According to Sugiyono (2018), data collection techniques in research are divided into two, namely primary data which is directly obtained by researchers and secondary data obtained from company data (Widarjono, 2015).

Operational definition
This study uses quantitative methods where it is necessary to have variables X and Y that are significantly related. In this study, 30 independent variables (X) include the influence of social product quality(X1); promotion (X2); social media (X3); and while the dependent variable (Y) is sales volume.

Results and Discussions
Overview of Research Objects
Paradise Cafe Surabaya is open daily from 10.00 am to 22.00 pm. This cafe is a place to eat that uses the concept of a food court which is designed like a cafe with the aim that consumers are more comfortable to relax. The menu offered is also varied. Once a week, Paradise Café Surabaya holds live music to entertain the customers who come. The cafe also has an Instagram account as a medium to communicate online with consumers, as well as to expand the market by utilizing promotional features.

Descriptive Respondent
This discussion explains the characteristics of respondents, specifically the gender and age of the respondents, total are 140 respondents. The following are the results of descriptive analysis based on the gender of the respondents in Table1:

Table1. Results of Descriptive Analysis of Gender Profile

Gender	Total	Percentage (%)
Male	60	42,86
Female	80	57,14
Total	140	100

Processed Data (2022)

Female with a percentage of 57.14% are 80 respondents from 140 respondents and male with a percentage of 42.86 % are 60 respondents from 140 respondents. Next is the result of descriptive analysis of respondents' characteristics by age as follows in Table2:

Table 2. Results of Descriptive Analysis of Age Profile

Age	Total	Percentage (%)
18 -22 years	56	40.0
23 -27 years	32	23.0
28 -32 years	6	4.0
32 -36 years	28	20.0
36- 40 years	18	13.0
Total	140	100

Sources: Processing Data (2022)

Based on Table2, it is known that the most respondents are aged 18-22 years with a percentage of 40%, is 56 respondents and the least respondents are aged 32-36 years with a percent age of 4%, is 6 respondents.

Research Instruments Validity and Reliability Test
The purpose of testing the validity and reliability is to provide results in accordance with the research objectives that have been mentioned. In this validity test using Pearson correlation, and the results of the validity test of all indicators have a significance value of < 0.05, therefore all items in this study can be declared valid. In this reliability test using the Cronbach Alpha method, and the reliability test results of all indicators have a value > 0.6 so that all items in this study can be said to be reliable.

Validity Test
Validity test is a test conducted to determine the accuracy of the indicators of a variable to be tested. In this validity test using the pears on correlation where an indicator is declared valid if the significance value is <0.05. The following are the results of the validity test in Table 3:

Table 3. Validity Test Results

Variables	Indicator	Pearson Correlation	Significance	Remarks
Quality Product (X_1)	$X_{1.1}$	0.860		
	$X_{1.2}$	0.870		
	$X_{1.3}$	0.864		
	$X_{1.4}$	0.861		
Promotion (X_2)	$X_{2.1}$	0.856		
	$X_{2.2}$	0.832		
	$X_{2.3}$	0.820		
	$X_{2.4}$	0.730	0.000	valid
	$X_{2.5}$	0.801		
Social Media (X_3)	$X_{3.1}$	0.872		
	$X_{3.2}$	0.832		
	$X_{3.3}$	0.889		
	$X_{3.4}$	0.851		
Sales Volume (Y)	Y_1	0.948		
	Y_2	0.738		
	Y_3	0.789		

Sources: Processing Data (2022)

Based on Table 3, it can be seen that all indicators have a significance value of < 0.05, therefore all items in this study can be declared valid.

Reliability Test

Reliability test is are-test of an indicator that has been valid. In this reliability test using the Cronbach Alpha method where an indicator is declared reliable if it has a value>0.6. The following are the results of their reliability testinTable4:

Table 4. Reliability Test Results

Variables	Indicator	*Cronbach Alpha if Item Deleted*	*Cronbach Alpha*	Remarks
Quality Product (X$_1$)	X$_{1.1}$	0.872	0.881	Reliable
	X$_{1.2}$	0.843		
	X$_{1.3}$	0.802		
	X$_{1.4}$	0.821		
Promotion (X$_2$)	X$_{2.1}$	0.804	0.822	
	X$_{2.2}$	0.802		
	X$_{2.3}$	0.820		
	X$_{2.4}$	0.821		
	X$_{2.5}$	0.811		
Social Media (X$_3$)	X$_{3.1}$	0.738	0.874	
	X$_{3.2}$	0.828		
	X$_{3.3}$	0.872		
	X$_{3.4}$	0.871		
Sales Volume (Y)	Y$_1$	0.830	0.852	
	Y$_2$	0.830		
	Y$_3$	0.829		

Sources: Processing Data (2022)

Based on Table 4., it can be seen that their reliability value of all indicators has a value of > 0.6 so that all items in this study can be said to be reliable.

Hypothesis

Multiple Linear Regression Equations

In testing the hypothesis, it produces multiple linear regression equations and Partial Test (t-test), as shown in Table 5

Table 5. Results of t-Test

Coefficients'						
Model		*Unstandardized Coefficients*		*Standardized Coefficients*	*t*	*Sig.*
		B	*Std. Error*	*Beta*		
1	(*Constant*)	1.262	0.754		1.713	0.203
	Quality Product	0.298	0.051	0.399	5.806	0.000
	Promotion	0.102	0.040	0.161	2.587	0.011
	Social Media	0.253	0.058	0.316	4.387	0.000
a. *Dependent Variable*: Sales Volume						

Sources: Processing Data (2022)

The partial test (t-test) obtained the results that the quality product variable had a partially significant effect on the sales volume variable, the promotion variable had a partially significant effect on the sales volume variable, and the social media variable had a partially significant effect on the variable. Sales volume.

Simultaneous Test (Uji F)
The F test was conducted to determine the significance value of all independent variables simultaneously or simultaneously on the dependent variable. If the significance value < 0.05, then all independent variables have a simultaneous influence on the dependent variable. The following are the results of the F test using ANOVA in Table6:

Table 6. Anova.

ANOVAᵃ						
Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	139,207	3	46,402	55,882	0,000ᵇ
	Residual	129,537	156	0,830		
	Total	268,744	159			
a. *Dependent Variable*: Sales Volume						
b. *Predictors*: (Constant), Quality Product, Promotion Social Media						

Sources: Processing Data (2022)

Based on the table all independent variables, namely product quality, promotion and social media simultaneously have a significant influence on the sales volume.

Partial Test (t-test)
Based on Table 6., the-test was conducted to determine the significance value of the independent variable on the dependent variable partially or individually. If the value of sig. <0.05, it means that the independent variable has a significant effect on the dependent variable.

If the value of sig. < 0.05, if the value of sig. > 0.05, declared is accepted, so the conclusion obtained is that the quality product; promotion and social media, in this case all variables have a partially significant influence on the sales volume variable.

Coefficient of Determination (R2)
The following are the results of the coefficient of determination analysis shown in Table 7.

Table 7. Coefficient of Determination Result

Model *Summary*				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.720[a]	0.518	0.509	0.911
a. *Predictors*:(*Constant*), Quality Product, Promotion, Social Media				
b. *Dependent Variable*: Sales Volume				

Sources: Processing Data (2022)

Based on Table 7, that shows the variability value of product quality (X1), promotion(X2), and social media (X3) of 51.8%. The remaining 48.2% which by other variables not examined.

The results of the first hypothesis test can be said that the more active Instagram Paradise Café social media can increase sales volume, it is supported by previous research conducted by Ayuniet al (2019) and research conducted by Chang et al (2018). The results of the second hypothesis can be said that the better the quality of the products offered by Paradise Cafe to its consumers, the higher the sales volume, supported by previous research conducted by Mokalu and Tumbel (2015). The results of the third hypothesis test can be said that the better and frequent promotions carried out by Paradise Café can increase sales volume, supported by previous research conducted by Megalia et al (2017) and research conducted by Siregar and Lubis (2019). The results of the fourth hypothesis test can be said that increasing product quality (X1); promotion (X2); and social media (X3),), and can simultaneously increase sales volume (Y) of Paradise Cafe Surabaya.

Conclusions and Suggestion
Conclusion
The results of the analysis and discussion to described, the regarding the analysis and discussion:
1. That product quality has a significant relationship to sales volume
2. Then promotion has a significant relationship can increase sales volume
3. After that social media has a significant relationship to sales volume
4. Further, that product quality, promotion social media), simultaneously have a significant relationship to increase sales volume.

Suggestion
For companies, it is possible to (1) improve quality of product and adding new innovations and following trends; (2) improve promotion seven better by doing paid advertising, collaborating

with more famous brands or influencers with Grab, Go-jack, OVO, Shopee; (3) improve social media be active in creating content on by using Instagram feeds design services.

For Further Researchers
For those who have a cafe business or online or offline start-up business, this research can be used as a business strategy reference by considering product quality, promotions, and social media to increase sales volume.

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