
THE ROLE OF MARKETING AUDIT IN YOTTA BEVERAGE BUSINESS IN MAKASSAR, PETTARANI BRANCH

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Abstract

This study aims to find out information related to the implementation of Marketing Audit in the Yotta beverage business in Makassar. In a marketing audit examination it can be said as a mechanism with the aim of being able to carry out the process of collecting information and being able to analyze data related to the external and internal environment, which is inseparable from several indicators including economic conditions, the level of market competition and the level of business operations. The application of marketing audits is a type of functional marketing audit in the Yotta beverage business with components including marketing environment audits, marketing strategy audits, marketing organization audits, marketing system audits, marketing productivity audits, marketing function audits. The method used in this research uses quantitative research methods with the data used obtained using questionnaires and library data. The results of this study indicate that the marketing audit components of Yotta's beverage business consist of marketing environment audits, marketing strategy audits, marketing organization audits, marketing system audits, marketing productivity audits, marketing function audits play a very important role.

Keywords : Audit, Marketing

1. INTRODUCTION

Basically, every business that is declared effective, both small and large, has a goal to achieve, one of the goals is a process of increasing and maintaining a profit. This business can only be made if a business can maximize sales levels in accordance with the target effectively and efficiently. One of the things that makes a business run well is having a qualified product quality. One of the products that is very well known by the community, especially the Makassar area and its surroundings, is the Yotta beverage business, a business that markets products in the form of drinks with various flavors. Yotta is a local brand from Makassar, South Sulawesi. Yotta is a modern beverage brand that is involved in the dairy beverage business. Yotta really maintains the quality of its products by using premium ingredients (Ningrat, n.d.). Until now Yotta already has 19 outlets and is currently building 2 outlets in different places, namely Panakukang Mall and Palangga. Yotta is one of the favorite beverage brands among students, university students, and employees. Yotta Milk is

an affordable drink where Yotta Milk prices range from Rp. 10,000 – Rp. 28,000. Yotta offers a wide selection of contemporary beverage variants such as tea, milk, fruit and coffee which are very suitable for today's young people's palates. A high-quality product made through a process will have a number of advantages that can help customers be happier with the way they are used. Because, in general, every customer will be maximal. consumers will choose products with competitive prices and high quality when purchasing goods. This will result in an increase in the company or organization's revenue as well as an increase in its market share as a result of selling these products. Marketing as part of a company that has the task of establishing relationships with consumers, including generating sales for the company, has a very important role for the company in these conditions. Marketing in order to be able to maintain the role that is owned is required to have good performance (Mutmainnah et al., 2021). Companies are required to produce the best efforts in order to be able to provide a role to maintain survival and develop the company. Own marketing audit according to IBK. Bayangkara (2015: 164) Marketing Audit is "testing that is comprehensive, independent and carried out periodically on the marketing environment both in terms of objectives, strategies, and activities of the company or business unit to determine opportunities and problems that occur, as well as provide recommendations for action plans to improve the company's marketing performance". The market is constantly changing and it becomes a problem for some companies to cope with certain changes (Durana, Escolar, Pinero, StaAna, & Tankeko, 2017). The concept of marketing audit is firmly entrenched in the managerial marketing literature that began to emerge in the mid-1950s. Auditing is essentially a systematic process for collecting and objectively evaluating evidence regarding statements about economic events in an economic entity, with the aim of determining the degree of correspondence between these statements. A marketing audit in business should assess the marketing department's effectiveness in facilitating marketing throughout the organization, not just its effectiveness in conducting marketing for the organization. A service marketing audit that does not capture employees' perceptions of the extent to which they feel motivated, ready, and able to perform marketing functions will be incomplete (Berry, Conant, & Parasuraman, 1991). This of course has an impact on the business being run by a business where employees are not motivated in doing their work which can result in less than optimal employee service to Yotta customers. Effective marketing begins with a well-considered and well-informed marketing strategy. A good marketing strategy helps business ventures define your vision, mission and business goals, and outlines the steps you need to take to achieve your business goals (Lestari, Wahyono, & Siswati, 2020). When a company wants to carry out a marketing audit, it has an option – to carry out a complete marketing audit which will cover all of its six components consisting of marketing environment audit, marketing strategy audit, marketing organization audit, marketing systems audit, marketing productivity audit, marketing function audit. But a company should not only perform a complex marketing audit, but also a functional audit which means

auditing only some of these six components. Each of these six marketing audit components can become semi-autonomous if the company wants less than a full marketing audit (Lipnicka & Dado, 2013).

2. RESEARCH METHOD

The research method used is quantitative research methods. The quantitative method is a quantitative technique that makes it easier for decision-making parties to analyze observed events in order to find answers to the problems discussed, make decisions, and find solutions to the problems being faced. Thus, quantitative analysis that is carried out using quantitative methods will always begin with questions asked in accordance with the objectives to be achieved (Teguh, 2014). The data collection uses the primary data collection method, namely the survey method. The survey method used is through a google form (online) questionnaire. Questionnaire is a data collection technique that is carried out by giving a set of written questions to the respondent to answer, which can be given in person or via post or the internet. There are two types of questionnaires, namely closed and open. The questionnaire used in this case is a closed questionnaire, namely a questionnaire with answers already provided, so that the respondent only has to choose and answer directly. (Sugiyono, 2008: 142). This questionnaire is aimed at consumers to find out the respondents' perceptions about their impressions of how the marketing audit is implemented for Yotta drinks. Quantitative research is used to examine populations or samples. Quantitative data is data in the form of numbers or numbers so that it can be processed numerically accurately. While the questionnaire is an instrument of quantitative research which is concluded in a qualitative form. By taking samples from the population using the Solvin technique. Sampling research using Solvin Technique:

$$\text{Formula; } n = \frac{N}{1 + Ne^2}$$

Where:

n = Sample

N = Total Population

e = Estimated error rate

The population in the study were students aged 17-21 years with an error rate of 20%.

$$n = \frac{48}{1 + 48(0.2)^2}$$

$$n = 14,6$$

$$n = 17$$

So the number of samples taken in this study were 17 people.

3. RESULTS AND DISCUSSION

In this case the research was conducted by conducting a questionnaire with research respondents, namely Yotta drink buyers. The research was conducted to obtain information related to Yotta's sales as a type of marketing audit in the functional audit section. According to (Fudsyi, 2020) Marketing audits are carried out on the activities of the marketing function, starting with preparing and compiling a good plan so that costs and labor can be streamlined and effective, so that they are more objective and directed. The number of questionnaires in this study:

Table 1. Number of Questionnaires in research:

Information	Total
The Resulting Questionnaire	17
Incomplete questionnaire	(0)
Questionnaire that can be analyzed	17

This research was conducted using an online questionnaire and the respondents of this study were consumers who bought Yotta drinks in Makassar City, especially Makassar State University students. The characteristics of the respondents are used for the purposes of the sample in the research questionnaire so that the results of the questionnaire are more directed and organized. The classification of the characteristics of the respondents in this study is based on gender and age.

Table 2. Characteristics of respondents based on gender in this study:

Gender	Total	Percentage
Man	4	4 %
Women	13	13%
Total	17	17%

It can be seen from the table above that the characteristics of respondents based on gender show that there were 4 male respondents and 13 female respondents. The percentage

shows that 4% of the respondents are male and 13% of the respondents are female. Table 3. Characteristics of respondents based on age:

Age	Total	Presents
17- 18	9	9%
19	6	6%
20	1	1%
21	1	1%

Table. 4 Respondents' responses to Yotta's buying interest

No	Buying decision	Yes / %	No / %
1.	Do you know the product yotta drink	16/ 94,1%	1/5,9%
2.	Do you like the product yotta drink	16/ 94,1%	1/ 5,9%
3.	Do you often buy Yotta beverage products	8/ 52,9%	9/ 47,1%
4.	What do you think drink yotta is easy to reach/find	16/ 94,1%	1/5,9%
5.	Do you feel satisfied with yotta drink service	16/ 94,1%	1/5,9%
6.	Is yotta drink product can be purchased online	15/ 93,8%	1/6,3%
7.	Do you agree with the price offered by Yotta products	16/ 94,1%	1/5,9%

Based on the age table above, in the characteristics of respondents based on age, there are varying ages, respondents aged 17-18 years amounted to 9 people or 9%, respondents aged 19 years amounted to 6 people or 6%, respondents aged 20 years amounted to 1 person or 1 % and respondents aged 21 years only amounted to 1 person or 1%. Where in this study the most dominant age of respondents was 17-18 years as many as 9 people out of 17 respondents. Respondents' responses to interest in buying Yotta beverage products, based on

the table of respondents' responses to consumer buying interest in Yotta products, it can be seen that the average respondent gave a "yes" answer with a percentage of 94.1% of all questions distributed and the second percentage answer was 93.8% of the 7 questions distributed. For "no" answers, most of the 5.9% of the 6 questions distributed and 47.1% chose "no" on one question. Respondents' responses to the choice of flavors, based on the table of respondents' responses to the choices of available flavors, it can be seen from the distributed questionnaire that the most popular flavor choices are smoothies, milk tea and crazy oreo flavors. For choices of flavors where buyer interest is lacking, namely regal series, choco cheese, and original fruity. Respondents' responses to where to buy Yotta Drinks, based on the table of respondents' responses to the choice of places to buy products that most consumers choose Gofood as a place to buy Yotta drink products with a percentage of around 68.8%, and for the second percentage that is often occupied by consumers to buy, namely at direct outlets with a percentage of 31.3%. Based on research by conducting questionnaires and collecting data from the literature, it can be seen that the marketing audit components of Yotta Beverages business are known, namely:

Marketing Audit Components

1. Marketing environment audit

Currently, marketing is undergoing major changes driven by environmental disturbances and advances in marketing technology. This shift has implications for marketing decision making. With the characterization of decision making in the modern marketing environment as an exploratory process in which managers experience, cognition, and act to better market their products (Nordin & Raval, 2022). According to (Violeta Radulescu & Cetina, 2012) In a marketing audit, an important role has an analysis of consumers, considering their value and their value to the company. Customer analysis requires the auditor to focus efforts in the following areas: customer profiling, monitoring customer satisfaction and customer value to the organization. In the beginning of Yotta's business, each product has a tester that is used to test the preferences of buyers regarding Yotta products, whether Yotta products are in accordance with the wishes of buyers in general, which until now is still being carried out for every new product released. Also, Yotta Halal has been implemented since its inception in 2015 when Yotta was founded. Then its halal does not contain any illegal elements from the product in it and has obtained a halal label permit at the Sungguminasa MUI. Just waiting for the official halal letter from MUI (Guanabara & Lida, n.d.).

2. Marketing strategy audit

Marketing strategy lies at the conceptual heart of the field of strategic marketing. It is also central to marketing practice and an area where many of the most pressing challenges for marketers arise (Morgan, Whitler, Feng, & Chari, 2019). Issues of taste, quality, and community affordability are one form of Yotta's business service to its customers. So by

facing tough competition with other similar restaurants. So Yotta's beverage business continues to innovate and put more effort into managing sales strategies so that it can win market share and in the end it is hoped that this brand image can influence consumers in making purchasing decisions.

3. Marketing organization audit

UMKM Yotta Milk or known as Yotta is a business that sells processed milk drinks in the form of juice. This business was opened for the first time in 2015. Starting from the Entrepreneurship extracurricular, Adrian Yudistira 1993 Student of the Faculty of Psychology, Makassar State University made a business plan. The choice of the name Yotta Milk itself is taken from the word yatta which comes from Japanese which means success. The initial capital of the business is IDR 8,500,000, the initial capital is capital issued personally by the business owner. Over time, Yotta's beverage business has grown.

4. Marketing system audit

Yotta's beverage business provides promotion through social media such as Instagram and Tiktok to promote its products through several websites in an interesting way. One of Yotta's efforts in marketing its products is by giving discounts within a certain time. For sales via apk such as shopee, grab, and gojek, Yotta offers discounts to free shipping discounts and also awards franchises in the form of key chains for certain products being sold. In opinion (Domegan, 2021) with respect to communication and promotion, an important technology trend is the use of multi-agent systems to model opinion leaders and interactions, indicating that targeted advertising via digital social networks performs better than traditional population-level broadcasting.

5. Marketing productivity audit

According to (Ibrahim & Thawil, 2019) Service quality can motivate customers to commit to certain products and services to improve company performance. To maintain service quality, customer satisfaction is an important factor in retaining customers according to market needs. Having an orientation towards customer satisfaction, Yotta always tries to present the best products (Masrullah, Abduh, & Yantahin, 2020). In an increasingly competitive environment, companies must be customer-oriented and customer satisfaction is a modern approach to quality in business life and serves the development of a truly customer-oriented culture and management (Cengiz, 2010). Presenting a variety of menus that are prepared with fresh milk will make the connoisseurs feel the freshness of various flavors. Starting from the chocolate variant which has its own connoisseurs to the fruit variant which is full of benefits.

6. Marketing function audit

Marketing Function Audit is focused on the marketing function itself and checking whether it is functioning properly. The areas audited are: sales force, advertising, public relations, and others (Chirla & Funar, 2010). This is explained in the policies of the accounting function, namely:

a. Product Policy

Thus, price management is part of customer satisfaction. Customers have many choices in the market. They have various sources to get information. Prices with good quality they want. In other words, they will look for other options. Physical appearance is also important. Online shopping shows lots of designs, looks and price concessions too (Kumaran, 2018). Yotta itself is a company engaged in the culinary field of bubble tea drinks in Makassar. Yotta's beverage products consist of small and large products so that buyers can choose the product that suits their wishes which are packaged attractively and are easy to carry. Also, the existence of toppings with various flavors as well as packaging that is increasingly attractive and following current trends makes this Yotta drink even more attractive among buyers. This can be seen from the opinion (Christine Suharto Cenadi, 2000) packaging must be able to attract attention visually, emotionally and rationally. A good packaging design provides added value to the product it packs.

b. Pricing Policy

Prices set by Yotta Milk range from Rp.10.000,- up to Rp. 28,000, - which is a drink product at an affordable price for students, students and employees where there are also various toppings that can be added to drinks ordered at a price of Rp. 3,000, - to Rp. 5,000,-

c. Promotion Policy

Marketing carried out through an interactive online computer system, which connects buyers and sellers electronically, is the most important part of e-commerce or electronic trading processes using websites, blogs or social media (Setiawati, 2017). Yotta's beverage business provides promotion through social media such as Instagram and Tiktok to promote its products through several websites in an interesting way. According to (Syikin, Mane, & Jafar, 2020) With the Digital Economy, as it is now, ease of access, transactions and purchases greatly affect their income. Transportation is also one of them where like the help of Grab and Gojek everywhere and making purchases is very easy with a smartphone and the Grab and Gojek application. One of Yotta's efforts in marketing its products is by giving discounts within a certain time. For sales via apk such as shopee, grab, and gojek, Yotta offers discounts to free shipping discounts and also awards franchises in the form of key chains for certain products being sold.

d. Distribution Channel Policy

Of the products offered, Yotta offers a variety of beverage products with various tastes and ensures the quality of the ingredients used without increasing product prices so that Yotta remains affordable for the public. By using the basic ingredients of fresh milk which vary from chocolate flavored drinks, cheese, vanilla and others which have their own pleasures as well as fruit variants which are full of benefits. In fact, Yotta has also started marketing several snack products that are suitable for Yotta milk drinks.

e. Advertising, Contribution and Publication Policy

The company also made adjustments to product characteristics with celebrity endorsement figures to produce a more precise consumer view. As well as consumers feel they have no desire to spread information about brands, products and services from social media Instagram @yotta_id to other users. Therefore, providing programs that encourage consumers to spread information on social media in the form of giveaways, funny content, or games (Arsyad, 2023).

According to (Gultom, 2020) Yotta's brand image has a positive impact on some consumers because it is able to provide satisfaction to its customers, thus increasing the attractiveness of consumers to buy Yotta products. It can be interpreted that a brand that has good value in the eyes of customers can affect customer satisfaction. Therefore, companies must create a brand that is attractive, easy to remember and describes the benefits of the product in accordance with the wishes and needs of consumers.

4. CONCLUSION

Based on the description of the test results and analysis of the research conducted, it can be concluded that:

1. Marketing environment audit

In the beginning of Yotta's business, each product has a tester that is used to test the preferences of buyers regarding Yotta products, whether Yotta products are in accordance with the wishes of buyers in general, which until now is still being carried out for every new product released. According to (Hikmah, Sriyanti, Rijal, Said, & Supatminingsih, 2022), the physical evidence it has in terms of interior is quite good, with cold air conditioning, clean floors, and the right arrangement of flowers; However, it has yet to provide consumers with wifi. On the outside, the sign seemed self-explanatory, but the atmosphere around Yotta Milk was a bit barren.

2. Marketing strategy audit

Yotta's beverage business continues to innovate and puts more effort into managing sales strategies so that it can win market share and in the end it is hoped that this brand image can influence consumers in making purchasing decisions.

3. Marketing organization audit

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5. Marketing productivity audit

Having an orientation towards customer satisfaction, Yotta always tries to present the best products. Presenting a variety of menus that are prepared with fresh milk will make the connoisseurs feel the freshness of various flavors. Starting from the chocolate variant which has its own connoisseurs to the fruit variant which is full of benefits.

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