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Marketing Mix (Product, Price, Promotion, and Location) on Sales Volume of Micro, Small, and Medium Enterprises (MSMEs) in South Sulawesi

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The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

ABSTRACT

Purpose: This study aims to examine the effect of marketing mix elements—product, price, and place—on sales volume among Micro, Small, and Medium Enterprises (MSMEs) in South Sulawesi. It also seeks to provide empirical insights into the role of these factors in supporting firms' sales performance.

Research Design and Methodology: This research adopts a quantitative descriptive approach using secondary data obtained from literature review and company documentation. The data were analyzed using multiple linear regression, preceded by classical assumption tests to ensure the robustness and validity of the model.

Findings and Discussion: The findings reveal that product has a negative and significant effect on sales volume, indicating that improvements in product attributes do not necessarily lead to increased sales. Price demonstrates a positive and significant effect, suggesting that appropriate pricing strategies play a crucial role in driving sales performance. Meanwhile, place shows a negative and insignificant effect, implying that location has not yet become a primary determinant in consumers' purchasing decisions.

Implications: This study provides practical implications for business managers to prioritize competitive pricing strategies, reevaluate product management, and improve distribution and promotional systems in a more structured manner to enhance sales volume. Additionally, the findings contribute to the existing literature on marketing mix and MSMEs, particularly in the context of emerging markets.

Introduction

Over the past five years, the business environment has become increasingly complex due to intensified market competition, changing consumer behavior, the digitalization of distribution channels, and growing pressure on firms to create sustainable value. In this context, marketing is no longer understood merely as the activity of selling products, but as a strategic process of designing value, communicating competitive advantages, building customer relationships, and sustaining firm competitiveness. An appropriate marketing strategy is therefore essential for enabling firms to align their products with market needs, set competitive prices, select effective distribution channels, and manage promotional activities that stimulate purchasing decisions and increase sales performance (Kotler et al., 2022; Grewal & Levy, 2022; Armstrong & Kotler, 2023; Wirtz & Lovelock, 2021).

More specifically, the 4P marketing mix, consisting of product, price, place, and promotion, remains one of the central frameworks in contemporary marketing studies. Product refers to the quality, benefits, variety, design, and suitability of the offering to consumer needs. Price reflects exchange value, perceived affordability, and quality signals that may influence purchase intention. Promotion functions as a persuasive communication tool to build awareness, attract attention, and encourage purchase behavior. Meanwhile, place relates to accessibility, distribution, product availability, and the ease with which consumers can obtain products (Kotler et al., 2022; Chernev, 2023; Pahmi, 2023; Qibtiyana & Ali, 2024; Sari et al., 2024).

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The research phenomenon indicates that many firms still face challenges in determining which elements of the marketing mix are most effective in increasing sales volume. Theoretically, all four elements of the 4P framework are believed to play an important role in improving sales performance. In practice, however, the influence of each element does not always remain consistent across different types of businesses, regions, and consumer characteristics. Some firms have implemented intensive promotional activities, offered competitive prices, and selected strategic locations, yet sales volume has not always increased optimally. This condition suggests that the effectiveness of marketing strategies is strongly shaped by market context, consumer behavior, competitive intensity, and the firm's ability to integrate all elements of the marketing mix consistently (Hidayah et al., 2021; Murdayani et al., 2021; Pahmi, 2023; Hadi, 2024; Wiranda et al., 2025).

The relevance of this study is further reinforced by previous research showing that the marketing mix is closely associated with purchasing decisions, customer loyalty, and sales volume. Several studies have found that product, price, promotion, and place simultaneously exert a positive influence on sales and purchasing decisions. Promotion is often identified as a dominant factor because it can increase consumer awareness and expand market reach, particularly through digital media. However, other studies indicate that price or product may be more decisive, as consumers are increasingly rational in comparing benefits, quality, and perceived value. Thus, the marketing mix remains highly relevant for further investigation, as it provides an important basis for understanding how firms can design marketing strategies that correspond to the characteristics of their target markets (Zulfikar, 2023; Oktori & Mega, 2023; Sari et al., 2024; Mujahid et al., 2024; Sucipto, 2025).

Nevertheless, previous empirical findings remain inconsistent. Some studies conclude that all elements of the marketing mix significantly influence sales volume, whereas others find that only certain variables have a significant effect. In some contexts, product, price, promotion, and place have even been found to have no significant effect on sales volume. These divergent findings reveal a research gap, namely the absence of a consistent conclusion regarding which marketing mix element most reliably influences sales volume. Such inconsistencies may be attributed to differences in business sector, firm scale, consumer characteristics, research location, analytical method, and changing consumer purchasing patterns resulting from marketing digitalization (Murdayani et al., 2021; Hidayah et al., 2021; Pahmi, 2023; Hadi, 2024; Qibtiyana & Ali, 2024; Amelia, 2026).

In addition to this empirical gap, a conceptual gap also remains in the literature. Many previous studies continue to treat the 4P marketing mix as a linear and universal framework, assuming that each element produces similar effects across all business contexts. However, developments in modern markets indicate that the effectiveness of product, price, promotion, and place depends heavily on the interaction among consumer characteristics, technological change, digital distribution channels, and local competitive conditions. Therefore, a literature review is needed not only to summarize previous studies, but also to compare, classify, and interpret variations in empirical findings concerning the relationship between the marketing mix and sales volume (Grewal & Levy, 2022; Chernev, 2023; Pahmi, 2023; Hadi, 2024; Sucipto, 2025).

The novelty of this study lies in its attempt to develop a conceptual mapping and synthesis of recent literature on the influence of product, price, place, and promotion on sales volume based on studies published within the last five years. Unlike empirical studies that examine variable relationships within a single object or limited context, this literature review seeks to identify general patterns, differences in findings, contextual factors, and future directions for marketing mix research. Accordingly, this study is expected to contribute theoretically by clarifying the relevance of the 4P marketing mix as a marketing analysis framework, while also offering practical implications for firms in determining more adaptive, contextual, and sales-oriented marketing strategy priorities.

Literature Review

Sales Volume

Sales volume is defined as the number of units of products or services successfully sold by a company within a specific period. It is commonly used as a key indicator for assessing market acceptance and the commercial performance of a firm. Conceptually, sales volume represents the final realization of the value exchange process between a company and its consumers; therefore, it reflects the extent to which a firm's offerings are able to meet market needs, preferences, and expectations. Wang et al. (2025) position sales volume as a central outcome of corporate strategic decisions because changes in market structure and consumer behavior are directly reflected in the level of sales achieved. From this perspective, sales volume should not be understood as a static figure, but as the result of a dynamic interaction between market demand and the company's response to its business environment. Wichmann et al. (2022) argue that sales volume is one of the most comprehensive measures of market performance because it captures the intensity of actual transactions across geographical and temporal contexts, while also serving as a basis for evaluating a firm's ability to sustain competitiveness. From an organizational standpoint, sales volume also functions as an indicator of business sustainability, as consistent sales growth reflects stable demand and the firm's ability to maintain long-term customer relationships. Biemans et al. (2022) further emphasize that sales volume occupies a strategic position as the intersection between value creation and value realization. Accordingly, this indicator is frequently used to assess whether corporate strategies have been successfully translated into tangible market outcomes. This view is consistent with Hasan (2023), who states that sales volume is a primary benchmark of market performance because it directly reflects the firm's effectiveness in converting offered value into sustainable market transactions.

Beyond indicating the level of sales, sales volume also contains important dimensions of quality and stability in the analysis of corporate performance. Wang et al. (2025) explain that, in addition to the magnitude of sales volume, fluctuations or volatility in sales also reflect market conditions and demand uncertainty. Thus, sales volume can be used to assess operational risk and the sustainability of corporate revenue. In this context, high but highly volatile sales volume may indicate dependence on certain external factors, whereas relatively stable sales volume suggests consistent demand and a strong market position. Wichmann et al. (2022) view sales volume as a cross-contextual performance measure because it can be compared across periods and markets to evaluate a firm's development and resilience in response to environmental changes. Biemans et al. (2022) also argue that sales volume is often used as a key performance variable because it is directly related to the achievement of organizational goals, including business growth and continuity. This perspective is reinforced by Laskar et al. (2024), who regard sales volume as one of the most representative measures of market success because it is measurable, objective, and relevant for strategic decision-making. In companies operating in specific market contexts, sales volume also serves as a basis for evaluating the firm's ability to generate sustainable revenue streams and support long-term operational activities, as emphasized by Malekpour et al. (2024). Conceptually, sales volume can therefore be understood as a multidimensional construct that includes transaction magnitude, demand stability, and continuity of market relationships. Its discussion in the literature review provides an essential foundation for understanding corporate performance comprehensively without directly linking it to specific determinant variables.

Product

Product is defined as anything offered by a company to the market to satisfy consumer needs and wants, whether in the form of tangible goods or intangible services, and it contains value, benefits, and meaning for users. Conceptually, a product is not merely the physical output of a production process, but a representation of the company's effort to create and communicate value to the market. Nenonen et al. (2020) emphasize that a product should be understood as a value proposition, namely a strategic instrument that shapes how the market understands, evaluates, and responds to a firm's offering. Thus, product serves as the initial point of interaction between the company and consumers, as well as the primary medium of value exchange. Agustia et al. (2022) support this view by showing that product development and innovation reflect a firm's ability to respond to changing market needs; therefore, product represents the adaptive capacity of the organization. In the modern business context, characterized by shifting consumer preferences and intense competition, a product can no longer be treated as a static entity, but rather as a dynamic construct that continuously evolves over time. Murakami (2024) explains that every product has a life cycle consisting of introduction, growth, maturity, and decline stages. Consequently, product sustainability depends heavily on the company's ability to undertake continuous renewal and innovation. This is consistent with Darise et al. (2025), who argue that product quality and product attributes constitute the core of consumer-perceived value, indicating that a product is understood not only through its physical characteristics but also through the benefits and meanings experienced during consumption.

A deeper understanding of the product concept requires recognition that product value is determined not only by intrinsic characteristics but also by how the product is designed, positioned, and interpreted within a specific market context. Product design innovation plays an important role in shaping consumers' initial responses because design functions as a visual and functional cue that influences perceptions of usefulness, quality, and uniqueness. This perspective suggests that a product results from the integration of technical and symbolic dimensions that together shape the consumer experience. Gómez-Prado et al. (2022) add that product innovation cannot be separated from market understanding, as a relevant product is one that bridges consumer needs and the firm's internal capabilities. Within this framework, product becomes a strategic instrument that enables firms to create differentiation and maintain their position in a competitive market. Murakami (2024) further emphasizes that products that are not continuously renewed risk losing relevance as market preferences change; therefore, product innovation serves as an important mechanism for sustaining value. Meanwhile, Nenonen et al. (2020) view products as market-shaping tools because, through their embedded value propositions, firms actively influence how consumers understand their own needs. Conceptually, this indicates that a product is not only a response to existing demand, but also a means of creating new demand.

Price

Price is defined as the monetary value that consumers must sacrifice to obtain a product or service, while also representing the company's assessment of the value offered to the market. Conceptually, price is not merely a nominal figure, but a strategic instrument that connects corporate interests with consumers' perceptions of value. Hinterhuber (2023) emphasizes that price is the only managerial decision element that directly generates revenue, making it central to business and marketing strategy. Price functions as a value signal that influences how consumers interpret the quality, benefits, and fairness of an offering, even before direct consumption occurs. In this context, price cannot be understood separately from perceived value, as consumers essentially compare financial sacrifice with expected benefits. Wichmann et al. (2022) support this view by explaining that price is a market performance indicator that is sensitive to geographical and temporal contexts. It therefore reflects the interaction among demand conditions, competitive structure, and the firm's ability to adjust its strategy. This is in line with Bakri (2023), who found that consumers perceive price as a representation of economic value and offering quality, making it important in shaping consumer evaluations and decisions toward a product.

A more detailed conceptualization of price shows that it plays a strategic role in shaping market perceptions and competitive dynamics. Gonçalves et al. (2025) demonstrate that specific pricing strategies, such as the use of particular price endings, can influence how consumers perceive value and make decisions, confirming that price operates through cognitive and behavioral mechanisms. This perspective expands the understanding of price from a cost-calculation tool to an implicit instrument of value communication. Hinterhuber (2023) argues that managers need to understand price as the outcome of a strategic reasoning process that considers customer value, rather than merely production costs or competitive pressure. In a broader context, Gómez-Prado et al. (2022) view pricing capability as a strategic asset that enables firms to build competitive advantage, particularly when they can intelligently adjust prices according to market characteristics and available information. Price is also closely related to product life-cycle dynamics, as explained by Murakami (2024), who argues that pricing strategies need to evolve across product phases because consumer price sensitivity is not constant over time. At certain stages, price may function as a market penetration tool, whereas at other stages it becomes a mechanism for maintaining margins and business sustainability. Wichmann et al. (2022) further emphasize that the role of price in global contexts is increasingly complex because firms must adjust their pricing structures to differences in purchasing power, regulation, and consumer expectations across markets. Conceptually, these perspectives indicate that price is a strategic construct that reflects value, perception, and the firm's position in the market.

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Promotion

Promotion is defined as a set of marketing communication activities designed to inform, persuade, and remind consumers about an offering in order to shape market attention, interest, and response. Conceptually, promotion functions not only as a means of delivering messages, but also as a psychological mechanism that influences how consumers perceive the value and urgency of an offering. Gordon-Hecker et al. (2020) show that certain promotional formats, such as buy-one-get-one-free schemes, attract stronger consumer attention than percentage discounts, confirming that promotion works through attention and cognitive processing. This finding indicates that promotion is not merely an informative tool, but also a stimulus designed to trigger consumers' mental and emotional responses. In relation to perceived value, Sinha (2019) explains that promotional benefits play an important role in shaping perceived value because consumers evaluate promotion as additional utility beyond price or the basic function of the product. Therefore, promotion can be understood as an instrument for creating symbolic and economic value attached to an offering. From a consumer behavior perspective, promotion also functions as a situational cue that helps consumers make decisions under conditions of limited information or time. Gorji and Siami (2020) argue that promotional displays in retail environments significantly influence shopping intentions because the visualization and placement of promotions strengthen perceived relevance and ease of decision-making.

A deeper understanding of promotion shows that it also contains relational and long-term dimensions, rather than being purely transactional. Langga et al. (2021) argue that promotion, when combined with intensive distribution, contributes to strengthening customer-based brand equity, repurchase intention, and word-of-mouth. This indicates that promotion can build sustainable relationships between brands and consumers. From this perspective, promotion serves as a means of forming memory and positive associations that extend beyond a single transaction. Promotion also involves non-monetary exchange dimensions, particularly in digital contexts. Ryu (2023) found that consumers are willing to disclose certain personal data in exchange for promotions, suggesting that promotion is perceived as a valuable reward in modern exchange processes. This finding expands the understanding of promotion from an economic tool to a broader value-exchange instrument that includes information, privacy, and trust. Sinha (2019) further emphasizes that promotional effectiveness depends on how consumers interpret the benefits offered; therefore, promotion must be aligned with consumer expectations and usage contexts. From a retail behavior perspective, Gorji and Siami (2020) highlight that strategically displayed promotions can guide consumers' attention within stores, reinforcing the role of promotion as a decision guide. Meanwhile, Gordon-Hecker et al. (2020) demonstrate that differences in promotional formats generate different levels of attention, confirming that promotional design is a crucial conceptual aspect.

Place

Place is defined as the geographical position or location where a company conducts sales, distribution, or service activities, thereby enabling consumers to access products or services effectively and efficiently. In marketing and retail perspectives, place is not merely a physical coordinate, but a strategic decision that determines accessibility, convenience, and the potential interaction between firms and consumers. Hunneman et al. (2023) emphasize that place has direct implications for sales potential because each area has different spatial characteristics, such as population density, purchasing power, and competitive intensity, which significantly influence market performance. Thus, place reflects the firm's ability to understand market structure and position itself in spaces with optimal demand potential. Singh et al. (2020) support this view by showing that retail location selection must consider accessibility, proximity to target consumers, and mobility convenience because these factors determine visit intensity and consumer comfort. Conceptually, place can be understood as part of the value infrastructure that enables exchange between firms and consumers. When place is properly designed and selected, the firm not only

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facilitates the purchasing process but also creates positive perceptions of professionalism and service reliability. Therefore, place functions as a strategic meeting point between the firm's offering and market needs, and its role cannot be reduced merely to physical distance.

A deeper examination of place indicates that its meaning has evolved along with market complexity and technological advancement. Lu et al. (2024) emphasize that modern location evaluation no longer relies solely on intuition, but increasingly uses analytical approaches and technologies such as machine learning to identify locations with the best performance potential. This suggests that place is a dynamic construct that can be quantitatively analyzed to predict market response. Place is also closely related to consumer convenience and perceived value personalization. Erbıyık et al. (2012) explain that in modern retail contexts, the concept of place extends beyond physical space to include digital location, where accessibility and ease of interaction become part of customer value. This perspective shows that place bridges consumers' physical and digital experiences. Moreover, Shieh et al. (2019) demonstrate that place plays an important role in stimulating purchases through geographically proximate approaches because location relevance increases consumers' attention and responses to nearby offerings. These findings confirm that place operates as a contextual stimulus that situationally influences consumer behavior.

H1: Product has a positive and significant effect on increasing sales volume at South Sulawesi Industry.
H2: Price has a positive and significant effect on increasing sales volume at South Sulawesi Industry.
H3: Promotion has a positive and significant effect on increasing sales volume at South Sulawesi Industry.
H4: Place has a positive and significant effect on increasing sales volume at South Sulawesi Industry.

Research Design and Methodology

This study employs a quantitative approach with a causal research design to empirically and measurably analyze the effects of independent variables on the dependent variable. A quantitative approach was selected because the study focuses on testing relationships among variables expressed in numerical form and analyzed using statistical techniques. This research is also designed as a case study, as the object of investigation is focused on a single corporate entity, namely South Sulawesi Industry in Makassar City. Accordingly, the analysis is directed toward understanding the phenomenon in depth within the specific context of the company.

Because this study is a case study using company secondary data, it does not involve a population or sampling procedure in the conventional statistical sense. The research subject is South Sulawesi Industry as a single unit of analysis, with primary attention given to data related to product, price, promotion, place, and company sales volume. Thus, the study emphasizes the analysis of relationships among variables based on available historical data, without attempting to generalize the findings to a broader population.

The data used in this study are secondary data obtained through documentation and literature review. Data collection was conducted by examining relevant company documents, such as sales reports and marketing information, as well as literature sources including books, scientific journals, and academic publications that support the theoretical foundation of the study. The research instrument was not a questionnaire, but rather a systematic format for collecting and classifying secondary data according to the analytical requirements of the research variables.

Data were analyzed using multiple linear regression to test the effects of product, price, promotion, and place on sales volume. Prior to hypothesis testing, the data were examined through classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the feasibility of the regression model. The analytical model is expressed as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

where Y represents sales volume, X_1 represents product, X_2 represents price, X_3 represents promotion, X_4 represents place, and e represents the error term. The results of the analysis are used to test the research hypotheses both partially and simultaneously.

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Findings and Discussion

Findings
Descriptive Statistical Analysis

Table 1. Results of descriptive statistical tests

Descriptive Statistics			
	N	**Mean**	**Standard Deviation**
Product (X1)	60	157329.17	62278,467
Price (X2)	60	142800.00	8892,579
Location (X3)	60	30848866.67	5120196,161
Sales Volume (Y)	60	13700.62	2149,077
Valid N (listwise)	60		

The Product variable during the 2017-2021 observation period had an average value (mean) of 157,329.17 with a standard deviation value of 62,278.467, indicating that the standard deviation value was smaller than the average value (mean). This indicates that the Product Percentage data across all companies registered in the South Sulawesi Industry for the 2017-2021 period can be said to be good.

The Price variable during the 2017-2021 observation period had an average value (mean) of 142,800.00 with a standard deviation value of 8,892.579, indicating that the standard deviation value is smaller than the average value (mean). This indicates that the Price Percentage data across all companies listed in the South Sulawesi Industry for the 2017-2021 period can be said to be good.

The Location variable during the 2017-2021 observation period had an average value (mean) of 30848866.67 with a standard deviation value of 5120196.161, indicating that the standard deviation value was smaller than the average value (mean). This indicates that the Location Percentage data across all companies registered in the South Sulawesi Industry for the 2017-2021 period can be said to be good.

The Sales Volume variable during the 2017-2021 observation period had an average value (mean) of 13,700.62 with a standard deviation value of 2,149.077, indicating that the standard deviation value is smaller than the average value (mean). This indicates that the Sales Volume Percentage data across all companies listed in the South Sulawesi Industry for the 2017-2021 period can be said to be good.

Classical Assumption Test

a. Normality Test

Based on the results of the normality test, Asymp.sig.(2-tailed) is 0.200. From the results of the normality test, the significant value is 0.200 > 0.05 so it can be concluded that the normality test is normally distributed.

b. Multicollinearity Test

Based on Table 11, it is known that the results of the multicollinearity test can be seen from the VIF value of all independent variables being less than 10.00 and the tolerance value being greater than 0.10. Therefore, from the multicollinearity test above, it can be concluded that all independent variables do not experience multicollinearity.

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c. Heteroscedasticity Test

The heteroscedasticity test in this study is used to detect whether the regression model contains differences in residual variance from one observation to another. To detect heteroscedasticity, the chart method (*scatterplot*) is used. If:

a. If there is a certain pattern of points listed, which form a certain regular pattern (wavy, widening, then narrowing), then heteroscedasticity occurs.
b. If there is a clear pattern, and the points are spread above and below 0 on the Y axis, then heteroscedasticity does not occur.

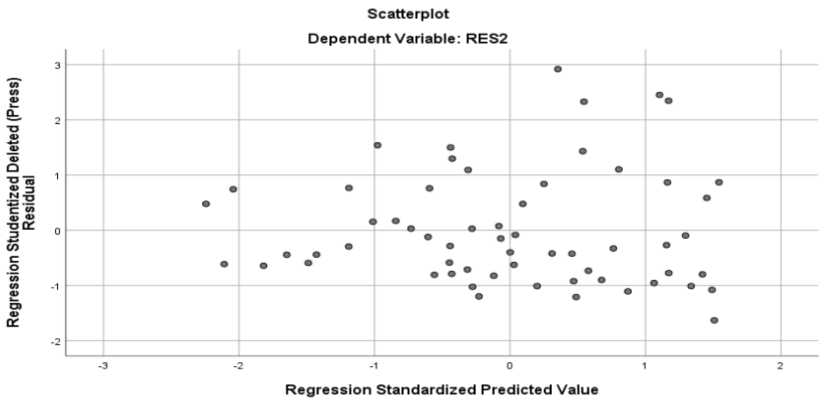

Figure 1. Heteroscedasticity Test

d. Autocorrelation Test

The autocorrelation test aims to test whether in the linear regression model there is a correlation (relationship) between the members of the research sample which are sorted by previous time.

1) If d < 4 dL, it means there is positive autocorrelation.
2) If d > 4 dL, it means there is negative autocorrelation.
3) If dU < d < 4 – dU, it means there is no positive or negative autocorrelation.
4) If dL ≤ d ≤ dU or 4 – dU ≤ d ≤ 4 – dL, the test is inconclusive.

Hypothesis Test Results

a. Multiple Linear Regression Test

Table 2. Multiple Linear Regression Test Results

Coefficients ^{a}								
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**Collinearity Statistics**	
		B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
1	(Constant)	-4609,898	3826,465		-1,205	,233		
	Product (X1)	-,010	,003	-,295	-3,083	,003	,671	1,491
	Price (X2)	,129	,029	,532	4,364	,000	,412	2,425
	Location (X3)	5,030E-5	,000	,120	1,145	,257	,559	1,788
a. Dependent Variable: Sales Volume (Y)								

Based on Table 2, the regression equation obtained from the calculation results is as follows:

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Y = -4609, 898 + -0.010 X1 + 0.129 X2 + 5.030E-5 X3

Information:

a. The constant is -4609.898, this shows that if the Product, Price, and Budget Location variables are 0 then the Sales Volume is 4609.898.
b. Based on the product, the regression test results show that the Product variable has a negative regression coefficient with a value of b = -0.010. This means that if there is a reduction in the value of variable X1 by 1 point, there will be a decrease in the Sales Volume value of 0.010.
c. Based on the Price, the results of the regression test show that the Price variable has a positive regression coefficient with a value of b = 0.129. This means that if there is an increase in the value of variable X2 by 1 point, there will be an increase in the Sales Volume value of 0.129.
d. Based on the location, the results of the regression test show that the location variable has a positive regression coefficient with a value of b = 5.030E-5. This means that if there is an increase in the value of variable X3 by 1 point, there will be an increase in the sales volume value of 5.030E-5.

b. Coefficient of Determination Test (R^2)

Table 3. Determination Coefficient Test

Model Summary [b]

Model	R	R Square	Adjusted Square	R Standard Error of the Estimate	Durbin-Watson
1	,811 [a]	,657	,639	1292,015	1,723

a. Predictors: (Constant), Location (X3), Product (X1), Price (X2)
b. Dependent Variable: Sales Volume (Y)

Based on the results of the determination coefficient test (R2) in Table 3. It shows that the value obtained by R-Square is 0.657 which means that 65.7% of the Sales Volume variable in South Sulawesi Industry is influenced by Product, Price, Location . While the remaining (100-65.7%) is 34.3% which is influenced by other variables outside the equation.

c. Partial Test (t)

The systematic t test is used to influence each independent variable on the dependent variable by looking at the significant value of t_{count} less than 0.05 which can be concluded that the independent variables individually have a significant effect on the dependent variable. If $t_{count} > t_{table}$ then H0 is accepted and if $t_{count} < t_{table}$ then H0 is rejected. In the study t_{table} was obtained from df = nk-1 (60 – 3 – 1 = 56) with a significance level of 0.05 of 2,003.

Table 4. Partial Test Results

Variables	T	Significance	Information
Product (X1)	-3,083	0.003	Not Significant
Price (X2)	4,364	0,000	Significant
Location (X3)	1,145	0.257	Not Significant

Based on the results of the T test in Table 4, it can be explained as follows:

1) From the calculation results above, it shows that the value of the Product variable, the calculated t value is -3.083 < 2.003 with a significance value of 0.003 < 0.05. So it can be concluded that the Product has a negative effect on Sales Volume, so H0 and H1 are rejected.
2) From the calculation results above, it shows that the value of the Price variable, the calculated t value is 4.364 > 2.003 with a significant value of 0.000 < 0.5. So it can be concluded that Price has a positive effect on Sales Volume, so H0 is rejected and H1 is accepted.

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3) From the calculation results above, it shows that the value of the Location variable, the t $_{value}$ is 1.145 < 2.003 with a significant value of 0.257 > 0.05. So it can be concluded that Location has a negative effect on Sales Volume, so H0 is accepted and H1 is rejected.

d. Simultaneous Test (F)

Simultaneous Test (F Test) is used to determine whether all independent variables have the same influence on the independent variable. The test is carried out using the F distribution test, namely by comparing the critical F value (F table) with the calculated F value contained in the ANOVA table. There are two ways that we use as a reference or guideline for conducting hypothesis tests in the F test. The first is to compare the significant value (sig.) or the probability value of the ANOVA output results. If the sig. value <0.005, then the hypothesis is accepted if the significant value> 0.005 then the hypothesis is rejected. The second is to compare the calculated F value with the F table value . If the calculated F value > F table then the hypothesis is accepted if the calculated F value <F table then the hypothesis is rejected. In this study, the F $_{table}$ is obtained from F $_{table}$ = k: n – k where k is the number of variables and n is the number of respondents. then the result (60 - 3 = 57) with a significance rate of 0.05 is 3.16.

Table 5. Simultaneous Test Results

ANOVA [a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	179012497,363	3	59670832,454	74635,	,000 [b]
	Residual	93480904,820	56	1669301,872		
	Total	272493402,183	59			

a. Dependent Variable: Sales Volume (Y)

b. Predictors: (Constant), Location (X3), Product (X1), Price (X2)

Based on the SPSS output table, the sig. value is 0.005. Since the sig. value is 0.000 < 0.05 , it is concluded that the hypothesis is accepted, or in other words, the influence of Product, Price, and Location simultaneously affects Sales Volume.

Based on the table SPSS output, it is known that the F value is Because the calculated F value is 74635 > 3.16, it is concluded that the hypothesis is accepted or in other words the influence of Product, Price, and Location simultaneously affects Sales Volume.

Discussion

The Effect of Product on Sales Volume

The findings indicate that the product variable has a negative and insignificant effect on sales volume at South Sulawesi Industry. This result suggests that changes in product-related aspects do not automatically lead to an increase in sales volume and may even move in the opposite direction. Conceptually, this condition may indicate that the current product characteristics of the company are not the main determinants of consumer purchasing decisions. In other words, the products offered may already be relatively established or homogeneous, so minor changes in product attributes no longer provide additional value that is directly perceived by the market. This finding implies that consumers may perceive the products of South Sulawesi Industry as routine necessities, making their purchasing decisions more strongly influenced by factors other than the product characteristics themselves.

This interpretation can be explained through product life cycle theory. According to this theory, products in the maturity stage tend to experience market saturation due to lower differentiation and relatively stable consumer preferences. At this stage, improvements or modifications in product attributes often do not generate a significant impact on sales and may even create negative responses if such changes do not align with consumer expectations. In the context of this study, the negative effect of product on sales volume may indicate that the products of South Sulawesi Industry have reached a phase in which consumers are more sensitive to other factors, such as ease of access or economic considerations, rather than product attributes. The managerial implication of this finding is that the company needs to conduct a more comprehensive evaluation of its product management strategy, particularly by emphasizing innovation that is genuinely relevant to consumer needs rather than merely making cosmetic changes to product attributes.

Compared with previous studies, this finding is consistent with empirical evidence showing that product does not always have a positive effect on sales volume and, in certain contexts, may even have a negative or insignificant effect. Octa et al. (2024) found that the product variable had a negative effect on sales volume, while price and location exerted more dominant effects. This finding indicates that product changes or characteristics that are not supported by clear added value may reduce consumer purchase interest. In markets characterized by intense competition and relatively homogeneous products, consumers may no longer consider product attributes as their primary consideration, thereby reducing the role of product as a key driver of sales. This strengthens the argument that products lacking substantial differentiation may lead to market saturation and uncertainty in consumer perception. Similarly, Murdayani et al. (2021) found that, in the context of culinary MSMEs, product had no significant effect on sales volume, while only promotion had a positive impact. Their study suggests that consumers in certain business contexts may be more responsive to communication stimuli and short-term offers than to product characteristics. Products may already be perceived as familiar necessities, making variations or modifications insufficient to influence purchasing decisions.

The Effect of Price on Sales Volume

The findings show that price has a positive and significant effect on sales volume at South Sulawesi Industry. This result indicates that the company's pricing policy plays an important role in increasing sales. Conceptually, price is not merely a monetary exchange value, but also a signal of value used by consumers to assess the appropriateness and benefits of a product. When price is perceived to be consistent with the quality and benefits received, consumers are more likely to respond positively through increased purchasing decisions. In this study, the positive relationship between price and sales volume suggests that consumers of South Sulawesi Industry are not simply sensitive to low prices, but also consider price fairness and its alignment with the value offered. This finding shows that an appropriate pricing strategy can strengthen consumer trust and support demand stability.

This result is consistent with perceived value theory, which explains that purchasing decisions are influenced by the comparison between perceived benefits and consumer sacrifices. Within this theoretical perspective, price functions as a key indicator in shaping perceived value. When price is viewed as fair and rational, consumers are more likely to perceive the product as worthy of purchase. Therefore, the positive effect of price on sales volume can be interpreted as evidence that South Sulawesi Industry's pricing policy has been able to represent product value appropriately in the eyes of consumers. The managerial implication of this finding is that the company should maintain consistency and transparency in its pricing strategy while adjusting prices to the expectations and purchasing power of the target market in order to sustain sales growth.

This finding is also in line with previous empirical studies showing that price has a positive and significant effect on sales volume. Afif and Krisdianto (2020) found that although marketing mix elements simultaneously affected sales volume, price emerged as the most dominant variable in increasing sales. Their findings indicate that consumers are highly responsive to company pricing policies, particularly in competitive markets. Price is perceived as a direct representation of product value and fairness; therefore, when consumers consider the price appropriate to the benefits received, they tend to increase both purchase frequency and quantity. Thus, the findings of Afif and Krisdianto support the present study by confirming that price is an effective strategic instrument in influencing market behavior and increasing sales volume. Furthermore, this study is consistent with Hermanto et al. (2022), who confirmed that price has a positive and significant effect on sales volume together with product and promotion variables. Their study emphasized that price is one of the main considerations in consumer purchasing decisions because it is directly related to purchasing power and perceived value. Hermanto et al. (2022) further showed that an appropriate pricing policy can enhance product attractiveness, expand market reach, and ultimately increase sales.

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The Effect of Place on Sales Volume

The findings indicate that place has a negative and insignificant effect on sales volume at South Sulawesi Industry. This result suggests that the company's location or location-related characteristics have not become a major determinant of increased sales. Empirically, this condition reflects that changes or improvements in location-related aspects are not directly followed by market responses in the form of higher sales volume. This interpretation suggests that consumers of South Sulawesi Industry may not regard accessibility, geographical proximity, or physical location as dominant considerations in their purchasing decisions. In other words, location tends to have a neutral role in influencing consumer decisions, resulting in a relatively limited contribution to sales performance.
Conceptually, this finding can be explained through relative convenience theory, which suggests that the effect of location on purchasing behavior weakens when consumers have sufficient access alternatives or when products can be obtained through flexible distribution channels. In this context, physical location is no longer the main differentiating factor because consumers may already be familiar with the product or accustomed to repeated purchasing patterns. The implication of this finding is that South Sulawesi Industry cannot rely solely on location as a competitive advantage to increase sales. Instead, the company needs to focus on optimizing other factors that are more relevant to consumer preferences, such as marketing communication effectiveness or the alignment of product value with market needs.

Compared with previous studies, this finding is consistent with empirical evidence showing that location may have a negative and insignificant effect on sales volume, particularly in businesses with specific market characteristics. Murdayani et al. (2021) found that, in the context of culinary MSMEs, location did not significantly affect sales volume. Their study explained that consumers in certain types of businesses may already have stable product familiarity and purchasing habits, making location a less important consideration. Consumers may focus more on factors that provide direct benefits, such as promotion and ease of obtaining product information. This finding indicates that location loses its power to drive sales when the relationship between consumers and the product has already been strongly established. The present finding is also consistent with Rahmawati and Amaria (2023), who found that location had no significant effect on sales volume. Their study revealed that consumers tend to disregard location when the product is widely known and accessible through various distribution channels. Under such conditions, physical location no longer functions as a competitive differentiator capable of increasing sales and may instead become neutral or irrelevant in influencing purchasing decisions.

The Effect of Promotion on Sales Volume

The findings show that promotion could not be quantitatively analyzed in relation to sales volume at South Sulawesi Industry due to limited promotional data during the observation period. This condition indicates that the company's promotional activities were not conducted routinely or systematically, resulting in insufficient data for empirical analysis. Nevertheless, conceptually, promotion remains an important element of the marketing mix because it influences consumer perceptions, opinions, beliefs, and attitudes toward the company and its products. In practice, South Sulawesi Industry uses simple promotional media, such as brochures, as a form of marketing communication. This suggests that promotional activities remain limited and have not yet been optimally utilized as a strategic instrument to increase sales volume.
Theoretically, this finding can be explained through the hierarchy of effects theory in marketing communication, which states that promotion plays a role in building awareness, knowledge, attitudes, and ultimately purchase action. If promotion is not carried out consistently and continuously, the process of developing consumer awareness and positive attitudes may not occur effectively. In the context of South Sulawesi Industry, the irregularity of promotional activities indicates that the company has not fully implemented the stages of marketing communication. The managerial implication of this finding is that the company needs to design a more systematic and continuous promotional strategy so that marketing messages can be delivered effectively to the target market. Well-planned promotion not only increases consumer knowledge of the product but also strengthens confidence and trust, which may ultimately support increased sales volume.

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Compared with previous studies, this finding is consistent with empirical evidence showing that promotion does not always produce a strong or significant effect on sales volume, especially when promotional activities are inconsistent or unsupported by sufficient data. Zainuddin et al. (2020) found that although product and location significantly affected sales volume, promotion did not show a meaningful effect. Their study explained that the insignificance of promotion was caused by limited promotional intensity and continuity, preventing promotion from effectively shaping consumer awareness and perception. This finding is relevant to the present study, in which promotion was not conducted routinely and therefore could not be properly measured or quantitatively analyzed in relation to sales volume. In addition, this result is consistent with Octa et al. (2024), who found that promotion does not always have a positive impact on sales volume and, in some contexts, may have an insignificant effect. Their study revealed that promotion that is not integrated with other marketing strategies or not adjusted to consumer characteristics tends to lose its effectiveness. In such situations, promotion is unable to substantially encourage purchasing decisions, resulting in a weak contribution to sales volume.

Conclusion

This study aims to examine how the elements of the marketing mix, namely product, price, promotion, and place, are associated with sales volume at South Sulawesi Industry. In general, the study addresses the research problem by positioning each variable within a measurable and context-specific analytical framework that reflects the characteristics of the company. It provides a comprehensive overview of the firm's internal marketing dynamics and explains how each element of the marketing mix is positioned to support the achievement of sales volume. Accordingly, this study serves as a mapping of the company's marketing conditions based on available data, without emphasizing technical statistical details in the conclusion section.

From both scholarly and practical perspectives, this study contributes by reaffirming that the influence of marketing mix elements on sales volume is context-dependent and does not always conform to general theoretical assumptions. The originality of this study lies in its use of a secondary-data-based case study approach within a local bottled drinking water industry, thereby producing empirical insights that are specific to the company's actual conditions. From a practical and managerial standpoint, the findings may serve as a basis for the management of South Sulawesi Industry in formulating more selective and adaptive marketing strategies, particularly in relation to product quality management, competitive pricing policies, distribution system improvement, and more structured promotional activities. The policy implication drawn from this study is the need to adjust marketing strategies toward greater efficiency and alignment with actual market needs so that the company can enhance its competitiveness in a sustainable manner.

Nevertheless, this study has several limitations that should be acknowledged. It relies on secondary data and focuses on a single research object; therefore, the findings cannot be generalized to other companies or industries. In addition, limitations in promotional data prevented the promotion variable from being analyzed quantitatively. Based on these limitations, future studies are encouraged to use primary data, expand the scope of research objects, and incorporate other relevant variables, such as customer satisfaction, brand loyalty, or digital distribution channels. Future research may also employ a longitudinal design with more complete data to provide a deeper and more comprehensive understanding of the relationships between marketing variables and sales volume.

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