

## **Analysis of Green Products, Financial Technology, and Promotion on Sales Volume Increase at PT. Sinar Teknik Tirta Pratama**

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### **ABSTRACT**

This investigate was incited by a decay in deals volume, as prove by the benefits earned by PT Sinar Teknik Tirta Pratama. This was due to the items sold by PT Sinar Teknik Tirta Pratama being seen as hurtful to the environment, inadequate installments, and incapable advancement, all of which influenced the company's benefits. The objective of this think about is to analyze deals volume through green items, budgetary innovation, and advancement in the chlorine industry. The data will be analyzed through quantitative clear examination gotten utilizing a survey conveyed to respondents, and this consider is measured utilizing a Likert scale to get conclusions. The testing method utilized is irregular examining. At that point, the information collected related to the investigate protest is analyzed based on the respondents' reactions gotten utilizing the Hair et al. equation. The theory in this think about is tried utilizing different direct relapse investigation. The comes about appear that budgetary innovation, green items, and advancements have a critical impact on deals volume. Thus, PT Sinar Teknik Tirta Pratama should utilize using financial technology, promotion and boost green products so sales volume can increase.

**Keywords:** financial technology, green product, promotion, sales, swimming pool

### **INTRODUCTION**

Accomplishing trade victory is incredibly affected by a company's capacity to advertise its items (Nainggolan et al., 2022). Companies are by and large required to meet the needs of the community and give fulfillment for the items they offer (Nasution et al., 2024). The developing commerce, separated from having a positive affect on trade performing artists in specific and on the economy of a nation in common, too has unfavorable impacts, one of which is on the environment. Unsustainable businesses cause different natural issues such as discuss, water, and soil contamination, deforestation, and misfortune of biodiversity. Enterprises rank most elevated as performing artists dependable for natural pulverization and contamination, bookkeeping for 82.5% of the harm (hukumonline.id, 2025). This natural harm can have long-term negative impacts on human life and affect the country's economy. Contamination issue will at that point cause other issues that will hurt the community. One source of natural contamination is chlorine.

Chlorine is a chemical commonly utilized to murder germs (Meliala et al., 2021). Chlorine can work as a disinfectant in handling pointed at murdering pathogenic microscopic organisms that cause illness (Dhamayanthie, 2022). Chlorine has a impactful odor and can be perilous if uncovered in huge or unseemly sums.

PT Sinar Teknik Tirta Pratama was built up in 2017 and is found at Jalan Cirebon No. 77, Medan. Already, PT Sinar Teknik Tirta Pratama sold TCCA brand chlorine for

cleaning swimming pools, but open concern around natural harm expanded along with issues that chlorine is hurtful to the environment and wellbeing. This circumstance provoked PT Sinar Teknik Tirta Pratama to look for a arrangement to the public's concerns. In 2020, PT Sinar Teknik Tirta Pratama presented Lo-Chlor as a substitute for chlorine, which is considered destructive to the environment and wellbeing. Lo-Chlor is a brand of chemicals beginning from Australia, found by Andrew Simons in 1979. Lo-Chlor gives different chemicals that work to clean and anticipate green growth development in swimming pools, expel phosphoric corrosive in water, make water clearer, and give chemicals for pool support. The taking after is PT Sinar Teknik Tirta Pratama's deals information some time recently and after utilizing lo-chlor.

**Table 1.** PT Sinar Teknik Tirta Pratama chlorine sales (2018 – 2024)

Year	Sales	Percent
2018	Rp. 2.572.287.000	-
2019	Rp. 2.358.897.000	-0,09%
2020	Rp. 1.946.163.000	-21,2%
2021	Rp. 2.849.894.000	31,7%
2022	Rp. 2.298.879.000	-23,9%
2023	Rp.2.179.492.000	-0,05%
2024	Rp 1.805.875.000	-20,7%

Source: PT Sinar Teknik Tirta Pratama, 2025

Table 1 mentioned earlier indicates that the sales of chlorine at PT Sinar Teknik Tirta Pratama have dropped since 2022 and are expected to keep falling until 2024. According to conversations with the owner of PT Sinar Teknik Tirta Pratama, this drop is believed to stem from a decrease in the public's buying ability, higher prices of products, limited use of digital payments, weak advertising, and the belief among some individuals that chlorine used in swimming pools is bad for the environment. This is despite the fact that PT Sinar Teknik Tirta Pratama offers lo-chlor as a safer alternative to harmful chlorine. However, the lack of effective marketing has led to this product gaining minimal attention.

Sales serve as a key source of revenue for the business. As noted by Utomo et al., (2022), ales rank as the most crucial activity for businesses to make money. The main goal of sales is to earn profits; if a company fails to sell, it will incur losses. Hence, it is essential for companies to offer the best services or products to customers to boost their sales figures. Research conducted by Lyu & Choi (2020) indicates that environmentally friendly products can affect a company's sales, while findings by Chima (2020) highlight that financial technology impacts sales volume. Furthermore, research by Listiawati et al. (2021) suggests that there is a beneficial relationship between marketing strategies and a company's sales figures.

Companies that focus on their customers need to understand what people want and provide goods at prices that are reasonable, in order to ensure satisfaction and foster customer loyalty (Kevinli & Gultom, 2020). Mardiyah et al. (2022) explain that green products are those made in ways that lessen environmental pollution. These items are created out of concern for the planet. One common chemical used in pools is chlorine. If water that contains chemical waste is dumped directly into rivers or soil without treatment, it heightens the risk of pollution since these substances can be harmful to aquatic life (Sejahtera, 2024). Prolonged exposure to chlorine can also be harmful to people. Agustin (2022) notes that chlorine can lead to skin irritation and breathing issues. To boost sales of chlorine products, businesses should establish systems that simplify the purchasing process for customers, especially regarding payment.

Digital transformation reshapes the basic aspects of the economy, changing how people and businesses buy and sell, and challenging old systems (Afrizal, 2024). Nowadays,

many people seldom use cash when they shop and prefer digital payments or financial tech. As stated by Kusumawardhany et al. (2021), financial technology refers to financial services that utilize technology to allow transactions to occur anywhere at any time. The implementation of fintech can enhance financial services like saving options, investments, payment methods, and sales transactions, improving their efficiency and effectiveness (Naution et al., 2021). By incorporating fintech, businesses can boost transactions by facilitating easier payment methods for those who typically do not use cash. Along with providing easy transaction tools for customers, marketing efforts are also essential to help businesses promote their products to the wider audience.

Companies need to stay updated on changes in how consumers think and enhance their marketing efforts (Sinaga et al., 2024). Advertisements can help bring products to the attention of the public, so having strong promotional strategies is crucial for the ongoing success of a business. As noted by Septyadi et al. (2022), promotions involve all the actions aimed at sharing product information with the market, including details about features, uses, advantages, and the product's presence, with the goal of influencing behavior or motivating consumers to make a purchase. In a business, promotional efforts are vital because they not only help convince consumers about the available products but also play a significant role in the company's success in a competitive market (Siatama et al., 2023).

## LITERATURE REVIEW

### Sales Volume

Nursyirwan et al. (2020) explain that sales volume is the measurable success related to the amount of a product sold in specific currency units over a given time frame, which includes a good strategy for providing services. According to Saputra et al. (2022), Sales volume refers to the number of units sold or the total revenue targeted in monetary terms. The objective of marketing within a business is to boost the sales volume that yields profit, which means it has the capability to create the best possible income and raise earnings. And according to Tasnim et al. (2021), the quantity of goods or services a business sells over a defined timeframe, measured in individual units, is known as sales volume. It can be concluded that sales volume is the quantity of goods or services a business manages to sell within a defined timeframe—be it a month, a quarter, or a full year—is what we refer to as sales volume. Pradela et al. (2022) state that sales volume indicators consist of reaching a particular sales target, generating a specific profit, and contributing to the growth of the company.

### Green Product

Mardiyah et al. (2022) describe green products as items created using techniques that limit environmental pollution. According to Hasman et al. (2024), items marketed as kind to the environment are those offered by companies committed to ecological stewardship in their operations. According to Beatrice & Sidharta (2025), goods identified as environmentally conscious are crafted to lessen adverse consequences for ecosystems and the health of people from start to finish, encompassing creation, use, and discarding. It can be concluded that environmentally friendly products are items created to have the least possible negative effect on the environment, considering every stage from the initial resources and manufacturing steps to the wrapping and getting rid of them. These items are made to be harmless for both people and the world around us, and to make good use of resources. As per Mardiyah et al. (2022), the signs of green products include being beneficial for nature, performing effectively as intended, and utilizing safe raw materials.

### **Financial technology**

As stated by Wardani & Darmawan (2020), financial technology refers to online financial services that offer payment systems, banking, insurance, loans, crowdfunding, and educational resources for the public via digital platforms. According to Siskawati & Ningtyas (2022), financial technology, commonly known as Fintech, integrates the realms of financial services with technological advancements, revolutionizing traditional financial processes into streamlined and user-friendly experiences. According to Wardhana et al. (2023), the initiative of Electronic/Digital Payment seeks to transition conventional payment practices that rely on physical currency into a system that promotes cashless transactions through electronic or digital infrastructures. It can be concluded that financial technology is financial technology, often called fintech, represents a wave of innovative change within the financial industry; it harnesses the power of technology to boost the effectiveness and availability of monetary services, including options like electronic payments, virtual lending platforms, investment tools, and insurance solutions. Setiyono et al. (2021) identified the signs of financial technology as digital payment methods, market assistance, investment management, credit options, and various other financial services.

### **Promotion**

As stated by Nurliyanti et al. (2022), promotion is a form of communication that delivers persuasive information about products and services to possible buyers. According to Uluwiyah (2022), promotion encompasses the activities undertaken by sellers to present their offerings, be it products or services, to the intended audience of prospective buyers, with the aim of convincing them to make a purchase. According to Sari et al. (2022), promotion refers to an activity or systematic approach focused on disseminating details, swaying opinions, and impacting the choices consumers make when deciding to purchase goods. It can be concluded that promotion describes marketing efforts designed to make a product or service known to possible buyers, intending to motivate them to purchase or utilize it. The factors of promotion noted by Firmansyah (2020) include advertisements, personal selling, and promotional sales.

## **RESEARCH METHOD**

This study was carried out among the clients of PT. Sinar Teknik Tirta Pratama, located at Jl. Cirebon No.117/77, Ps. Baru, Kec. Medan Kota, Kota Medan, North Sumatra 20212 from July 2025 until August 2025. The research used a quantitative method by sending out questionnaires to the customers. As mentioned by Situmorang & Pane (2024), data from a quantitative method is represented numerically and will be examined using statistical techniques. The questionnaires given to participants included questions related to the study variables, using a Likert scale ranging from 1 to 5. According to Amruddin et al. (2022), the Likert scale helps to assess people's feelings, thoughts, and views on certain social issues or events, which are known as research variables.

This research relied on primary data as the source of information. The group being studied included customers of PT. Sinar Teknik Tirta Pratama within the time frame of the research. The sample size was calculated using the method provided by Hair et al. (2017) which states to use a formula of 5-10 times the number of indicators being studied. With 14 indicators in this study, the sample consisted of 140 participants.

## **RESULTS**

### **Validity and Reliability Tests**

The results from the validity tests for all variables indicate that the calculated  $r_{\text{count}}$  value (0,383-0,864) is greater than the  $r_{\text{table}}$  (0,3610). According to validity test standards, this demonstrates that every statement related to each variable can be considered valid.

Furthermore, the Cronbach's Alpha for all variables (0,634 – 0,848) is noted to be above 0.6, suggesting that all variables examined are reliable.

### Classical Assumption Test Normality Test

**Table 2.** Results of One Sample Kolmogorov-Smirnov Test

Unstandardized Residual	
N	140
Asymp.sig (2-tailed)	0,200

Source: Research results, 2025

From Table 2, it is evident that the significance value recorded is 0.200, which is more than 0.05 (with Sig F exceeding 5%), meaning that the data analyzed follows a normal distribution.

### Multicollinearity Test

**Table 3.** Multicollinearity test results

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Green product (X <sub>1</sub> )	0,514	1,947
	Financial technology (X <sub>2</sub> )	0,611	1,637
	Promotion (X <sub>3</sub> )	0,701	1,426

a. Dependent variable: sales volume

Source: Research results, 2025

As shown in Table 5, the correlation values for the variables indicate a tolerance value exceeding 0.1 and a VIF below 10, suggesting that there are no indications of multicollinearity among the variables.

### Multiple linear regression analysis

**Table 4.** Multiple linear regression analysis

Coefficients <sup>a</sup>			
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	-0,070	1,468
	Green product (X <sub>1</sub> )	0,248	0,067
	Financial technology (X <sub>2</sub> )	0,346	0,037
	Promotion (X <sub>3</sub> )	0,188	0,053

a. Dependent variable: sales volume

Source: Research results, 2025

The following formula can be derived:

$$\text{Sales volume} = -0.070 + 0.248 \text{ Green Product (X}_1\text{)} + 0.346 \text{ Financial Technology (X}_2\text{)} + 0.188 \text{ Promotion (X}_3\text{)} + e$$

From this formula, we can deduce that:

1. -0.070 indicates that if the green product, financial technology, and promotion being examined are all at zero, then the sales volume of PT. Sinar Teknik Tirta Pratama is -0.070.
2. 0.248 signifies that when the green product increases by one unit, the sales volume of PT. Sinar Teknik Tirta Pratama will rise by 0.248 units, provided that the financial technology and promotion variables stay the same.
3. 0.346 suggests that if there is a one-unit increase in the financial technology variable, the sales volume of PT. Sinar Teknik Tirta Pratama will grow by 0.346 units, assuming that the green product and promotion variables remain unchanged.

4. 0.188 indicates that a one-unit boost in the promotion variable will lead to a 0.346 unit increase in PT. Sinar Teknik Tirta Pratama's sales volume, while maintaining the green product and financial technology variables constant.

### Hypothesis Testing

#### Partial Hypothesis Testing (t-test)

**Tabel 5.** Partial Hypothesis Testing Results (t-test)

Coefficients <sup>a</sup>			
Model		t	Sig
1	(Constant)	-0,048	0,962
	Green product (X <sub>1</sub> )	3,673	0,000
	Financial technology (X <sub>2</sub> )	9,343	0,000
	Promotion (X <sub>3</sub> )	3,543	0,001

a. Dependent variable: sales volume

Source: Research results, 2025

#### H<sub>1</sub>: Green Products Influence Sales Volume

In the green product category, the observed t-count (3.673) is greater than the t-table value (1.977). The significance level is 0.00, which is less than 0.05. This suggests that the green product variable significantly influences the sales volume of PT. Sinar Teknik Tirta Pratama.

#### H<sub>2</sub>: Financial Technology Influences Sales Volume

For the financial technology category, the t-value (9.343) is greater than the t-table value (1.977). The significance level is 0.00, which is less than 0.05. This indicates that the financial technology variable significantly affects the sales volume of PT. Sinar Teknik Tirta Pratama.

#### H<sub>3</sub>: Promotion Influences Sales Volume

In the promotion category, the t-value (3.543) exceeds the t-table value (1.977). The significance level is 0.00, which is below 0.05. Therefore, it can be concluded that the promotion variable significantly impacts the sales volume of PT. Sinar Teknik Tirta Pratama.

### Simultaneous hypothesis testing (F test)

**Table 6.** Simultaneous hypothesis testing (F test)

ANOVA <sup>a</sup>			
Model		F	Sig
1	Regression	108,840	0,000

a. Dependent variable: sales volume

b. Predictors: (Constant), Green product (X<sub>1</sub>), Financial technology (X<sub>2</sub>) dan promotion (X<sub>3</sub>)

Source: Research results, 2025

#### H<sub>4</sub>: Green product, financial technology dan promotion impact sales volume

Table 6 indicates that the  $F_{\text{count}}$  number (108.840) is greater than  $F_{\text{table}}$  (2.67). The significance level is 0.00, which is less than 0.05. This shows that the factors of eco-friendly products, financial tech, and advertising together have a significant impact on PT. Sinar Teknik Tirta Pratama's sales amount.

### Determination coefficient test (R<sup>2</sup>)

**Table 7.** Determination coefficient test (R<sup>2</sup>)

Model summary <sup>b</sup>			
Model	R	R Square	Adjusted R Square
1	0,840	0,706	0,699

a. Dependent variable: sales volume

b. Predictors: (Constant), Green product (X<sub>1</sub>), Financial technology (X<sub>2</sub>) dan promotion (X<sub>3</sub>)

Source: Research results, 2025



The results of the calculations reveal that the Adjusted R Square, which assesses how well the model can clarify the changes in the dependent variable, is 0.699. This means that 69.9% of PT. Sinar Teknik Tirta Pratama's sales amount is affected by eco-friendly products, financial tech, and advertising, while the remaining 29.1% is influenced by other factors.

## DISCUSSION

### **The impact of eco-friendly products on sales figures**

According to the outcomes of the partial hypothesis assessment, it has been determined that eco-friendly products significantly influence the sales figures of PT. Sinar Teknik Tirta Pratama. These findings indicate that  $H_1$  is supported and  $H_0$  is not supported. This investigation aligns with the study conducted Lyu & Choi (2020) named "The Forecasting Sales Volume and Satisfaction of Organic Products through Text Mining on Web Customer Reviews", it posits that environmentally friendly goods influence the quantity of items sold.

### **The impact of financial technology on sales figures**

Based on the outcomes of the partial hypothesis assessment, it has been established that financial technology substantially impacts the sales figures of PT. Sinar Teknik Tirta Pratama. This outcome signifies that  $H_2$  is supported and  $H_0$  is not supported. This research corresponds with the study by Chima (2020) titled "E-Payment System and Sales Growth of Retail Outlets in Nigeria", it suggests that innovations in the finance sector affect the total number of sales.

### **The impact of marketing on sales numbers**

From the findings of partial hypothesis testing, it is evident that marketing significantly influences the sales figures of PT. Sinar Teknik Tirta Pratama. This finding indicates that  $H_3$  is accepted while  $H_0$  is rejected. This research aligns with the study by Listiawati et al. (2021) titled "Promotion Costs Analysis To Increased Volume Sales In The Convection Companies" it argues that marketing activities contribute to a rise in the number of units sold.

### **The Impact of Eco-Friendly Products, Digital Finance, and Marketing on Sales Numbers**

The three factors of eco-friendly products, digital finance, and marketing each influence the sales figures of PT. Sinar Teknik Tirta Pratama differently. Clearly, the company needs to keep improving these factors to boost their sales numbers. According to the results from simultaneous hypothesis testing using the F test, there is a notable impact between eco-friendly products, digital finance, and marketing on the sales figures of PT. Sinar Teknik Tirta Pratama.

## CONCLUSION

The results from the study reveal that, individually, eco-friendly products greatly influence the sales numbers of PT. Sinar Teknik Tirta Pratama. The study's results also demonstrate that, on their own, financial technology greatly affects the sales figures of PT. Sinar Teknik Tirta Pratama. Furthermore, the study's findings show that, by themselves, advertising significantly impacts the sales figures of PT. Sinar Teknik Tirta Pratama. In general, eco-friendly products, financial technology, and advertising significantly affect the sales figures of PT. Sinar Teknik Tirta Pratama. The analysis of

the coefficient of determination indicates that eco-friendly products, financial technology, and advertising are connected to the sales figures of PT. Sinar Teknik Tirta Pratama.

PT. Sinar Teknik Tirta Pratama should introduce green products to boost customer interest in buying. PT. Sinar Teknik Tirta Pratama should also consider offering digital payment methods to simplify purchases for customers, and PT. Sinar Teknik Tirta Pratama can enhance its advertising by utilizing social media or other platforms.

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