

Analysis of Fingerprint (E-Ticket) Product Innovation on The Number of Sales in CV. Dinamika Karya Cirebon

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ABSTRACT

This research aims to assess the influence of product innovation on sales performance at CV. Dynamics of Cirebon Works. The study proposes two variables: product innovation as an independent variable and the number of sales as a dependent variable. Product innovation is defined as the process or outcome of enhancing the utility of an existing product and adding more meaningful value. Some sources also suggest that product innovation involves updating various products to provide greater benefits to consumers. The research methodology employed descriptive survey methods, utilizing interviews and questionnaires distributed to employees at CV. Dynamics of Cirebon Works for sampling. Hypothesis testing was conducted to establish the connection between product innovation and sales using the product-moment correlation, t-test formulas, determination coefficients, and simple regression analysis. The findings indicate a positive impact of product innovation, as evidenced by the strong agreement of 39.02%, agreement of 12.19%, hesitation of 9.75%, disagreement of 19.5%, and strongly disagreeing at 2.43%. Additionally, sales data processing reveals a positive trend, with a strong agreement of 79.4%, hesitation at 14.70%, and disagreement at 11.76%. Statistical analysis yielded a correlation coefficient of 0.697, indicating a robust correlation. The t-test resulted in a t-value of 4.655 with degrees of freedom (df) of 32 (34 - 2), and a critical t-value (t-table) of 3.942 at a significance level of 5%. Given that $t_{hitung} > t_{table}$ (4.655 > 3.942), the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_a) is accepted. This signifies a positive influence between product innovation and the number of sales. Consequently, the study concludes that product innovation significantly contributes to increased sales at CV. Dynamics of Cirebon Works.

INTRODUCTION

Globalization and business development have resulted in the development of various professions in the field of work. The level of competition between workers also increases because they are required to meet the qualifications and competencies expected in each area of work they undertake, this directly affects the competence that the workforce must own (Moschko & Blažević, 2023; Mouzas & Bauer, 2022; Song et al., 2022).

This era of free trade and global competition forces every company to be ready to face increasingly fierce business competition. Increasingly intense competition and crisis consumers in choosing products require companies to be more innovative in producing an outcome (Carboni &

Medda, 2021; Sun et al., 2023; Xie et al., 2023; Zhao et al., 2023). In other words, the company must be able to offer a new product that is different and much better than the products offered by competitors.

Innovation is essential to business power, whatever the business. Innovations that good manufacturers continuously apply play an important role in surviving in this increasingly fierce competition and improving their marketing performance (Almodóvar & Nguyen, 2022; Arora-Jonsson & Gurung, 2023; Blichfeldt & Faullant, 2021).

After innovation and brand image, a company must also consider the product's price in marketing its products (Ganotakis et al., 2023; Krishnan et al., 2023). Product prices, especially Fingerprint (E-Ticket) products, must currently be able to compete with other competitors. Producers must pay attention to the innovations provided with people's purchasing power in the target market. Amid this kind of competition, various features of the Fingerprint tool (E-Ticket) are currently emerging at affordable prices for the middle class (Li et al., 2023; Nugraha et al., 2021; Pomianowski, 2023).

Whether engaged in products or services, every company aims to stay alive and develop. The current business growth condition is quite high, which can be seen from the growth of companies with similar products as competitors so there will be competition in fighting for market share and consumers (Aksen et al., 2023; Shin et al., 2022; Y. H. Zheng et al., 2023). In this case the company should know the market, where the product or service produced will be offered or marketed.

Recognizing and adapting to consumer needs and purchasing power is a crucial consideration for companies when introducing new products. In a highly competitive market, innovation plays a pivotal role in product offerings to capture consumer preferences (Bocken & Konietzko, 2022; Huang et al., 2023; Rivero et al., 2023; L. J. Zheng et al., 2021). Failure to innovate may result in a company's products being overshadowed by competitors, leading to potential market decline (Chen et al., 2022; Ławicka, 2023). Simultaneously, consumers have become increasingly discerning, with their expectations directly influencing trust and loyalty. Companies employ various strategies to ensure business continuity, with product innovation serving as a key driver towards achieving organizational goals.

Product innovation not only sustains a company's relevance but also differentiates it from competitors. Uniqueness is highly valued by consumers, making innovation a vital component of a company's strategy (Boamah, 2022; Elalem et al., 2023). Product innovation involves introducing new tools or ideas, aiming to provide something intriguing and beneficial for the company. The introduction of innovative products, such as the E-ticket, can also contribute to addressing broader societal challenges, such as minimizing the spread of the COVID-19 virus (Chorowski et al., 2023; Khanh Giao & Tuan, 2020; Liang & Shiau, 2018).

Strategically, product innovation enhances a company's market position by attracting and retaining customers. Technological advancements and increased sales resulting from innovative products contribute to a company's growth and competitive edge (Acevedo et al., 2023; Qinqin et al., 2023; Wei et al., 2022). Sales, being a key indicator of a company's performance, directly impacts profitability. Sustainable sales growth is essential for a company to thrive, endure business competition, and foster continuous development.

In addition to innovation, brand perception is another significant consideration for consumers when making purchasing decisions. Brand image, defined as consumers' associations and beliefs towards a particular brand, influences consumer preferences (Chaudhuri et al., 2023; Ciulli & Kolk, 2023; Khan et al., 2022; Kuzior et al., 2022). Therefore, companies must not only innovate but also cultivate a positive brand image to meet consumer expectations and build lasting relationships in the market.

Competition is getting tougher in the business world. This is an unavoidable thing for the company so companies are required to be able to understand and understand the dynamics or changes that occur in the market, especially those related to innovation steps that must be taken to answer

market dynamics, consumer needs, and desires, as well as to increase the company's competitiveness (Oh et al., 2022; Pereira et al., 2022; Weiss & Nemecek, 2022; Xing & Liu, 2023). The company carries out innovation by creating new products that are different from existing products because innovation is a company mechanism to adapt in a dynamic environment to create service performance that satisfies customers. Innovation is one of the important variables in determining performance (Wahyono et al., 2002).

Product innovation serves as a pivotal strategy for companies, aligning with the assertion of Hurley & Hult (1998) that its primary aim is to fulfill market demand, thereby establishing a competitive advantage. This competitive edge, in turn, becomes a significant factor contributing to enhanced marketing performance and increased sales, as emphasized by Olrh. The profound impact of new product innovation on sales and company profits is underscored, highlighting its role as a valuable asset in the dynamic business landscape.

According to Thukral, E (2021) further contends that the augmentation of sales is intricately linked to innovation, particularly through technical and product innovation. This approach leads to an improved marketing performance manifested in heightened sales volume, an expanded customer base, and the generation of profits. The interplay between innovation and sales growth is crucial for sustaining a company, fostering development, and ensuring profitability.

Sales, as a fundamental activity for every company, serve the dual purpose of maintaining the company's survival and profitability. Beyond financial gains, the purpose of sales extends to creating awareness about a product, emphasizing its utility and advantages. This multifaceted objective not only secures profits but also ensures that the target audience is informed about the offerings, thus stimulating interest and driving companies to make purchases. In essence, sales become a strategic avenue for both financial success and establishing the presence and appeal of a product in the market.

METHODS

The research method is a technique or way of searching, obtaining, collecting, or recording data, both in the form of primary data and secondary data, used for the purposes of compiling a scientific work and then analyzing factors related to the subject matter so that there will be a truth of the data to be obtained. According to Sugiyono (2018) explained that: "Research Method is basically a scientific way to obtain data with the purpose of certain uses."

In this study, the author uses a quantitative approach with verification descriptive research, which reveals a picture of the problem that occurred at the time of this research and aims to test mathematically the relationship between the variables of the problem being investigated in the hypothesis. Or in other words, research to test the truth of a hypothesis where this research to be tested is the innovation of fingerprint products (E-tickets) on the number of sales in Cv. Dynamics of Works of the City of Cirebon.

According to Sugiyono (2013) descriptive is a method used to describe or analyze a research result but not used to make broader conclusions. The definition of Verifiability basically wants to test the correctness of field data collection (Suharsimi, 2006). In other words, verification descriptive research, which is research that decides the head research of problems as they are when the research is explained, is said to be descriptive verification because it aims to obtain objective exposure, especially regarding the analysis of fingerprint (E-ticket) product innovations on the number of sales in Cv. Dynamics of Works of the City of Cirebon.

RESULTS

Implementation or Development of Research Variables

1. Research Results of Product Innovation Variables (X)

Based on the results of the questionnaire distributed to 34 respondents, the author presents the results of research and discussion as follows:

Table 1. Product Innovation Variable Questionnaire Answer Data (X)

No. Resp	Questionnaire Number															Score
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	4	5	2	3	4	5	2	3	4	5	2	4	2	3	2	50
2	5	3	4	4	3	5	3	4	3	5	2	4	3	4	5	57
3	3	5	4	3	5	4	3	2	5	2	5	2	4	5	2	54
4	4	5	2	4	2	4	5	4	2	4	5	1	2	4	5	53
5	2	3	2	3	3	3	3	2	1	3	2	2	4	3	1	93
6	3	4	4	5	3	4	5	2	3	5	4	5	3	2	4	56
7	5	4	3	4	4	5	3	3	2	5	3	2	4	5	3	55
8	5	4	2	3	4	5	3	2	4	5	2	5	2	3	4	53
9	2	3	4	5	1	2	3	4	3	5	3	2	4	1	3	45
10	5	4	2	3	5	1	3	4	2	5	3	1	4	2	5	49
11	4	5	2	3	1	4	5	2	3	4	5	4	1	2	3	48
12	2	3	5	4	3	4	5	2	3	1	2	3	4	5	2	48
13	4	5	3	4	5	2	3	4	5	1	4	5	3	4	5	57
14	4	5	3	2	5	4	3	5	3	5	3	2	5	4	3	56
15	3	4	5	2	4	5	3	5	2	1	5	4	2	4	2	51
16	4	5	3	2	3	4	5	2	3	4	1	5	3	2	5	51
17	2	4	3	4	3	5	2	5	3	3	5	4	2	3	4	52
18	4	5	3	2	4	2	4	5	2	3	4	2	5	2	4	51
19	3	4	5	2	4	5	3	2	4	5	2	3	2	4	4	52
20	4	3	2	1	4	5	3	2	2	3	5	3	3	1	3	44
21	3	3	1	3	5	3	2	4	2	4	2	5	2	3	1	43
22	1	5	4	2	3	5	3	2	4	1	3	2	4	5	2	46
23	2	3	4	2	1	4	5	2	3	4	2	5	3	2	1	43
24	5	4	3	5	3	4	5	3	3	4	5	3	5	3	2	57
25	4	5	3	4	2	5	3	4	4	3	5	2	5	3	2	54
26	4	5	3	4	4	5	3	4	5	3	2	4	5	3	4	58
27	3	4	5	3	4	2	4	5	2	4	2	4	2	4	5	53
28	1	3	5	4	2	3	5	3	1	3	4	3	5	3	2	47
29	3	5	3	4	5	1	2	3	4	2	4	5	2	3	4	50
30	3	2	4	3	2	3	2	1	3	4	2	5	3	4	2	43
31	2	3	4	5	4	2	3	5	2	1	4	2	4	2	3	46

32	2	4	3	4	3	4	2	4	2	5	3	4	2	1	3	46
33	2	4	5	3	2	5	3	4	2	4	2	5	2	3	1	47
34	5	2	1	3	4	1	3	5	3	5	2	3	5	3	2	47
Σ																1755

Source: Data Processing Results in 2021

The data mentioned above is based on research data, a questionnaire answer from product innovation variables declared valid and whose numbers are arranged sequentially; previously invalid questionnaire numbers were sequential, but the numbers were arranged sequentially again for research.

To simplify the calculation, the value of each answer is determined from the questionnaire distributed to respondents, where the most supportive answers are given high scores. In contrast, the less supportive answers are given lower scores.

Furthermore, to find out how respondents responded to the 34 questionnaire items in more detail, the answers were arranged as follows:

Table 2. Research Data for Each Dimension and Variable Indicator (X)

Source: Data Processing in 2021

Dimension	Indicators	Answer				
		SS	S	R	TS	STS
Development	Keep up with the times	20	14	0	0	0
	Stay updated about the model	10	5	8	8	3
	Provide quality in products	18	9	7	0	0
	Average	16	9,3	5	8	3
Market	Derived from consumer dissatisfaction	19	9	3	3	0
	The drive of consumer needs	21	10	3	0	0
	Covers consumer economic factors	13	5	10	6	0
	Average	17,6	8	5,3	3	0
Discovery	Trials	30	4	0	0	0
	Product Duplication	20	7	7	0	0
	Product synthesis	18	10	6	0	0
	Average	22,6	7	4,3	0	0
Product Planning	Always update about the latest models	31	3	0	0	0
	Affordable price according to product quality	25	5	4	0	0
	Price according to product usability	19	10	5	0	0
	Average	25	6	3	0	0
Technology	Technology innovation factor	17	5	10	2	0
	Technological advances	30	4	0	0	0
	Facilitate product innovation	16	5	6	7	0
	Average	21	4,6	5,3	3	0

2. Discussion of Product Innovation Variables (X)

Based on the results of research collected from 34 respondents, then the following can be recapped:

Table 3. Research Results Product Innovation Variables (X) Discussion of Research Results Development Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	16	39,02
Agree (S)	5	12,19
Hesitate (RR)	4	9,75
Disagree (TS)	8	19,51
Strongly Disagree (STS)	1	2,43
TOTAL	34	100

Data Sources for 2021

Based on table 3. Above, it can be concluded that 34 respondents gave the following answers.

- a. An average of 16 respondents, or equivalent to 39.02% of the total respondents, said they strongly agreed that providing information about providing quality in products through development to keep up with the times.
- b. Then, as many as an average of 5 respondents, or equivalent to 12.19% of the total respondents, said they agreed that providing information about providing quality products through development to keep up with the times.
- c. Furthermore, as many as an average of 4 or equivalent to 9.75% of total respondents said they were hesitant to provide information about providing quality products through development to keep up with the times.
- d. Furthermore, an average of 8 respondents, or equivalent to 19.51% of total respondents, said they did not agree with providing information about providing quality products through development to keep up with the times.
- e. As many as an average of 1 respondent, or equivalent to 2.43% of total respondents, said they strongly disagree with providing information about providing quality products through development to keep up with the times.

From the results of the data analysis, most of the ±51.21% of respondents said they agreed that providing information about providing quality products through development should keep up with the times. Furthermore, around 9.75% of the total respondents expressed doubt about providing information about providing quality products through development to keep up with the times. Furthermore, around 19.51% of the respondents expressed disapproval of giving information about providing quality in products through development to keep up with the times, and the remaining 2.43% strongly disagreed with giving information about providing quality in products through development to keep up with the times.

Table 4. Discussion of Market Dimension Research Results

Research Results	Frequency	Percentage
Strongly Agree (SS)	18	52,94
Agree (S)	8	23,52
Hesitate (RR)	6	17,64
Disagree (TS)	2	5,88
Strongly Disagree (STS)	0	0
TOTAL	34	100

Source: Data in 2021

Based on table 4. Above, it can be concluded that from 34 respondents gave the following answer.

- a. An average of 18 respondents, or 52.94% of the total respondents, strongly agreed that the market is a form of seller to stimulate buyers.
- b. Then, an average of 8 respondents, or 23.52% of the total respondents, agreed that the market is a form of seller to stimulate buyers.
- c. Furthermore, an average of 6 respondents, or 17.64% of the total respondents, expressed that market doubt is a form of seller to stimulate buyers.
- d. On average, 2 respondents, or 5.88% of the total respondents, expressed that market doubt is a form of seller to stimulate buyers.

From this analysis, most $\pm 76.46\%$ of respondents agreed that the market is a direct form of sales to stimulate buyers, then 17.64% of respondents expressed doubts that the market is a direct form of sales to stimulate buyers, and the remaining 5.88% of respondents did not agree that the market is a direct form of sales to stimulate buyers.

Table 5. Discussion of Research Results of the Discovery Dimension

Research Results	Frequency	Percentage
Strongly Agree (SS)	21	61,76
Agree (S)	4	11,76
Hesitate (RR)	4	11,76
Disagree (TS)	5	14,70
Strongly Disagree (STS)	0	0
TOTAL	34	100

Source: Data in 2021

Based on table 5. Above, it can be concluded that 34 respondents gave the following answers.

As many as an average of 21 respondents or equivalent to 61.76% of the total respondents who stated strongly agreed that product discovery is the most important way to upload buyers' hearts to buy products immediately.

Then, an average of 4 respondents, or equivalent to 11.76% of the total respondents, agreed that product discovery is the most important way to upload buyers' hearts to buy products immediately.

Furthermore, an average of 4 respondents, or equivalent to 11.76 of the total respondents expressed doubt that product discovery is the most important way to upload buyers' hearts to buy products immediately.

As many as an average of 5 respondents, or equivalent to 14.70% of the total respondents who expressed disagreement that product discovery is the most important way to upload buyers' hearts to buy products immediately.

From the results of the analysis, most $\pm 73.52\%$ of respondents agreed that product discovery is the most important way to upload buyers' hearts to buy products immediately. Furthermore, 11.76% of respondents expressed doubt that product discovery is the most important way to upload buyers' hearts to buy products immediately. The remaining 14.70% of respondents expressed disagreement that product discovery is the most important way to upload buyers' hearts to buy products immediately.

Table 6. Discussion of Research Results of Product Planning Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	25	73,52
Agree (S)	6	17,64
Hesitate (RR)	3	8,82
Disagree (TS)	0	0
Strongly Disagree (STS)	0	0
TOTAL	34	100

Source:
Data in

2021

Based on Table 6. above, it can be concluded that 34 respondents gave the following answers.

- a. An average of 25 respondents or equivalent to 73.52% of the total respondents who stated strongly agreed that product planning is a product that will be made in the future.
- b. Then, an average of 6 respondents, or equivalent to 17.64% of the total respondents, agreed that product planning is a product that will be made in the future.
- c. An average of 3 respondents, or equivalent to 8.82% of the total respondents, stated that product planning is a product that will be made in the future.

From the results of the analysis, most or ±91.16% of respondents agreed that product planning is a product that will be made in the future. The remaining 8.82 respondents expressed doubts that product planning is a product that will be made in the future.

Table 7. Discussion of Research Results of Technology Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	29	85,29
Agree (S)	3	8,82
Hesitate (RR)	2	5,88
Disagree (TS)	0	0
Strongly Disagree (STS)	0	0
TOTAL	34	100

Source: Data in 2021

Based on table 7. Above, it can be concluded that 34 respondents gave the following answers:

- a. An average of 29 respondents, or equivalent to 85.29% of the total respondents who stated strongly agreed that technology facilitates product innovation in technological advances.
- b. Furthermore, an average of 3 respondents, or equivalent to 8.82% of the total respondents, agreed that technology facilitates product innovation in technological advances.
- c. Furthermore, an average of 2 respondents, or equivalent to 5.88% of the total respondents, expressed doubts that technology facilitates product innovation in technological advances.

From the results of the analysis, most, or 94.11% of respondents, agreed that technology facilitates product innovation in technological advances. Furthermore, 5.88% of respondents are undecided that technology facilitates product innovation in technological advancements.

Sales Execution

1. Research Results of Sales Variables (Y)

Based on the results of questionnaires distributed by 34 respondents. So, the author presents the results of the research and discussion as follows:

Table 8. Sales Variable Questionnaire Answer Results Data (Y)

No. Resp	Questionnaire Number															Score
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
1	2	3	1	4	5	2	3	2	3	1	2	3	1	5	2	39
2	3	4	5	2	3	5	3	2	4	2	4	2	4	2	3	48
3	5	4	3	2	5	3	2	4	3	4	2	3	2	2	3	47
4	2	3	2	3	2	3	4	3	4	2	4	2	3	5	3	45
5	2	3	4	2	5	3	2	4	5	2	3	2	4	5	2	48
6	5	3	2	3	1	3	2	4	5	2	4	2	3	4	2	45
7	2	3	4	2	3	5	1	3	4	2	3	3	4	4	2	45
8	3	4	5	2	4	2	3	2	4	5	2	3	4	2	3	48
9	5	4	3	2	4	2	2	1	5	3	2	4	2	4	2	45
10	5	4	2	4	5	2	4	5	2	4	5	2	4	5	2	55
11	2	4	2	4	3	4	5	2	4	5	1	4	4	5	2	51
12	3	4	5	2	4	2	3	4	2	4	2	4	5	2	5	51
13	1	5	3	4	2	3	2	5	2	4	5	3	2	4	2	47
14	1	3	2	3	4	2	4	2	4	2	3	5	3	1	3	42
15	4	5	3	2	4	5	2	3	5	2	3	5	3	2	4	52
16	4	5	3	2	4	2	3	5	3	5	2	3	2	5	3	51
17	5	3	1	4	2	3	4	5	2	3	1	4	2	4	2	45
18	3	2	3	4	5	3	4	2	4	3	4	4	4	3	5	53
19	4	5	3	2	3	4	2	4	2	4	2	4	2	4	2	47
20	4	5	3	2	3	4	5	3	1	4	2	3	5	3	4	51
21	5	3	4	2	3	2	4	2	3	1	3	4	3	2	4	45
22	3	4	2	5	2	3	1	2	3	4	5	3	4	2	3	46
23	5	4	3	2	3	4	2	4	3	4	2	4	5	3	2	50
24	4	5	3	2	4	2	4	2	4	2	4	3	5	3	1	48
25	5	3	4	2	4	2	4	5	3	1	3	4	2	4	3	49
26	3	5	4	3	2	3	4	3	5	2	4	2	3	4	2	49
27	5	3	4	2	3	4	2	4	3	5	4	2	3	4	2	50
28	3	4	5	2	3	4	2	4	3	5	3	2	3	4	5	52
29	5	4	2	3	1	4	2	3	4	5	2	3	4	2	4	48
30	5	3	2	4	2	4	5	2	4	2	4	2	5	2	3	49
31	1	5	3	4	2	3	4	2	4	2	4	3	5	2	3	47
32	2	4	5	2	3	4	2	4	3	5	2	4	2	5	3	50
33	5	3	2	2	5	4	2	3	5	2	4	2	4	2	3	48
34	4	5	2	3	3	2	4	4	2	5	2	3	4	2	4	49
Σ																1635

Source: Data Processing in 2021

The data above is based on research data that is a questionnaire answer from employee performance variables that have been declared valid and whose numbers are arranged in order. Previously valid questionnaire numbers were not sequential, but for research purposes, the numbers were not sorted in order again.

Furthermore, to find out how the responses of respondents to the 34 questionnaires, for more details the answers were arranged as follows:

Table 9. Sales Variable (Y) Research Results Data for Each Dimension and Indicator

Dimension	Indicators	Answer				
		SS	S	R	TS	STS
Market Selection	Online sales	20	10	2	2	0
	Proper market selection	18	4	10	2	0
	Strategic market	25	4	3	0	2
	Average	21	6	5	2	2
Product Planning	Always update about the latest products	21	5	6	2	3
	The price of the product is very high	18	5	4	10	0
	Product completeness	30	2	2	0	0
	Average	23	4	4	0	3
Pricing	Reasonable price	23	4	7	0	0
	Affordable price	15	11	4	3	1
	Prices according to the goods produced	16	15	4	0	1
	Average	18	10	5	1	0
Distribution System	Strategic marketing venue	19	15	0	0	0
	Styling interesting display	18	4	6	4	2
	Socialization to consumers	17	8	4	5	0
	Average	18	9	6	3	2
Promotion	Holiday discounts	22	3	4	4	1
	Advertising in several media	19	4	6	5	0
	Distribute brochures at certain events	16	8	11	0	0
	Average	19	5	6	3	1

Source: Data Processing in 2021

2. Discussion of the Variable Number of Sales (Y)

Based on the results of research collected from 34 respondents, then recapitulated as follows:

Table 10. Research Results of Sales Variables (Y)

Discussion of Research Results on Market Selection Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	21	61,76
Agree (S)	6	17,64
Hesitate (RR)	5	14,70
Disagree (TS)	2	5,88
Strongly Disagree (STS)	2	5,88
TOTAL	34	100

Source: Data in 2021

Based on table 10. Above, it can be concluded that from 34 respondents gave the following answers:

- a. An average of 21 respondents or equivalent to 61.76% of the total respondents who stated strongly agreed that market selection is one of the strategic markets to make consumers buy products.

- b. Then, an average of 6 respondents, or 17.64% of the total respondents, agreed that market selection is one of the strategic markets to make consumers buy products.
- c. Furthermore, an average of 5 respondents, or 14.70% of the total respondents, said they were hesitant that market selection is one of the strategic markets to make consumers buy products.
- d. Furthermore, an average of 2 respondents, or 5.88% of the total respondents, disagreed that market selection is one of the strategic markets to make consumers buy products.
- e. As many as an average of 2 respondents, or 5.88% of the total respondents, strongly disagree that market selection is one of the strategic markets to make consumers buy products.

From the analysis results, part or $\pm 79.4\%$ of the total respondents strongly agreed that market selection is one of the strategic markets to make consumers buy products. Furthermore, 14.70% of the hesitant respondents stated that market selection is one of the strategic markets to make consumers buy products. The remaining 11.76% of the respondents who disagreed stated that market selection is one of the strategic markets to make consumers buy products.

Table 11. Discussion of Research Results of Product Planning Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	23	67,64
Agree (S)	4	11,76
Hesitate (RR)	4	11,76
Disagree (TS)	0	0
Strongly Disagree (STS)	3	8,82
TOTAL	34	100

Source: Data in 2021

Based on table 4.11 above, it can be concluded that from 34 respondents gave the following answers:

- a. As many as an average of 23 respondents, or equivalent to 61.64% of the total respondents who stated strongly agreed that product planning always updates product completeness. Then, an average of 4 respondents, or equivalent to 11.76% of the total respondents who agreed that product planning always updates product completeness.
- b. Furthermore, an average of 4 respondents, or 11.76% of the total respondents, said they were hesitant that product planning always updates product completeness.
- c. As many as an average respondent, or equivalent to 8.82% of the total respondents who strongly disagree that product planning always updates product completeness.

From the analysis results, part or $\pm 79.4\%$ of the respondents strongly agreed that product planning always updates product completeness. Furthermore, 11.76% of the hesitant respondents stated that product planning always updates product completeness. And the remaining 11.76% of the respondents who disagreed stated that product planning always updates product completeness.

Table 12. Discussion of Research Results of Pricing Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	18	52,94
Agree (S)	10	29,41
Hesitate (RR)	5	14,70
Disagree (TS)	1	2,94
Strongly Disagree (STS)	0	0
TOTAL	34	100

Source: Data in 2021

Based on table 12. Above, it can be concluded that 34 respondents gave the following answers:

- a. An average of 18 respondents or equivalent to 52.94% of the total respondents who stated strongly agreed that pricing is an affordable price to encourage buyers to buy the product.
- b. Then, an average of 10 respondents, or 29.41% of the total respondents, agreed that pricing is affordable to encourage buyers to buy the product.
- c. Furthermore, an average of 5 respondents, or 14.70% of the total respondents, expressed doubts that pricing is affordable to encourage buyers to buy the product.
- d. And as many as an average of 1 respondent, or equivalent to 2.94% of the total respondents disagreed that pricing is an affordable price setting to encourage buyers to buy the product.

From the analysis results, most, or ± 82.35 of the total respondents, stated that they strongly agreed that pricing is an affordable price to encourage buyers to buy the product. Furthermore, 14.70% of the total respondents hesitated that pricing is affordable to encourage buyers to buy the product. The remaining 2.94% of the respondents said they disagreed that pricing is affordable to encourage buyers to buy the product.

Table 13. Discussion of Research Results of Distribution System Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	18	52,94
Agree (S)	9	26,47
Hesitate (RR)	6	17,64
Disagree (TS)	3	8,82
Strongly Disagree (STS)	2	5,88
TOTAL	34	100

Source: Data in 2021

Based on table 13. Above, it can be concluded that 34 respondents gave the following answers:

- a. An average of 18 respondents or equivalent to 52.94% of the total respondents who stated strongly agreed that the distribution system is a strategic marketing place to attract consumers.
- b. Then an average of 9 respondents, or equivalent to 26.47% of the total respondents agreed that the distribution system is a strategic marketing place to attract consumers.
- c. Furthermore, an average of 3 respondents, or equivalent to 8.82% of the total respondents, expressed disagreement that the distribution system is a strategic marketing place to attract consumers.
- d. Furthermore, an average of 6 respondents, or equivalent to 17.64% of the total respondents, expressed doubts that the distribution system is a strategic marketing place to attract consumers.
- e. And as many as an average of 2 respondents, or equivalent to 5.88% of the total respondents strongly disagree that the distribution system is a strategic marketing place to attract consumers.

From the results of the analysis, most or amounting to ± 79.41 of the total respondents stated that they strongly agreed that the distribution system is a strategic marketing place to attract consumers. Furthermore, 17.64% of the total respondents were hesitant that the distribution system is a strategic marketing place to attract consumers. And the remaining 14.7% of the total

respondents expressed disapproval that the distribution system is a strategic marketing place to attract consumers.

Table 14. Discussion of Research Results of Promotion Dimensions

Research Results	Frequency	Percentage
Strongly Agree (SS)	19	55,88
Agree (S)	5	14,70
Hesitate (RR)	6	17,64
Disagree (TS)	3	8,82
Strongly Disagree (STS)	1	2,94
TOTAL	34	100

Source: Data in 2021

Based on table 14. above, it can be concluded that from 34 respondents gave the following answers:

- As many as an average of 19 respondents or equivalent to 55.88% of the total respondents who stated strongly agreed that promotions that provide information through advertising on several social media.
- Then an average of 5 respondents or equivalent to 14.70% of the total respondents who agreed that promotions that provide information through advertising on several social media.
- Furthermore, an average of 6 respondents or equivalent to 17.64% of the total respondents who expressed doubts that promotions that provide information through advertising on several social media.
- Furthermore, an average of 3 respondents or equivalent to 8.82% of the total respondents who agreed that promotions that provide information through advertising on several social media.
- And as many as an average of 1 respondent or equivalent to 2.94% of the total respondents who strongly disagree that promotions that provide information through advertising on several social media.

From the results of the analysis, most or ±70.58% of the total respondents stated that they strongly agree that promotions that provide information through advertising on several social media. Furthermore, 17.64% of the total respondents were hesitant that promotions that provide information through advertising on several social media. And the remaining 11.76% of the total respondents expressed disapproval that promotions that provide information through advertising on several social media.

Product Innovation Analysis of Sales Amount in CV. Dynamics of Cirebon's Work

1. Product Moment Correlation

To find out how strong the influence between product innovation and sales is used the formula Pearson Corelation Product Moment.

$$r = \frac{n\sum xy - (\sum x \sum y)}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

To find out how strong the relationship between variable X and variable Y. Based on data obtained from the sample (as many as 34 respondents), a table can be compiled that can be used to calculate correlation and, at the same time, to calculate simple linear regression.

Table 15. Components for calculating Correlation and Regression from (Variable X) and (Variable Y)

No. Resp	X	Y	XY	X ²	Y ²
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1	50	39	1950	2500	1521
2	57	48	2736	3249	2304
3	54	47	2538	2916	2209
4	53	45	2385	2809	2025
5	93	48	4464	8649	2304
6	56	45	2520	3136	2025
7	55	45	2475	3025	2025
8	53	48	2544	2809	2304
9	45	45	2025	2025	2025
10	49	55	2695	2401	3025
11	48	51	2448	2304	2601
12	48	51	2448	2304	2601
13	57	47	2679	3249	2209
14	56	42	2352	3136	1764
15	51	52	2652	2601	2704
16	51	51	2601	2601	2601
17	52	45	2340	2704	2025
18	51	53	2703	2601	2809
19	52	47	2444	2704	2209
20	44	51	2244	1936	2601
21	43	45	1935	1849	2025
22	46	46	2116	2116	2116
23	43	50	2150	1849	2500
24	57	48	2736	3249	2304
25	54	49	2646	2916	2401
26	58	49	2842	3364	2401
27	53	50	2650	2809	2500
28	47	52	2444	2209	2704
29	50	48	2400	2500	2304
30	43	49	2107	1849	2401
31	46	47	2162	2116	2209
32	46	50	2300	2116	2500
33	47	48	2256	2209	2304
34	47	49	2303	2209	2401
Sum	1755	1635	84290	93019	78961

Source: Data Processing in 2021

Based on the data from the calculation of these variables, then calculations based on the Product Moment correlation formula are obtained.

Known:

$$N = 34$$

$$\sum X = 1755$$

$$\sum Y = 1635$$

$$\sum X^2 = 84290$$

$$\sum Y^2 = 93019$$

$$XY = 78961$$

$$r = \frac{n\sum xy - (\sum x \sum y)}{\sqrt{(n(\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

$$r = \frac{34(78961) - (1755)(1635)}{\sqrt{(34(84290) - (1755^2))(34(93019) - (1635)^2)}}$$

$$ry = \frac{2684 - 2869}{\sqrt{(2865) - (3080)(3162) - (2673)}}$$

$$ry = \frac{185}{\sqrt{(215)(489)}}$$

$$ry = \frac{185}{\sqrt{704}}$$

$$ry = \frac{185}{26,532}$$

$$ry = 0.69727121966$$

$$ry = 0.697 \text{ (rounded)}$$

Based on the calculation results, an r of 0.697 is obtained, which means that there is a major effect of 0.697 between Product Innovation and Sales. The following guidelines can be used to provide an interpretation of the strength of this relationship (Sugiyono, 2005, p. 183).

Table 16. Guidelines for Providing Correlation Efficiency Interpretation

Coefficient Interval	Relationship Level
0,000-0,199	Very Low
0,200-0,399	Low
0,400-0,599	Keep
0,600-0,799	Strong
0,800-1,00	Very Powerful

Source: (Sugiyono, 2007)

Based on table 16. Therefore, the correlation found at 0.697 is a strong category, so there is a strong relationship between Product Innovation and Sales.

2. Significance Test (Test t)

To test the significance of the correlation coefficient (r) of 0.515 a statistical hypothesis test, the correlation coefficient above was taken from a sample of 34 respondents. The hypothesis is:

Ho: $\mu = 0$ means that there is no influence between variable X and variable Y

Ha: $\mu \neq 0$ means that there is an influence between variable X and variable Y

To test the degree of significance of the influence, i.e. whether it applies to the whole. Then it will be tested with the following formula:

$$t = \frac{r\sqrt{n-2}}{\sqrt{1-r^2}}$$

Information:

t = Calculate t value

r = Correlation coefficient of calculated results

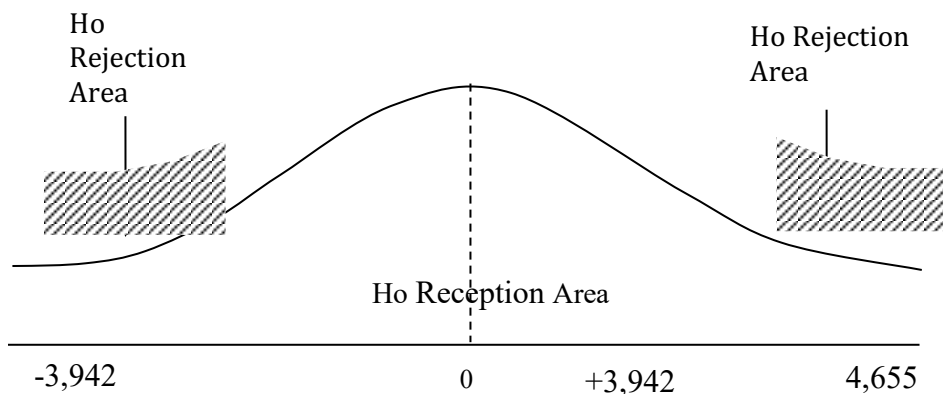
n = Number of respondents

$$\begin{aligned}
 &= \frac{0,697\sqrt{34-2}}{\sqrt{1-0,697^2}} \\
 &= \frac{0,697\sqrt{32}}{\sqrt{1-0,485}} \\
 &= \frac{0,697.5656}{\sqrt{0,515}} \\
 &= \frac{3,942}{\sqrt{0,717}} \\
 &= 4,655
 \end{aligned}$$

The calculated t value is known to be 4.655 then it will be compared with the table t value with $dk = n - 2 = 34 - 2 = 32$ and an error rate of 5% of the two-party test, then obtained t table 4.655

Provisions:

- Calculate -3.943 to +4.655, then enter the acceptance area H_0 , which states no effect between X and Y is accepted; thus, the correlation coefficient between X and Y produced from the sample does not apply to the population.
- If t is calculated between >-4.655 or $>+4.655$, then H_0 is rejected, and the alternative hypothesis is accepted. So, in conclusion, the correlation coefficient between X and Y generated from the sample is significant, meaning that the coefficient can be generalized or applied to the population. In conclusion, $t_{count} > t_{table}$, which is $3.942 > 4.655$.



Source : 2021 Results

Figure 1. Significant curve of correlation coefficient with two-party test

Based on the calculations from Figure 1, the calculated price t falls in the rejection area H_0 , which means that the first hypothesis (H_0), which states there is no influence between product innovation and the number of sales, is rejected. The Alternative hypothesis (H_a) is accepted. The conclusion is that the correlation coefficient between product innovation and the number of sales of 0.697 is positive and significant, meaning that it applies to the entire population.

3. Coefficient of Determination Test

That is, determine the magnitude of the influence of variable X on variable Y by squaring the correlation coefficient.

$$Kd = r^2 \times 100\%$$

Information:

Kd = Coefficient of determination

r^2 = Correlation square coefficient

$$Kd = (0.697)^2 \times 100\%$$

$$Kd = 0.485 \times 100\%$$

$$Kd = 48.5\%$$

From the calculation above, the coefficient of determination is 48.5%, which means that the number of sales is influenced by product innovation by 48.5%. In comparison, other factors affecting sales are $100\% - 48.5\% = 0.515\%$, which this study did not study.

4. Linear Regression

To answer the problems in this study, simple linear regression analysis is also used. Simple linear regression analysis is used to analyze the effect between the independent variable (product innovation) on the dependent variable (number of sales).

The general equation of linear regression is:

$$Y = a + bX$$

Information:

Y = Subject independent variable

X = Subject on the independent variable that has a value

a. = Price Y when X = 0 or a = constant

b. = Direction number or regression coefficient that shows the number of increases

The prices of a and b are found through the formula:

$$a. \frac{(\sum x^2)(\sum y) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$$

$$b. \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2}$$

Remarks: Y = bound variable

X = independent variable

a = constant

b = regesion coefficient

Known:

$$\sum X = 1755$$

$$\sum Y = 1635$$

$$\sum X^2 = 84290$$

$$\sum Y^2 = 93019$$

$$\sum XY = 78916$$

The calculation is as follows:

$$\begin{aligned} a. & \frac{(\sum x^2)(\sum y) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2} \\ & = \frac{(84290)(1635) - (1755)(78916)}{34.84290 - (1755)^2} \\ & = \frac{137.841 - 138.5576}{2865 - 3080} \\ & = \frac{762}{215} \\ & = 3.544 \end{aligned}$$

Known:

$$\sum X = 1755$$

$$\sum Y = 1635$$

$$\sum X^2 = 84290$$

$$\sum Y^2 = 93019$$

$$\sum XY = 78916$$

The calculation is as follows:

$$\begin{aligned} b. & \frac{n(\sum xy) - (\sum x)(\sum y)}{n(\sum x^2) - (\sum x)^2} \\ & = \frac{34(78961) - (1755)(1635)}{34(82290) - (1755)^2} \\ & = \frac{2684 - 2869}{2865 - 3080} \\ & = \frac{185}{215} \\ & = 0.860 \end{aligned}$$

From the calculation results above, the linear regression is $y = 1635 + 0.860x$. This equation means that if the value of X is increased by one unit, the value of Y will increase by 0.860 at the constant number 1635.

CONCLUSION

The financial management practices of MSME owners at Bellosano.id reveal the generation of two key financial statements: income statements and capital change statements. However, it is evident that these MSMEs do not adhere to the SAK EMKM standard. This non-compliance is evident through the absence of essential financial statements, such as income statements, statements of financial position, and CALK, which should align with the prescribed standards. Consequently, there exists a notable disparity between the financial reporting practices of MSMEs at Bellosano.id and the established standards that ought to be followed. This incongruity raises concerns regarding the conformity to regulatory norms and the potential impact on the development and enhancement of financial reporting quality in the future. Addressing and rectifying these discrepancies becomes imperative for fostering a more robust and standardized financial reporting framework within the MSME sector.

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