

The Influence of Outlets and Promotions on Sales of XYZ Brand Four-Wheeled Vehicles in the Tangerang Region

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Received: 11 April 2026/ Revised: 14 May 2026./ Accepted: 14 June 2026.

ABSTRACT:

Four-wheeled vehicle sales are one indicator of the success of automotive companies in facing increasingly competitive business conditions. Outlet and promotional factors are important elements that can influence consumer purchasing decisions, thus impacting sales levels. This study aims to analyze the influence of outlets and promotions on four-wheeled vehicle sales. The research method used is a quantitative method with a survey approach. Data were obtained by distributing questionnaires to consumers who purchased four-wheeled vehicles at the dealerships being studied. Data analysis techniques used validity tests, reliability tests, multiple linear regression analysis, and the coefficient of determination. The results show that outlets have a positive and significant effect on four-wheeled vehicle sales, with an influence of 80.9% on sales and an influence of promotions of 83.9% on sales levels. Promotions also proved to have a positive and significant effect on sales. Simultaneously, outlets and promotions have a significant influence on increasing four-wheeled vehicle sales. These findings indicate that the availability of strategic outlets, adequate facilities, good service quality, and effective promotional activities can increase consumer interest and purchasing decisions. Therefore, companies need to optimize outlet management and promotional strategies to increase competitiveness and achieve sales targets.

Keyword: Outlet, Promotion, Sales, Four Wheeled Vehicles, Marketing

I. INTRODUCTION

The automotive industry is a sector that contributes significantly to economic growth. The increasing number of four-wheeled vehicle manufacturers has led to increasingly fierce competition between companies. In this environment, companies are required to implement effective marketing strategies to increase sales. Sales at outlets in certain locations are suboptimal due to ineffective locations and services, coupled with promotional activities that have not significantly increased customer numbers. Promotional management is still carried out conventionally with limited market reach, which can impact motor vehicle sales levels. The lack of integration between outlet sales data and promotional activities also leads to inaccurate marketing decision-making.

Four-wheeled vehicle sales in the Greater Tangerang area have significant potential and continue to increase. Four-wheeled vehicles are a popular mode of transportation in the

Greater Tangerang area. Besides being a mode of transportation, they also serve as a lifestyle and a practical activity for some. Problems at four-wheeled vehicle dealerships include less strategic locations with minimal traffic. Furthermore, service is often hampered by poorly trained employees, slow service, and limited parking, resulting in poor customer service. Ineffective operational oversight is another common problem..

An outlet is a sales location used by a company to distribute products to consumers. The strategic location of an outlet can increase customer accessibility to the products offered. As a distribution and service facility, outlets play a crucial role in providing easy access to consumers (Shan, 2024). Strategic location, adequate facilities, and good quality of service can increase consumer purchasing interest (Oskar & Tiurniari, 2020). In addition, promotion is a marketing communication tool that functions to introduce products, build brand image, and encourage purchasing decisions (Tanwar et al., 2022). Although the company has undertaken various marketing activities, challenges remain in achieving sales targets. Therefore, research is needed to determine the extent to which outlets and promotions influence four-wheeled vehicle sales. The number of outlets is highly effective in increasing four-wheeled vehicle sales. (Awaloedin et al., 2023)

Promotion is a very important thing for a business, various problems that occur in promotion include the promotion target not being on target with potential customers who are less potential (Sutrisno & Haryani, 2017). The selection of promotional media that does not match the characteristics of the target market and promotional evaluation is not carried out also has an impact on low sales levels (Latief & Dirwan, 2020). Therefore, the effectiveness of the promotional program being implemented remains unknown. Many competitors offer more attractive promotions with more comprehensive prices and features for car components. Promotion is a marketing communication activity carried out by companies to inform, persuade, and remind consumers about the products they offer. (Ernawati, 2019). Nowadays, there is a lot of viral marketing emerging which is able to strengthen social validation and spread messages in the digital environment (June et al., 2026).

The increasing adoption of electric vehicles in Indonesia. The market share of electric cars continues to grow due to government incentives, the development of charging infrastructure, and the entry of various new manufacturers. From January to May 2026, electric car sales reached approximately 57,087 units, or approximately 15.9% of total national car sales, an increase of approximately 80% compared to the same period the previous year.

The entry of Chinese automotive manufacturers such as BYD, Geely, Jaecoo, Chery, and others has intensified competition. Consumers have more choices with more competitive prices and more comprehensive technological features. Several new models even dominate electric car sales in Indonesia. Automotive dealers no longer rely solely on physical showrooms but must also conduct sales digitally through websites, marketplaces, social media, virtual showrooms, live streaming, and other media.

The purpose of this study was to determine the influence of outlets and promotions on four-wheeled vehicle sales in the Greater Tangerang area. The results will serve as supporting indicators and recommendations for dealers in making decisions about the number and expansion of outlets and promotions at each four-wheeled vehicle dealership, particularly in the Greater Tangerang area.

II. METHOD

The research method used quantitative analysis involving several outlets and promotions at several four-wheeled vehicle dealers in the Greater Tangerang area, which includes Tangerang City, South Tangerang, and Tangerang Regency. This study used a quantitative

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research method with an associative approach to determine the influence of outlets and promotions on four-wheeled vehicle sales. The quantitative approach was chosen because this study aims to objectively measure the relationship and influence between variables through statistical analysis. This method can determine the magnitude of the influence of outlets and promotions, both partially and simultaneously, on four-wheeled vehicle sales.

Data was collected from questionnaires completed by each dealer, assessing both outlet conditions and promotions within the Greater Tangerang area. Data collection was conducted through a literature review of previous research with similar variables (Goestjahjanti et al., 2023). In addition to literature research, the author also used data analysis with the help of SPSS. Field studies were conducted to directly understand the problems and obstacles faced by dealers. Furthermore, the author conducted interviews to identify the problems and desired solutions. (Ferdian Syah et al., 2025). The research steps are shown in Figure 1



Figure 1 Research Process

The research begins with problem formulation, followed by determining the method to be used. After that, data collection and processing are carried out. After the data is collected and processed, a report is compiled and produced. The data used in this study consists of primary data obtained through the distribution of questionnaires to respondents (Goestjahjanti et al., 2022). Secondary data, obtained from sales reports, company documents, books, scientific journals, and other sources relevant to the research. (Gosestjahjanti et al., 2023)

Table 1 Indicators of the variables studied

No	Variables	Indicator
1	Outlet (X1)	a. Strategic outlet location b. Complete facilities c. Comfortable outlet environment d. Quality of employee service e. Ease of access for consumers
2	Promotion (X2)	a. Advertising b. Sales promotion c. Personal selling d. Digital marketing e. Publicity
3	Sale(Y)	a. Increased sales volume b. Increased customer base c. Achieved sales targets d. Purchase frequency

In this study, the influence of outlet size and promotions on increasing four-wheeled vehicle sales was assessed using the following data analysis techniques:

1. Normality Test.
2. Multicollinearity Test.
3. Heteroscedasticity Test.
4. Multiple Linear Regression Analysis.
5. Coefficient of Determination (R^2).

Although other techniques such as validity tests, reliability tests, t-tests, and f-tests exist, they are not presented in this study. These tests were actually conducted because the data used is primary data. The number of samples used was 15 dealers in the Tangerang area..

III. RESULTS AND DISCUSSION

The large number of dealers of various brands in Tangerang has led to increasingly intense competition in pricing, promotions, and after-sales services, thus affecting the achievement of sales targets. Consequently, consumers are increasingly selective in choosing vehicles, considering fuel efficiency, technological features, safety, and price. Therefore, dealers must be able to adjust their marketing strategies. The shift in trends towards electric and hybrid vehicles requires dealers to adjust the product portfolio offered to consumers. Many dealers have not maximized digital media to reach potential consumers who are increasingly active on the internet and social media. Although the number of potential customers who make inquiries is quite high, not all of them end up purchasing a vehicle. Available customer data has not been optimally utilized to develop more targeted marketing strategies. Therefore, this study was conducted to determine the extent of the influence of outlets and promotions on the level of four-wheeled vehicle sales in the Greater Tangerang area.

A. Normality Test

A normality test is a statistical procedure used to determine whether a sample of data originates from a population that follows a normal distribution. A normal distribution is characterized by a symmetrical pattern in which most data values are concentrated around the mean, while the frequency of observations gradually decreases as the values deviate further from the mean

Table 2 Normality Test
One-Sample Kolmogorov-Smirnov Test

		Sale	Promotion	Outlet
N		15	15	15
Normal	Mean	246.40	34.67	187.93
Parameters ^{a,b}	Std. Deviation	41.113	9.678	38.087
Most Extreme Differences	Absolute	.170	.209	.166
	Positive	.170	.209	.166
	Negative	-.135	-.099	-.153
Kolmogorov-Smirnov Z		.659	.808	.642
Asymp. Sig. (2-tailed)		.778	.532	.804

Source: Processed primary data (2026)

Based on the results of the normality test using the One-Sample Kolmogorov-Smirnov Test method, the asymp.sig. (2-tailed) value for the outlet variable was 0.804, the promotion variable was 0.532, and the sales variable was 0.778. Because the asymp.sig. (2-tailed) value for

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the three variables is greater than 0.05, it can be concluded that the data used is normally distributed.

B. Multicollinearity Test

Table 3 Multicollinearity Test
Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	64.639	13.112		4.930	.000		
	Promotion	2.342	.398	.551	5.892	.000	.459	2.177
	Outlet	.535	.101	.496	5.297	.000	.459	2.177

Source: Processed primary data (2026)

Based on the results of the multicollinearity test of the outlet and promotion variables on the level of four-wheeled vehicle sales in the Greater Tangerang area, it is known that the tolerance value of the outlet and promotion variables is 0.459 each and the VIF value of each variable is 2.177. Because the tolerance value is greater than 0.01 and the VIF value is less than 10, it can be concluded that there is no multicollinearity between the two variables.

C. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether the variance of the residuals in a regression model remains constant across all levels of the independent variables. A good regression model is one that does not exhibit heteroscedasticity, indicating that the residuals have constant variance.

Table 4 Heteroscedasticity Test

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.039	7.567		1.459	.170
	Promotion	.155	.229	.279	.674	.513
	Outlet	-.050	.058	-.354	-.857	.408

Source: Processed primary data (2026)

Based on the results of the heteroscedasticity test using the Glestjer method, the sig. value for the promotion variable (X1) was 0.513 and for the outlet variable (X2) was 0.408. Because the sig. value is greater than 0.05, it can be concluded that there is no heteroscedasticity problem.

D. Multiple linear regression test

Table 5 Multiple linear regression test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	64.639	13.112		4.930	.000
Promotion	2.342	.398	.551	5.892	.000
Outlet	.535	.101	.496	5.297	.000

Source: Processed primary data (2026)

The results of the multiple linear regression test obtained the equation $Y = 64,639 + 2,342X_1 + 0.535X_2$ which means that if there is no increase in promotional costs and expansion or addition of outlets, the sales level is 64,639, but if there is an additional promotion of 1, sales will increase by 2,342, and if there is an additional outlet area of 1, the sales level will increase by 0.535. Promotions and outlets have a positive value on the sales level.

E. Test of Coefficient of Determination

- The influence between outlet (X_1) and sale level (Y)

Table 6 Test of the Coefficient of Determination of X_1 against Y **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906	.809	.826	17.127

Source: Processed primary data (2026)

Based on the results of the coefficient of determination test between X_1 and Y , the R Square (R^2) value was obtained as 0.809, which means that promotion has an influence of 80.9% on sales and the remaining 19.1% is influenced by other variables.

- The influence of promotion variables (X_2) on tingkat penjualan (Y)

Table 7 Test of the Coefficient of Determination of X_2 against Y **Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916 ^a	.839	.826	17.127

a. Predictors: (Constant), Promosi

Source: Processed primary data (2026)

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Based on the results of the determination coefficient test, the R Square (R^2) value obtained was 0.839, which means that the promotion had an influence of 83.9% on the sales level, 16.1% of which was influenced by other variables..

- The influence between Outlet variables (X1) and promotion (X2) on sales level (Y)

Table 8 Test of the Coefficient of Determination of X1 and X2 against Y

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976 ^a	.952	.944	9.757
a. Predictors: (Constant), Promosi, Outlet				

Source: Processed primary data (2026)

Based on the results of the determination coefficient test, it is known that the R Square (R^2) results for the outlet and promotion variables together are 95.2% and the remainder is influenced by other variables

F. Hypothesis Testing (T-Test and F-Test)

The F-test results showed a significance value of $0.000 < 0.05$, indicating that outlets and promotions together significantly influence sales. The results indicate that promotions have a more dominant influence than outlets. This indicates that an effective promotional strategy can increase consumer interest and purchasing decisions for four-wheeled vehicles

IV. CONCLUSION

Based on the research results, it can be concluded that outlets have a positive and significant effect on four-wheeled vehicle sales. Promotions have a positive and significant effect on four-wheeled vehicle sales. Outlets and promotions simultaneously have a positive and significant effect on four-wheeled vehicle sales. Promotion is the most dominant factor in increasing four-wheeled vehicle sales. Companies need to expand their outlet network in strategic locations and improve the quality of service and outlet facilities. Optimize digital promotions through social media and online platforms. Organize attractive promotional programs to increase consumer purchasing interest. This research has a novelty, where outlets and promotions have an equally important role, but outlets currently do not only depend on showrooms but can use virtual showrooms, websites, marketplaces and outlet forms with digital media that utilize artificial intelligence.

ACKNOWLEDGEMENTS

We would like to express our sincere gratitude to the Head of the Institute for Research and Community Service (LPPM) for supporting lecturers' research activities through various workshops and mentoring programs on scientific writing for both national and international journals. We also extend our heartfelt appreciation to the team of lecturers at Universitas Insan Pembangunan Indonesia for their valuable collaboration, commitment, and dedication in successfully completing this research. Their contributions and willingness to work together in accordance with their respective roles and responsibilities were instrumental in ensuring the smooth implementation and successful completion of this study.

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