

***THE INFLUENCE OF THE MARKETING MIX ON THE SALES VOLUME OF
USED MOTORCYCLES AT FATTAH MOTORS BUSINESS IN JAKARTA***

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ABSTRACT

This study aims to analyze the influence of the marketing mix (product, price, promotion, and place) on the sales volume of used motorcycles at Fattah Motors Jakarta. The research method uses a quantitative approach with a simple random sampling technique involving 50 respondents who have purchased used motorcycles at Fattah Motors. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS. The results indicate that the marketing mix simultaneously has a significant effect on sales volume. However, partially, only the product variable has a significant influence ($\beta = 0.571$; $p = 0.001$), while price ($\beta = -0.326$; $p = 0.069$), promotion ($\beta = 0.256$; $p = 0.186$), and place ($\beta = 0.275$; $p = 0.102$) are not significant. The coefficient of determination (Adjusted R^2) of 0.548 suggests that 54.8% of sales volume variation is influenced by the marketing mix. In conclusion, Fattah Motors should enhance product quality, diversify promotional strategies, and improve customer service to boost sales. Future researchers are advised to explore additional variables such as brand reputation or external factors like market competition.

Keywords : Product, Price, Promotion, Place, Sales Volume