

## THE INFLUENCE OF STRATEGIC MANAGEMENT ON ACHIEVING SALES TARGET AT PT WOM FINANCE MADIUN

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### ABSTRACT

*This study aims to analyze how strategic management influences sales target achievement at PT WOM Finance. The data studied are in the form of questionnaire results on how much influence strategic management has on target achievement at PT WOM Finance. In this study, the researcher used a quantitative method. The data source comes from the population and samples, namely employees of PT WOM Finance. Data collection techniques use observation, interviews, and questionnaires. The data analysis technique for this study uses simple linear regression. The results of this study are based on the results of data analysis and inferential statistics for hypothesis testing. The results of the validity test state that six items from variable X are declared valid and one item is declared invalid, then in variable Y all items are declared valid. While from the reliability test all variables are declared reliable. Based on this study, it states that the influence between the implementation of strategic management on the achievement of financing product sales targets on variable X against Y is positive, giving a significant influence, which means that the variable has a role in achieving financing product sales targets. The implementation of strategic management in product management is very necessary to support the success or achievement of better product sales targets, which are in accordance with expectations.*

**Keywords:** Strategic Management, Target Achievement, Significant Influence

### A. INTRODUCTION

Community need for financing is now getting higher. Along with the development of technology and the increasing needs of life following the flow of development of the times, people are also required to work or become entrepreneurs to get money to meet their needs and survive (Heru and Santoso 2019). With the increasing needs of community funds, resulting in more and more financing institutions, both banks and non-bank financing institutions. Which financing institutions are the destination of the community to meet their needs, especially financing, both financing in the form of providing funds or capital goods. The banking world is so important that there is a perception that Banks are the "lifeblood" that drives the wheels of a country's economy. country (Syarifudin 2020). Although financing institutions are financial institutions together with banking institutions, in terms of terms and business emphasis, financing institutions and financial institutions are different. This financing institution's business activities emphasize more on the financing function, namely in the form of providing funds or capital goods without directly withdrawing funds from the public. As for financial institutions, they run their businesses in the financial sector, both providing funds to finance productive businesses and consumer needs, thus the term financing institution has a narrower meaning compared to the term financial institution. Financing institutions are part of financial institutions. One of the financial institutions that distributes financing to the community other than banks is PT. Wahana Ottomitra Multiartha or WOM Finance. The financing products available at WOM Finance are in the form of motorcycle financing, especially financing for Honda brand motorcycles but financing other Japanese brand motorcycles, such as Yamaha, Suzuki and Kawasaki. WOM Finance is located at Jalan Setia Budi No. 51-53, Klegen Village/Sub-district, Mojorejo District, Madiun Regency, East Java Province.

A company engaged in any field, whether oriented towards long-term profit or non-profit companies, needs what is called marketing (Museum 2019) . Marketing is a social process and through that process individuals and groups will obtain what they need and want by creating and exchanging products and values with other individuals and groups. In general, people do not understand marketing, they see marketing as a sale. In fact, this marketing has a broader meaning because marketing is a regular and clear process for thinking about and planning the market. Establishing communication that both between companies and consumers through promotional programs is a matter Which important because of promotion too determine the success of a marketing program (Apriansyah 2019) . The marketing process can be applied not only to goods and services, but also to everything that can be marketed such as ideas, events, organizations, places and personalities. However, it is important to emphasize that the form of marketing does not start with a product or offering, but with the search for market opportunities. The progress or decline of a company can be seen from their marketing strategy which has an impact on increasing customer interest in using the service products issued by the company, or in other words, can increase sales volume, and achieve sales targets so that good marketing will have a significant impact on the company's income. Strategic management is an action and decision that can be used to formulate and implement strategies that have high competitiveness and are in accordance with the company or environment in order to achieve the targets or goals of the organization. Another definition of strategic management is a discipline that compiles, implements, and evaluates a functional decision that can enable a company to achieve its goals. It is a series of fundamental and comprehensive decision-making activities, accompanied by the determination and how to implement it that has been made by the leadership and then implemented by all levels in an organization or company to achieve its targets. To achieve organizational goals, strategic management combines all forms of activities that come from the functional parts of a business.

Management experts also have their own definitions of strategic management. From the book Strategic Management by Nicholas S. Majluk and Arnolando C. Hax , Strategic management can be interpreted as a way to guide a company to achieve a number of goals. Starting from corporate values & responsibilities, managerial capabilities, to administrative systems related to strategic and operational decision making at various levels of hierarchy. In essence, strategic management is a series of fundamental decisions and actions made by top management that are applied by all members of an organization for the sake of realization of organizational goals. Top management, other levels of management, and operational departments have their respective roles in implementing strategic management. All components in the company must participate in formulating, implementing, and controlling the decisions that have been agreed upon. As a result, common goals are achieved.(Pratama & Arifin, 2024)

### **Benefit**

By implementing strategic management in an institution, both in educational and non-educational institutions, it can provide benefits to the institution. The benefits of strategic management include:

- 1) strategy formulation activities strengthen the ability of organizations or institutions to prevent problems.
- 2) Strategic decisions based on group results are the best alternative.
- 3) Employee involvement in strategy formulation increases employee understanding of the productivity-reward relationship, thereby enhancing motivation.
- 4) Reduced gaps in activities between employees, and clarified their respective roles.
- 5) Reduced resistance to change.

Based on the description of the benefits of strategic management, it is also necessary to understand that the success or achievement of implementing strategic management depends on human resources or its implementation, not on strategic management as a means. Human resources as implementers must consist of professional personnel, have broad insights and most importantly have a high commitment in using strategic management for the benefit of the organization or institution.

## Objective

Quoted from the book Strategic Management and Leadership (2021) by Muhammad Gafur Kadar and friends, the main objective of implementing strategic management is to overcome various problems in the company. In addition, strategic management also has four other objectives. The following is an explanation quoted from the book Strategic Management (2021) by Mukhlis Catio and friends:

- 1) Maintaining the interests of many parties . In its implementation, managers must prioritize other parties related to the management affairs. Do not let any party be harmed by the decision-making or activity plans that will be carried out.
- 2) Giving direction to achieve goals. Strategic management helps companies to achieve their goals. Therefore, managers must be able to determine the direction and steps that are appropriate for the company to achieve its goals.
- 3) Anticipating change. As time goes by, change is certain. Strategic management is intended as a guideline for controlling or as an adaptation step to the possibility of change.
- 4) Achieving effectiveness and efficiency. Strategic management also aims to make all activities in the company, from employees to how it works, run as effectively and efficiently as possible, by utilizing existing resources.(Arifin, 2020)

Apart from that, there are also several objectives of strategic management such as:

- 1) Provides the long-term direction the company will achieve.
- 2) Helping companies adapt to each company.
- 3) Make company performance more effective.
- 4) Apply and evaluate agreed strategies effectively and efficiently.
- 5) Create new strategies to adapt to developments in the external environment.
- 6) Reviewing the company's strengths and weaknesses and examining the company's business opportunities and threats.
- 7) Innovate products and services so that they are always liked by consumers.
- 8) To evaluate and implement the chosen strategy in an effective and efficient manner.
- 9) To conduct performance evaluations, review, re-examine, make adjustments and correct any errors or deviations in the implementation of a strategy.
- 10) Updating the strategies that have been formulated to suit developments in the external environment.
- 11) To review the strengths, weaknesses, opportunities and threats of existing businesses.
- 12) In order to be able to carry out innovations on products and goods to suit consumer tastes.

## Characteristics

Strategic management is a process designed by top management in the form of a decision in the formulation of a strategy implemented in an institution. Which in strategic management is marked by several characteristics, namely:

- 1) Strategic management is realized in the form of large-scale planning that covers all organizational interests.
- 2) Future-oriented strategic plan
- 3) Vision and mission are the reference in preparing strategic plans
- 4) There is involvement of top management in the preparation of strategic plans
- 5) The results of the strategic plan formulation are implemented through management functions.

## Financing

Financing broadly means financing or spending, which is funding issued to support planned investments either done by oneself or run by others. In a narrow sense, financing is used to define funding carried out by financing institutions such as Islamic banks to customers. Meanwhile, according to M. Syafi'i Antonio, it explains that financing is one of the main tasks of a bank, namely providing funding facilities to meet the needs of parties who are deficit units. According to Banking Law No. 10 of 1998, it is the provision of money or bills that can be equated with it, based on an agreement or agreement between the

bank and another party that requires certain financed parties to return the money or bills after a certain period of time with compensation or profit sharing.

### Types

In explaining the types of financing can be seen from its purpose, time period, collateral and the person who receives and provides financing. Financing according to the nature of use can be divided into four things, as follows:

- 1) Productive Financing, namely financing aimed at meeting production needs in a broad sense, namely for business improvement, both production, trade, and investment. According to its needs, productive financing can be divided into the following two things:
  - a) Working capital financing, namely to meet needs .
  - b) Increased production, both quantitatively, namely the amount of production results, and qualitatively, namely increasing the quality or standard of production results.
  - c) For trade purposes or to increase the utility of place of an item
  - d) Investment financing, namely to meet the need for capital goods.
- 2) Consumptive Financing, namely financing used to meet consumption needs, which will be used up to meet needs.

### Objective

The main objectives of providing financing loans include:

- 1) Seeking profit (profitability) is aimed at obtaining results from the financing distributed in the form of profits obtained from the profit sharing obtained from the business managed by the customer.
- 2) Safety or security, namely the security of the achievements or facilities provided must be truly guaranteed so that the profitability goal can truly be achieved without significant obstacles.
- 3) Helping customer businesses, namely helping customer businesses that require funds, either investment funds or in the form of financing.
- 4) Helping the government, namely the more financing the bank distributes, the more development will increase in various sectors.

### Function

According to Rivai and Veithzal (2017) Financing has a very important role in the economy. In general, the function of financing in the economy, trade, and finance can be stated as follows:

- 1) Financing can increase the utility of capital/money
- 2) Financing increases the utility of an item
- 3) Financing increases the circulation and traffic of goods
- 4) Financing creates enthusiasm for community business
- 5) Financing as a tool for economic stabilization

### Sale

#### a. Understanding

Every company generally has a goal, namely to achieve certain sales and profit targets (perhaps maximum), and maintain or increase them for a long period of time. Whether or not the sales target is achieved is seen from the sales volume obtained. The sales target is one of the marketing plans. The sales target is determined based on an analysis of various possible profitable marketing strategies. According to Swastha, the sales target is the number of goods or services that must be sold that have been previously determined by the company (Arifin et al., 2020) . And in general, the target can be used to state the volume of sales in a certain period. To determine the sales target, the company must always pay attention to demand in certain areas.

Sales also means the process of selling activities, namely from the activity of determining the selling price until the product is distributed to the hands of consumers (buyers). Sales activities are complementary or supplementary activities of purchases, to enable transactions to occur. So purchasing and selling activities are one unit to be able to carry out the transfer of rights or transactions. Therefore, sales activities such as a series of activities that include creating demand, finding buyers, negotiating prices, and payment terms.

In this case, this sale is like the seller must determine the policies and procedures to be followed to enable the implementation of the sales plan that has been set.

b. Objective

The company's ability to sell its products determines its success in seeking profit, if the company is unable to sell then the company will experience losses. The general objectives of sales in the company are:

- 1) Objectives designed to increase total sales volume or increase sales of more profitable products.
- 2) Objectives designed to maintain an effective sales position through regular sales visits in order to provide information about new products.
- 3) Supporting company growth. The goal can be achieved if the seller can be implemented as previously planned. Sales do not always run smoothly, the profits and losses obtained by the company are greatly influenced by the marketing environment. This environment greatly influences the development of the company.

c. Function

The function of sales targets, apart from being a real form of performance targets or strategic targets or goal setting, is:

- 1) As a means of measuring the performance of the company, departments and sales teams (plus distribution and marketing).
- 2) For sales teams, sales targets also function as a tool to advance their careers and of course to increase income.

d. Factors

Factors that influence sales are influenced by factors that can increase company activity, therefore sales managers need to pay attention to factors that influence sales. Factors that influence sales include:

- 1) The condition and ability of the seller consists of an understanding of several important issues related to the product being sold, the number and nature of the sales force are:
  - a) The type and characteristics of goods or services offered.
  - b) Price of product or service.
  - c) Terms of sale, such as payment and delivery.
- 2) Market conditions in influencing sales transaction activities either as a group of buyers or sellers. Market conditions are influenced by several factors, namely, market type, buyer group, purchasing power, purchase frequency and desires and needs.
- 3) Capital or funds are very necessary in order to transport merchandise placed or to expand its business. Company capital in this explanation is the company's working capital used to achieve budgeted sales targets, for example in organizing product stock and in implementing sales activities requiring efforts such as transportation, places to sell, promotional efforts, and so on.
- 4) In large company organizations, sales issues are usually handled by a separate department, namely the sales department which is staffed by people who are experts in the sales field.
- 5) Other factors such as advertising, demonstrations, campaigns, and gift giving often affect sales because it is expected that with these factors buyers will return to buy the same item again. The increasingly complex implementation of marketing strategies causes the type of marketing efforts in companies to compete with each other to shrink the market because the company is one of the economic units that generally pursues profit.

## B. RESEARCH METHODS

Type research used in study This is type study quantitative . This research is quantitative because it uses statistical data.(Arifin et al., 2023)

### 1. Place And Time Study

Place used in research This is PT WOM Finance Madiun And time used For study This start month April-August 2022

## 2. Population And Sample Study

The population in this study was all employees at PT WOM Finance Madiun And sample The population used in this study were 40 employees of PT WOM Finance Madiun.

## 3. Technique Data collection

The data collection techniques used in this study use several techniques, namely:

### a. Observation

According to (Sugiyono, 2017) observation is a complex process, a process that is composed of various biological and psychological processes. Observation in this study was carried out before data collection was carried out, namely to observe the behavior of employees at PT WOM Finance Madiun. This is used as a consideration for compiling research instruments.

### b. Interview

Interview is a method of collecting news, data, or facts in the field. The process can be done directly face *to face* between the researcher and the researched or using communication media.

### c. Questionnaire

(Sugiyono, 2017) stated that "a questionnaire is a data collection technique carried out by giving a set of written questions to respondents to answer". In this study, a questionnaire was used to collect data from predetermined respondents. In this study, the questionnaire was distributed to all employees at WOM Finance Madiun. The research questionnaire was compiled according to research indicators obtained from the development of literature review results. The questionnaire measurement uses an ordinal data scale and its measurement scale uses a Likert Scale which will be explained in the research instrument.

## Validity And Reliability Test

### 1. Test Validity

Validity test is useful to find out whether the measuring instrument is valid, valid means the accuracy and precision of measuring or the measuring instrument is right to measure a variable to be measured. Validity test is carried out on each question item, and the results can be seen through the results of the *r*-count compared to the *r*-table, where the *r*-table can be obtained through  $df$  (degree of freedom) =  $n-2$  (significant 5%,  $n$  = number of samples). If  $r\text{-table} < r\text{-count}$  then it is valid. If  $r\text{-table} > r\text{-count}$  then it is not valid. Based on the number of  $N$ , which is 40 respondents, it is known that the number of *r* tables is Items that have *r* count  $< 0.444$  will be removed because they do not carry out measurements the same as those intended by the total scale score and furthermore, do not contribute to a person's measurement if not even confusing.

### 2. Test Reliability

Instrument reliability is the level of consistency of results achieved by a measuring instrument, even if used repeatedly on the same or different subjects. Thus an instrument is said to be reliable if it is able to measure something with consistent (steady) results. (Research Methodology Module: 2013). Reliability test to see the measuring instrument, in this case the list of questions used is consistent or not. Reliability test is carried out on question items that have validity. The instrument test can be said to be reliable if  $\alpha$  is greater than 0.6. (Nunnally in Zethmal, Berry and Parasuraman, 1996).

## C. DATA ANALYSIS AND DISCUSSION

### Simple Linear Regression

The data analysis technique in this study uses statistics with simple linear regression data analysis techniques using the help of the SPSS application. Simple linear regression is a basic regression, because it consists of one *independent variables* and one *dependent variable* and in the form of a straight line

(Widayat, 2017) . This analysis is used to determine the influence of one independent (free) variable on one dependent (bound) variable. In this study it is useful to analyze the influence of data journalism exposure on online media portals on digital literacy in students. The formula used in simple regression analysis is as follows (Sugiyono, 2017)

$$\hat{Y} = a + bx$$

Information:

$\hat{Y}$  = Predicted value

a = Constant or when the price of X = 0

b = Regression coefficient

x = Value of independent variable

### Test Hypothesis

Hypothesis is a temporary formulation about something that is made to explain it and can also guide/direct further investigation. In quantitative research, Hypothesis testing is carried out using statistical testing so that it is relatively close to the truth. that is expected. That way someone will more easily accept the explanation of the test, and to what extent the hypothesis is accepted or rejected. There are two types of hypothesis tests on coefficients. The regressions that can be done are the F-test and the t-test. In testing the research hypothesis, the author using the t-test. Testing of the independent variables partially (individually) which aimed at seeing the significance and influence independent variables individually against the variance dependent variable, assuming the variable other independent variables as constants. The testing steps (t-test) are as follows: following:

- a. Determining Hypothesis  
Ho: there is no influence between variables independent and dependent variables.  
H1: there is an influence between the independent variables and dependent variables
- b. Determining the level of significance  
The level of significance used is 0.05. The level of significance of 0.05 is a measure that is often used in research.
- c. Determining tcount  
Thitung is obtained from SPSS output
- d. Define ttable  
The t-distribution table is searched at  $\alpha = 5\% : 2 = 2.5\%$   
(two-tailed test) by calculating the degrees of freedom (df) nk-1 where n is the number of data and k is the number of independent variables.
- e. Testing Criteria  
Ho is accepted if  $t_{table} \leq t_{count}$   
Ho is rejected if  $t_{count} \geq t_{table}$
- f. Hypothesis Testing  
Ho:  $\beta = 0$  means there is no significant influence of the independent variable on the dependent.  
Ha:  $\beta \neq 0$  means there is a significant influence of the independent variable on the dependent variable.

## D. RESEARCH RESULT AND DISCUSSION

### 1. Test Validity And Reliability

#### a. Test Validity

Validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the question and is said to be valid if the score of each question correlates significantly with the total score. Validity testing itself is carried out with certain criteria, namely, if  $r_{count} > r_{table}$  with a significance

level of 5% or 0.05 then the instrument is declared valid. And if  $r \text{ count} < r \text{ table}$  with a significance level of 5% or 0.05 then the instrument is declared invalid. At a significance level of 5% and with a number of  $N = 40$ , the  $r \text{ table}$  value of a questionnaire is 0.2573. If the  $r \text{ count} > r \text{ table}$  (0.197), then the statement used in this study is valid. The following is the statistical data of the validity test of various statements used in each variable of this study.

Table 1 Results of  
the Strategy Management Validity Test (X)

Item	Rtabel	Rhitung	Keterangan
VAR 0001	0,257	0,204	Tidak Valid
VAR 0002	0,257	0,341	Valid
VAR 0003	0,257	0,469	Valid
VAR 0004	0,257	0,326	Valid
VAR 0005	0,257	0,411	Valid
VAR 0006	0,257	0,667	Valid
VAR 0007	0,257	0,499	Valid

Based on the table above, the calculated  $r$  value of the statements in the Strategy Management variable is each above the  $r \text{ table}$  value  $> 0.257$  except for item number 1. So, 6 statement items in the research instrument of the Strategy Management variable (X1) are declared valid and 1 item is declared invalid.

Table 2 Results of  
the Target Acquisition Validity Test (Y)

Item	Rtabel	Rhitung	Keterangan
VAR 0001	0,257	0,355	Valid
VAR 0002	0,257	0,752	Valid
VAR 0003	0,257	0,542	Valid
VAR 0004	0,257	0,624	Valid
VAR 0005	0,257	0,426	Valid

Based on the table above, the calculated  $r$  value of the statements in the Target Acquisition variable is each above the  $r \text{ table}$  value  $> 0.257$ . So, all statement items in the research instrument for the Target Acquisition variable (Y) are declared valid.

#### b. Test Reliability

Reliability testing is used to determine a questionnaire that is an indicator of a variable. Question items are said to be reliable if the respondent's answers to the questions are consistent or fixed. Reliability testing is carried out with certain criteria, namely: if the cronbach's alpha value  $> 60$  then the



question is reliable. And if the cronbach's alpha value  $< 0.60$  then the question is not reliable. The results of the reliability test of the various variables used in this study are as follows:

Table 3  
Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
Manajemen Strategi (X)	0,653	Reliabel
Perolehan Target (Y)	0,720	Reliabel

Based on the table above, the Strategy Management Variable (X) has a Cronbach's Alpha value of 0.653 and the Target Acquisition variable (Y) is 0.720. These results indicate that the Cronbach's Alpha value of all research variables is more than 0.60 ( $\alpha > 0.60$ ) or is in the range of 0.61 to 0.80. This indicates that all independent variables (X) and dependent variables (Y) in this study can be stated as reliable.

### Classical Assumption Test

Classical Assumption Test is used for statistical requirements in multiple linear regression analysis to obtain valid regression analysis. There are 3 classical assumption tests used in this study, namely, Normality Test and Linearity Test.

#### a. Normality Test

The Normality Test aims to see whether the residual value is normally distributed or not. In the normality test there are several types of tests that can be done. There is no best or most appropriate test method, all have their own weaknesses. To find out whether the data is normal or not, you can use the Kolmogorov-Smirnov Test (Ghozali, 2018). Residual data is used as a value in the Kolmogorov-Smirnov test. The criteria in the Kolmogorov-Smirnov Test to determine the results, one of which is to see the significant value (2-tailed). If the Sig (2-tailed) value produced is greater than 0.05, then the residual is normally distributed ( $\text{sig} > 0.05$ ) and vice versa if the Sig (2-tailed) value produced is less than 0.05, it can be said that the residual is not normally distributed ( $\text{sig} < 0.05$ ). This study uses the Kolmogorov Smirnov type of normality test. The results of the normality test with the Kolmogorov Smirnov approach obtained are as follows:

Table 4  
Normality Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Perolehan Target * Manajemen Strategi	Between Groups	(Combined)	53,300	7	7,614	3,888	.004
		Linearity	38,204	1	38,204	19,506	.000
		Deviation from Linearity	15,096	6	2,516	1,285	.292
	Within Groups		62,675	32	1,959		
	Total		115,975	39			

Based on the table results from SPSS above using the Kolmogorov Smirnov method by looking at the significant value produced is greater than 0.05 then the data is normally distributed, and if the Sig value (2-tailed)  $< 0.05$ , then the data is not normally distributed. The Sig value (2-tailed) or significant value of  $0.059 > 0.05$ , from the output it can be concluded that the data is normally distributed.

## b. Linearity Test

Linearity test is conducted to determine the form of relationship between independent variables and dependent variables. The basis for decision making in linearity test is if the value of *Sig. Deviation from Linearity* > 0.05, then there is a linear relationship between the independent variables and the dependent variables, and vice versa. The following are the results of linearity test data :

Table 5  
Linearity Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		40
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	1,41213659
Most Extreme Differences	Absolute	,136
	Positive	,136
	Negative	-,075
Test Statistic		,136
Asymp. Sig. (2-tailed)		,059 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the linearity test above, it can be seen that *the Sig. Deviation from Linearity* value is 0.292, thus it can be concluded that the independent variables and dependent variables in this study have a variable relationship because the *Sig. Deviation from Linearity* value is > 0.05.

## Data analysis

### a. Linear Regression Analysis Test

#### Simple

Simple Linear Regression Test is used to determine the effect of independent variables, namely Strategic Management, on the dependent variable Target Acquisition. The results of the simple linear regression test are as follows:

Table 6  
Simple Linear Regression Test Results

Coefficients <sup>a</sup>					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	7,581	3,224		,024
	Manajemen Strategi	,523	,121	,574	,000

a. Dependent Variable: Perolehan Target

The regression equation obtained from the table above is as follows:

$$Y = a + bX$$

$$Y = 7.581 + 0.523X$$

Where :

Y = Target Achievement

X = Strategic Management

Based on the regression above, it can be explained as follows:

Producing a positive constant value of 7.581 indicates that there is a positive influence of the strategy management variable on target achievement. When the strategy management variable increases, the work motivation variable will also increase. The regression coefficient X of 0.523 indicates that if strategy management (x) increases by one unit, then target achievement (Y) will also increase by 0.523 or 52.3% .

### Test Hypothesis

#### b. T- test

The t-test is used to determine whether variable X (Strategy Management) partially or individually affects the dependent variable (Target Achievement). The decision-making process in the t-test can use two methods, namely, First by looking at the significance value (Sig.), and second by comparing the calculated t value with the t-table value. Before concluding the hypothesis, first determine the t-table obtained from  $df = nk - 1$  ( $40 - 1 - 1 = 38$ ) with a significance level of 0.05 and the t-table is 1.68. To test the relationship between variable X and variable Y, the t-test is used, namely by comparing the calculated t value with the t-table value, it is said to have an effect if the calculated  $t > t$  table or significant  $\alpha < 0.05$ .

Table 7  
Test Results  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	7,581	3,224		2,352	,024
Manajemen Strategi	,523	,121	,574	4,321	,000

a. Dependent Variable: Perolehan Target

Based on the data above with a one-way hypothesis t table using a significance level of 5% with a value of 1.68, the following interpretation can be obtained:

The influence of strategic management (X) on target achievement (Y).

Based on the test results from the table above, it can be interpreted that H1 = Strategic Management has a positive effect on Target Achievement. From the regression results, it can be seen that the Strategic Management variable has a t-value of 4.321 with a sig. 0.00. In the Sig. column, the results of the t-test of the product management variable indicate a significant influence between product management and target achievement ( $0.00 < 0.05$ ) or the hypothesis is accepted. Strategy Management has a t-value of 4.321 with sig. 0.000. This means that t-value  $> t$ -table (1.68) then H0 is rejected so that the Strategy Management variable (X) with a level of  $\alpha = 5\%$  partially has a positive and significant influence on Target Achievement (Y) as evidenced by the value (sig. 0.000  $< 0.05$ ). This means that when a company has good or high strategy management, it is able to increase the achievement of sales targets in the company.

#### c. F Test

The F test is used to determine the effect of variable X (Strategy Management) together or combined on variable Y (Target Achievement). The guidelines for conducting the F test are, First, by comparing

the significance value (Sig.) or probability value of the Anova output results. Second, by comparing the calculated F value with the F table.

Table 8  
F Test Results

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38,204	1	38,204	18,667	,000 <sup>b</sup>
	Residual	77,771	38	2,047		
	Total	115,975	39			

a. Dependent Variable: Perolehan Target

b. Predictors: (Constant), Manajemen Strategi

Based on the results of the F test above, the calculated F value obtained is 18.667 with a significance level of 0.000. The F result is still greater when compared to the F table which is 4.08. While the significance value is smaller than its significance level ( $\alpha = 0.05$ ). These results explain that the variable X (Strategy Management) simultaneously has an influence on the variable Y (Target Acquisition). This means that the independent variable has a significant impact if it can be improved properly, each positive addition can increase the acquisition of the sales target for financing products of PT. Wahana Ottomitra Multiartha Tbk. Madiun Branch Office.

#### d. Coefficient of Determination Test

The Determination Coefficient Test is useful for determining how much influence the variable X (Strategy Management) contributes together or simultaneously to the variable Y (Target Achievement). The value of the determination coefficient or R Square generally ranges from 0 to 1. If the R Square is negative, it can be said that there is no influence of variable X on variable Y. Furthermore, the smaller the R Square value, the weaker the influence of variable X on variable Y. Conversely, if the R Square value is closer to 1, the stronger the influence.

Table 9  
Results of the Determination Coefficient Test

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,574 <sup>a</sup>	,329	,312	1,43060

a. Predictors: (Constant), Manajemen Strategi

b. Dependent Variable: Perolehan Target

Based on the results of the Determination Coefficient Test above, the R Square value obtained is 0.574. These results indicate that the influence given by variable X (Strategy Management) on variable Y (Target Acquisition) of sales of financing products of PT. Wahana Ottomitra Multiartha Tbk. Madiun Branch Office is 57.4%. Meanwhile, the large influence given by other variables outside this study is 42.16% (100% - 57.4%).

## Discussion

Based on the results of inferential statistics of hypothesis testing which show that for the significance test, namely, If  $t_{count} < t_{table}$  or  $H_0$  is accepted, this means that the constant of the regression equation is not significant. While  $t_{count} > t_{table}$  or  $H_0$  is rejected or the regression coefficient is significant. From the calculation results obtained  $t_{count} = 4.321$  while  $t_{table} = 1.68$  for a significance level of 5%. Because  $t_{count}$  is greater than  $t_{table}$ , it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. In addition based on the correlation test, the determination is obtained at 57.4%. This explains that there is a significant influence between the implementation of strategic management on the achievement of financing product sales targets at PT. Wahana Ottomitra Multiartha Tbk, Madiun Branch Office. (Fristya et al., 2024) So it can be concluded that the influence of the implementation of strategic management on the achievement of financing product sales targets at PT. Wahana Ottomitra Multiartha Tbk, Madiun Branch Office in this case the variable X against Y is positive and has a significant influence. The implementation of strategic management in product management is very necessary to support the success or achievement of better product sales targets, which are in accordance with expectations

## E. CONCLUSION AND SUGGESTIONS

### 1. Conclusion

Based on the results of the study on the influence of strategic management on the achievement of financing product sales targets at PT Wahana Ottomitra Multiartha Tbk, Madiun Branch Office , the following conclusions were drawn: product management shows a positive and significant influence, which means that this variable has a role in achieving financing product sales targets at PT Wahana Ottomitra Multiartha Tbk, Madiun Branch Office .

### 2. Suggestion

Based on the conclusions obtained from the research, the researcher will contribute some suggestions that are expected to be able to produce benefits for parties who are related to the results of this research. The various suggestions that can be given are as follows:

- c. For the company PT. Wahana Ottomitra Multiartha Tbk, Madiun Branch Office , it is expected to be able to run the business by holding tightly to consumer trust, such as maintaining mandates and carrying out performance in accordance with company standard procedures. Improving strategic management to be able to provide influence for the company.
- d. For further researchers, it is expected that this research can be used as a source of reference and referral. In addition, for further researchers, it is expected to be able to present other research with different and more varied variables, using different objects so that they can produce similar research with better comparisons.

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