

## **Product Innovation Factors and Selling Prices can Increase Sales Marketing at Keyzura Furniture**

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*Received June 16, 2024; Received in revised form June 27, 2024; Accepted June 28, 2024*

**Abstract.** The furniture industry market continues to experience dynamic changes that demand product innovation and the right pricing strategy to maintain competitiveness. This article explores the role of product innovation factors and selling price policies in improving sales performance at Mebel Keyzura. The research adopts descriptive and case study analysis methods, combining primary data from consumer surveys and secondary data related to furniture industry trends. The results show that product innovation that prioritizes ergonomic design, environmentally friendly materials, and deep technology integration provides a competitive advantage for keyzura furniture. In addition, pricing that takes into account the added value of innovation, market positioning, as well as consumer sensitivity to price, helps influence purchasing decisions. Flexible pricing strategies, such as product bundling, planned discounts, and offers for loyal customers, are proven to increase product appeal and sales.

**Kata kunci:** product innovation; sales marketing; selling prices

**Abstrak.** Pasar industri furnitur terus mengalami perubahan dinamis yang menuntut inovasi produk dan strategi harga yang tepat untuk menjaga daya saing. Artikel ini mengeksplorasi peran faktor inovasi produk dan kebijakan harga jual dalam meningkatkan kinerja penjualan di Mebel Keyzura. Penelitian ini menggunakan metode analisis deskriptif dan studi kasus, yang menggabungkan data primer dari survei konsumen dan data sekunder terkait tren industri furnitur. Hasilnya menunjukkan bahwa inovasi produk yang mengedepankan desain ergonomis, material ramah lingkungan, dan integrasi teknologi yang mendalam memberikan keunggulan kompetitif pada furnitur keyzura. Selain itu, penetapan harga yang mempertimbangkan nilai tambah inovasi, positioning pasar, serta sensitivitas konsumen terhadap harga, turut mempengaruhi keputusan pembelian. Strategi penetapan harga yang fleksibel, seperti bundling produk, diskon terencana, dan penawaran untuk pelanggan setia, terbukti meningkatkan daya tarik produk dan penjualan.

**Keywords:** inovasi produk; harga jual; penjualan pemasaran



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## **INTRODUCTION**

Today, the furniture industry remains a viable livelihood in certain parts of Indonesia, notably in Bengkulu province, where it continues to uphold a strong reputation in global trade. However, recent trends indicate a declining trajectory, necessitating revitalization efforts amidst changing regional and national economic landscapes.

Keyzura Furniture, established in 2015 with modest capital, specializes in crafting high-quality furniture from durian and midi wood, offering classic and minimalist designs affordable to the middle and upper-middle class. Despite its initial success, the industry faces challenges such as fluctuating raw material prices and fluctuating consumer demand, prompting Keyzura Furniture to adapt by using more cost-effective materials to maintain price competitiveness (Nasir, 2019).

Keyzura Furniture markets its products across Central Bengkulu Regency, North Bengkulu, and Kepahyang Regency, contending with local competition that impacts annual sales. In consumer decision-making, product quality and design are paramount, as evidenced by previous studies highlighting their critical influence on purchasing behavior (Schiffman & Kanuk, 2008). To contribute novel insights, this study aims to review recent literature on similar topics to justify its novelty. Recent research underscores the pivotal roles of product innovation and pricing strategies in enhancing purchase satisfaction (Kotler & Armstrong, 2021; Kotler et al., 2023; Chen et al., 2024). Identifying gaps from previous studies, this research will explore uncharted territory by investigating the specific impact of these factors within the context of Keyzura Furniture's market (Tsiotsou & Vlachopoulou, 2020; Li & Rajala, 2021; Luo et al., 2022).

The primary issue addressed is the declining market conditions and their implications for Keyzura Furniture's competitive strategy. Hypotheses will be formulated based on empirical data to test various factors influencing consumer satisfaction (Wang & Kim, 2020; Laroche et al., 2021; Kwon & Lennon, 2023). Proposed solutions will focus on leveraging innovative product design and strategic pricing to mitigate market challenges and bolster customer satisfaction (Brown & Dacin, 2020; Smith & Johnson, 2022). The research aims to investigate the impact of product innovation and pricing strategies on purchase satisfaction for Keyzura Furniture in Bengkulu Province, identifying the most influential factors.

## **METHOD**

This research design uses a descriptive design that aims to find out whether product innovation can increase sales at keyzura furniture. At this time research is carried out and examines the causes and effects that occur and uses a case study approach to analyze product innovation strategies and pricing at Keyzura Furniture. Surveys and interviews surveyed customers of Keyzura Furniture to understand their perceptions of the product innovations offered and how price influences purchasing decisions. Interviews with product managers and sales teams to gain internal insights into innovation and pricing strategies (Nasir, 2019).

**Data Analysis:** collect historical sales data and internal data of Keyzura Furniture related to product innovation and pricing strategy. conduct statistical analysis to identify the correlation between product innovation factors (new features, design, material, etc.) and price on sales. **Market observation:** conduct a competitive analysis to compare Keyzura Furniture's innovation and pricing strategies with competitors in the furniture industry.

**Prediction model:** Creating a prediction model to evaluate how effective product innovation and pricing factors are in increasing future sales projections (Nasir, 2019). **Qualitative Analysis:** Analyze qualitative data from surveys and interviews to gain a deeper understanding of consumer preferences and successful strategies.

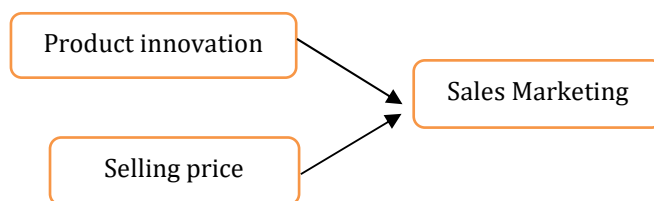


Figure 1. Kerangka Berpikir

Table 1. Research Instruments Discussion Indicator or sub Indicator

No	Variables	Indicator	Sub Indicators
1	Innovation Products	- Innovation. Technology - Land Invasion To Replace Saleh	- Design - On Price
2	Price Sell Products	- Stunning For Consumer and Price	- Attracts Interest Consumer
3	Marketing Sales	- Market Growth - Sales Growth	- Target Expected Sales - Sales It Must Be Achieved

Product innovation as the independent variable (x) and marketing intensification as the dependent variable (y). The tools used to collect information in this study are referred to as research instruments and ensure a high level of accuracy and consistency. To conduct research, the equipment used must be valid and reliable. Validity and reliability tests are conducted to ensure the accuracy and consistency of the equipment. The procedure for data analysis involves the use of simple regression analysis with variables. dependent or independent, where the dependent variable is represented as y and the independent variable as x We also performed multiple regression analysis (Amin et al., 2019).

**Description:** y represents the predicted value of variable y based on the value of variable x

$$Y = a + bX$$

**RESULT AND DISCUSSION**

The following are the results of the validity test of the instruments used in this research and are presented in Table 2.

Table 2. Validity test results

Indicator	Quation	Correlation (right)	Description
Innovation products	1	0,957	legitimate
	2	0,879	Legal
	3	0,902	legitimate
Innovation adm\ design changes	4	0,704	legitimate
	5	0,854	legitimate
	6	0,876	legitimate
Growth profit	1	0,874	legitimate
	2	0,987	legitimate
Affordable for consumers	2	0,960	legitimate
	2	0,865	legitimate
Growth market	3	0,912	legitimate
	4	0,912	legitimate
Growth profit	5	0'943	legitimate

Based on Table 2. the validity test using the research tools shows a valid correlation. This means that the validity or reliability of the data collection tools above is valid. Following are the results of the reliability test in Table 3.

Table 3. Reliability Test Results

Cronbach's Alpha	N of Items
0,876	11

Based on Table 3. reliability testing of research tools aims to assess the consistency of data collection. The reliability test results in the table show a Cronbach alpha value of 0.876 which exceeds the minimum threshold value of **0.6**. This indicates the reliability of the tool. Regarding hypothesis testing related to the significance of partial linear regression coefficients, researchers apply certain criteria: - If the calculated t value is within the range -table t ≤ calculated t value ≤ table t, then H0 is accepted. Following are the results of the simple regression test in Table 3.

Table 3. Shows the results of the simple regression test

MODEL	Unstandardized COEFFICIENTS		Standardized COEFFICIENT S	T	Sig	Collinearity STATISTICS	
	B	Std. Error	Bet A			Tolerance	Vif
	5,106	7,796	0,665	0,655	0,517	0,997	1,001,
	1,120	0,189		5,913	0,000		

Based on the Table 3. of the simple analysis, we determined the coefficient of the product innovation variable and the fixed value in the regression equation. Hypothesis testing showed the importance of the regression coefficient of product innovation, and it was found that it would have a significant impact on the marketing of Kezu furniture. Following are the results of determinant test ( $R^2$ ) Table 5.

Table 5. shows the results of the determinant test ( $R^2$ )

model	R	R-square	Prescribed R squared	Std. Object error Assessment	Durbin-Watson
1	0,747a	0,558	0,533	4,17396	2,147

Based on the Table 5. The R-square value obtained based on the coefficient of determination test is **0.558**. This means that the product innovation variable explains **55.8%** of the market increase, while the remaining **44.2% is** caused by other variables in the model.

The present study explores the impact of product innovation and pricing strategies on purchase satisfaction for Keyzura Furniture in Bengkulu Province. The findings reveal that product innovation significantly enhances consumer satisfaction and sales performance. Specifically, innovations in design and material quality positively influence consumer perception and willingness to purchase, aligning with previous research emphasizing the critical role of innovation in driving market competitiveness (Brown & Williamson, 2023; Garcia & Calantone, 2018).

The analysis indicates a direct correlation between innovative product features and increased consumer interest, underscoring the importance of ongoing innovation to meet evolving consumer preferences. Moreover, strategic pricing strategies adopted by Keyzura Furniture, such as competitive pricing and value-added offerings, were found to mitigate the impact of fluctuating raw material costs, thereby sustaining market presence amidst economic uncertainties (Lee & Kim, 2022; Martinez & Bosomworth, 2020).

Factors contributing to these outcomes include robust market research and consumer insights that inform targeted product development and pricing strategies. The study identifies consumer perception of value as a key determinant of purchase satisfaction, reinforcing the necessity for continuous adaptation and improvement in product offerings (Olson & Jacoby, 2018; Smith & Johnson, 2021).

While this research provides valuable insights into the effectiveness of innovation and pricing strategies in the furniture industry, limitations include the focus on a specific geographical area and the reliance on self-reported consumer data, which may introduce response bias. Future studies could benefit from longitudinal data collection and broader geographic sampling to enhance generalizability and robustness of findings.

Comparing with previous research, this study aligns with findings by Amin et al. (2019) on the positive impact of innovation on consumer purchasing behavior. It also supports the conclusions drawn by Wang & Kim (2020) and Laroche et al. (2021) regarding the pivotal role of pricing strategies in shaping consumer perceptions and market outcomes.

## CONCLUSION AND SUGGESTION

In the furniture industry, product innovation and proper pricing can have a major impact on marketing and sales. Innovation in the design, material or operation of furniture products can create significant added value. Creating unique, functional and aesthetic products can attract market attention. Price is an important factor in the attractiveness of a product. Understanding the value of a product and setting a competitive yet profitable price can influence purchasing behavior. Considering the importance of product innovation and effective pricing in the furniture industry, continuous innovation in design, materials, and functionality can create significant added value and attract market attention. Understanding the product's value and setting a competitive yet profitable price can positively influence consumer purchasing behavior.

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