



The Effect of Market Segmentation on Sales Levels in Small Medium Enterprises

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ABSTRACT

This research was conducted to determine the effect of market segmentation on the level of sales at micro businesses in the H.Hamid coffee shop on Jl. Kihiur City Bandung. The purpose of this study was to determine and analyze how the market segmentation of the level of sales in micro businesses in H.Hamid coffee shops, as well as the magnitude of the management influence and market segmentation simultaneously and partially on the level of sales in H.Hamid coffee shops.

This research uses quantitative method with associative causality research type. Sampling is done by probability sampling method with the Slovin formula, with 92 respondents. The data analysis technique used is descriptive analysis and linear regression analysis.

Based on the results of simultaneous hypothesis testing the influence market segmentation in the H.Hamid coffee shop has a significant influence on the level of coffee sales on Jl. Kihiur, Bandung City. This is evidenced by $F_{count} > F_{table}$ ($18,162 > 3,94$) with a significance level of $0,000 < 0,05$. Based on the results of a partial hypothesis test (t test), it was found that the management variables have a significant effect on the level of sales at the coffee shop Jl. Kihiur City Bandung. Based on the determination coefficient, it is found that management and market segmentation can increase sales by 16.8% and the remaining 73.2% is influenced by other factors not examined in this study such as product attributes.

The conclusion of this study is that the market segmentation of the level of sales in the H.Hamid coffee shop is in the very good category. But there are some items that need to be improved such as better in serving consumers in order to compete with competitors, and evaluate the shortcomings of H.Hamid coffee shops.

Keywords: Market Segmentation, Sales Level, SMEs