

Efforts to Increase NURJA's Mineral Water Purchasing Power at NJMART Paiton Probolinggo

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Artikel submit	112824
Artikel review	120524
Artikel diterima	120524

Abstract

Lifestyle changes and increasing awareness of the importance of health have affected people's consumption patterns, including in terms of drinking water needs. Mineral water is one of the main choices because it is considered more hygienic and safe to consume compared to ordinary tap water. This community service activity aims to increase knowledge about prices, product quality, and promotion of mineral water products with a participatory approach through socialization related to prices, product quality, and promotions as an effort to increase consumer purchasing power at NJMART Probolinggo Instrument which is used in this activity is a knowledge checklist sheet using pre and post test. After the activity was carried out, there was an increase in knowledge by 62%

The right strategy in improving product quality and more effective promotion is recommended to strengthen NURJA Water's position in the market. On the other hand, competitive pricing needs to be considered to maintain competitiveness without compromising quality

Keywords: Linear Regression; Mineral water; Air NURJA

Abstrak

Perubahan gaya hidup dan meningkatnya kesadaran akan pentingnya kesehatan telah mempengaruhi pola konsumsi masyarakat, termasuk dalam hal kebutuhan air minum. Air mineral menjadi salah satu pilihan utama karena dinilai lebih higienis dan aman dikonsumsi dibandingkan dengan air keran biasa. Kegiatan pengabdian masyarakat ini bertujuan untuk meningkatkan pengetahuan tentang harga, kualitas produk, dan promosi produk air mineral dengan pendekatan partisipatory melalui sosialisasi terkait harga, kualitas produk, dan promosi sebagai upaya peningkatan daya beli konsumen di NJMART Probolinggo Instrument yang digunakan dalam kegiatan ini adalah lembar cek list pengetahuan dengan menggunakan pre dan posttest. Setelah dilakukan kegiatan didapatkan ada peningkatan pengetahuan sebesar 62%

Strategi yang tepat dalam meningkatkan kualitas produk dan promosi yang lebih efektif disarankan untuk memperkuat posisi NURJA Water di pasar. Di sisi lain, harga yang kompetitif perlu diperhatikan untuk menjaga daya saing tanpa mengurangi kualitas

Kata kunci: Regresi Linier; Air mineral; Air NURJA

INTRODUCTION

Today, consumers are increasingly smart and selective in choosing the products they will consume. Along with the increasing consumer intelligence and the increasing choice of products available on the market, the competition between manufacturers in an effort to attract the

attention of consumers in the market to buy their products is getting tighter. The development of the world today is going rapidly, which creates increasingly fierce competition. This requires producers to be more sensitive, critical, and reactive to existing changes, both political, socio-cultural, and economic (Nasrul Efendi et al., 2023). Lifestyle changes and increasing awareness of the importance of health have affected people's consumption patterns, including in terms of drinking water needs. Mineral water is one of the main choices because it is considered more hygienic and safe to consume compared to ordinary tap water. Air Nurja is a local product produced to meet the drinking water needs of the people around Paiton. Probolinggo. One of the reasons for choosing this product, research can support local business development and provide relevant insights to improve product competitiveness. NJMART as a sales location of NURJA Water has quite complete and systematic sales data. This community service activity aims to increase knowledge about prices, product quality, and promotion of mineral water products.

GENERAL DESCRIPTION OF THE COMMUNITY, PROBLEMS AND TARGET SOLUTIONS

General description

The existence of drinking water producers with various brands such as Sanford, Aqua, Ades, Aquaria, Total, Zam, flash, Viand and others from the consumer aspect shows that consumers do accept these products in meeting their drinking water needs and from the producer aspect make the mineral drinking water market conditions thick with competition which ultimately leads to many alternative mineral water products offered to consumers. This shows that there has been a shift in the market for mineral drinking water products, from a seller's market where there is only one seller surrounded by many consumers, to a buyer's market where consumers are now surrounded by many producers (Eltonia & Hayuningtias, 2021).

This activity was carried out at NJMART Store, a minimarket located in the Nurul Jadid Islamic Boarding School that sells 600 ml Nurja Water

Brand image is the perception of a brand that is reflected by consumers that is stored in consumers' memories. The way people think about a brand is abstract in their minds, even though when they think about it, they are not immediately confronted with the product. Building a positive brand image can be achieved with a strong marketing program for the product, which is unique and has highlighted advantages, which sets it apart from other products. A good combination of supporting elements (as previously explained) can create a strong brand image for consumers (Efendi & Hapsari Lubis, 2022).

Tabel 1. Target description

No	Name of target	Characteristics of target	Amount	General problem or targets
1	Economic target	NJ Mart Employee	50	, Education Sector

Problem

Problems in the Education field,
 Tabel 2 Problem and solution

No	Problem	solution	Indicators of goal
1	Education: Knowledge and skill level	Knowledge transfer Mentoring	Increase skor knowledge and skill

Target solution

There is an increase in the knowledge and skills score of all NJMART employees

METHOD

This community service activity is carried out using a participatory approach through socialization about factors that affect the price, product quality, and promotion of mineral water products so that it can affect the sales level. Stages of our service activities go through several stages

1. Coordination with and purchasing power survey
 This activity was carried out to obtain sales data and coordinate with partners
2. Problem determination
 Problem determination is carried out to obtain information on factors that cause a decrease and increase in purchasing power.
3. Pre test
 This stage is carried out to find out the partner's knowledge score before providing material
4. Provision of materials
 The provision of material was carried out to increase knowledge for partners regarding prices, product quality, and promotion of mineral water products.
5. Post Test
 This stage is carried out to find out the change in the knowledge score

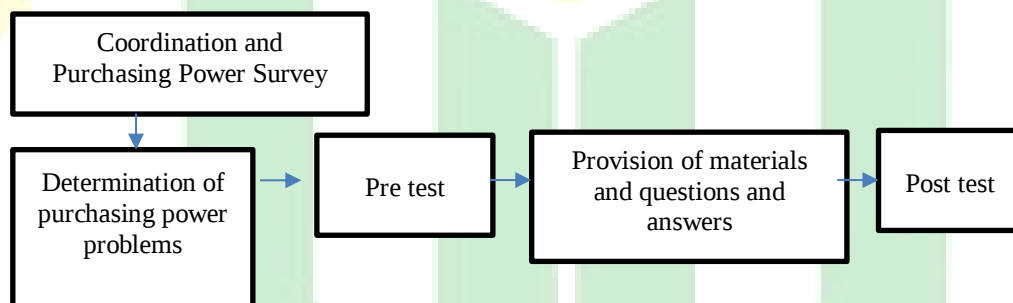


Figure 1. Study Methods

RESULTS AND DISCUSSION

This service activity is one of the implementations of case study activities at NJMART Store, a minimarket located in the Nurul Jadid Islamic Boarding School that sells 600 ml Nurja Water. NURJA Water bottle sales data in the first 6 months of 2024 are explained in table 1 as follows:

Table 1. NURJA Water sales data

Month	SALE
Januari	215 Karton
Februari	222 Karton
Maret	235 Karton
April	228 Karton
Mei	210 Karton
Juni	240 Karton

The results of the manual calculation are explained in table 2:

Tabel 2. Perhitungan Manual

Bulan	Penjualan(Yt)	Xi	(Xi) (Yi)	(Xi)2	Ft (216.8+2.3429 X)	(Yt-Ft)
Januari	215	1	215	1	219,1429	4,1429
Februari	222	2	444	4	221,4858	0.5142
Maret	235	3	705	9	223,8287	11,1713
April	228	4	912	16	226,1716	1.8284
Mei	210	5	1050	25	228,5145	18,5145
Juni	240	6	1440	36	230,8574	9,1426
Jumlah	1350		4766	91		45,3139

$$b = \frac{6 \times 4766 - 21 \times 1350}{6 \times 91 - 212}$$

$$a = \frac{1350 - 2,3429 \times 21}{6} = 216,8$$

$$Y = 216,8 + 2,3429$$

$$Y_7 = 216,8 + 2,3429 \times 7 = 233,2$$

$$MAD = \frac{45,3139}{6} = 7,552$$

$$MSE = 95,3238$$

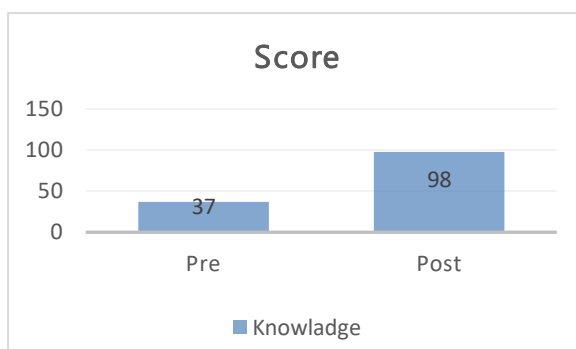
1. Calculation Results with QM for Windows

Processing using the QM For Windows application, the following is the data generated from *Detail and Error Analysis*.

	Demand(y)	Time(x)	x ²	x * y	Forecast	Error	Error	Error ²	Pct Error
January	215	1	1	215	219.143	-4.143	4.143	17.163	1.927%
February	222	2	4	444	221.486	0.514	0.514	0.264	0.232%
March	235	3	9	705	223.829	11.171	11.171	124.801	4.754%
April	228	4	16	912	226.171	1.829	1.829	3.344	0.802%
May	210	5	25	1050	228.514	-18.514	18.514	342.779	8.816%
June	240	6	36	1440	230.857	9.143	9.143	83.592	3.81%
TOTALS	1350	21	91	4766		0	45.314	571.943	20.34%
AVERAGE	225	3.5	15.167	794.333			7.552	95.324	3.39%
Next period forecast					233.2				
Intercept	216.8								
Slope	2.343								

Gambar 1. Analisis Detail dan Kesalahan

It can be concluded that the MAD (Mean Absolute Deviation) value obtained is 7.552, and the MSE (Mean Square Error) value obtained is 95.3238. Based on the results of the analysis, several variables such as price, product quality, and promotion have a significant influence on consumers' decisions in buying Air Nurja. Improving the quality and effectiveness of promotions has a positive effect on increasing purchases. On the contrary, prices that are too high tend to reduce consumer buying interest.



Picture 2.

Based on graph 2, it was found that there was an average increase in knowledge scores of 67.5%

CONCLUSIONS AND SUGGESTIONS

Overall, the right strategy in improving product quality and more effective promotion is recommended to strengthen NURJA Water's position in the market. On the other hand, competitive pricing needs to be considered to maintain competitiveness without compromising quality.

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