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The Influence of Product Innovation, Operational Efficiency and Brand Reputation on Sales Increase Strategy

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Abstract: This article is a literature study in the field of strategic management. It discusses the influence of product innovation, operational efficiency, and brand reputation on sales improvement strategies. The hypothesis of the influence between variables will be used in future research. Online libraries, Google Scholar, Mendeley, and other academic media use research objects. The research method that uses library browsing comes from e-books and e-journals that are publicly accessible. Descriptive qualitative analysis The results of this article are as follows: Product innovation influences sales increase strategies; operational efficiency affects sales improvement strategies; and brand reputation influences sales improvement strategies.

Keywords: Sales Enhancement Strategy, Product Innovation, Operational Efficiency, Brand Reputation

INTRODUCTION

Background of the problem.

Determining strategic choices and planning is a critical component of successful business management, requiring in-depth analysis, critical thinking, and effective decision-making to achieve agency goals. Agencies need to continually change their strategies to remain competitive and relevant in today's complex and dynamic business world. Gathering information, analyzing data, identifying opportunities and threats, and creating effective action plans are all part of

Companies must consistently change their strategies to stay ahead and fit in today's complex and ever-changing business world. This includes structured processes, such as gathering information, analyzing data, identifying opportunities and obstacles, and creating effective action plans. Companies can find growth opportunities and threats by understanding the business environment.

From time to time, technological advances continue to increase competition in the workplace. To achieve goals, serious efforts are needed along with the progress of science. In

addition, in line with the rapid flow of free trade, competition has become increasingly tight. This competition comes from all corners, both domestically and around the world.

In terms of business management, product innovation has been proven to be one of the important components in creating a company's strategic strength. Companies can make a big difference in the market if they can provide goods and services that are diverse or different from their competitors. Product innovation can come from technological innovation, extraordinary design, better quality, or other added value that is difficult for competitors to imitate. Companies can build a strong brand reputation, increase customer loyalty, and increase market appeal by having unique products. Product quality and service quality affect buyer satisfaction. This is driven by various studies previously conducted from Krisna, Gantasala & Swapna (2010) and Osayawe Ehigie (2006) guarantees.

Related articles are needed to strengthen the theory being investigated to identify the correlation or influence between variables and to form hypotheses. This article explains the impact of product innovation, operational efficiency, and brand reputation on strategies to increase sales growth.

Based on this background, the purpose of compiling this article is to describe: 1) The influence of product innovation on sales increase strategies; 2) The influence of operational efficiency on sales increase strategies; and 3) The influence of brand reputation on sales increase strategies.

METHOD

Literature Summary The methods for writing articles are: library research method (library research) and SLR method (systematic literature review). This is analyzed qualitatively and obtained from online applications Google Scholar, Mendeley, and other online academic applications. Systematic Literature Review (SLR) is described as the stage of knowing, evaluating, and interpreting all existing study findings in order to provide answers to certain study questions (Kitchan). Qualitative analysis uses literature review with continuity on methodological assumptions. This is because this study is exploratory in nature (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

Results

According to the background, objectives and techniques, the results of this article are as follows:

Sales Increase Strategy

Sales Increase Strategy is an effort at the marketing stage that can have many impacts on increasing marketing value. Unique and creative marketing methods can make buyers prefer efforts that are commonly carried out by someone and with a clear marketing increase method, as a result the marketing level will increase at the time of the evaluation stage in increasing sales (Fajri, I. 2018:45-56).

Sales Increase Strategy is a marketing activity for selling its products to buyers carried out by the company by distributing the production goods to be consumed by buyers. If the increase in sales experiences a condition of better sales, then the company will experience an increase in rupiah units during a certain period of time. (Didik Darmadi, 2013:3).

Dimensions, indicators, synthesis or aspects that have an influence on Sales Increase Strategy are marketing strategies, namely including sales mix (4P): Product, Price, Place, and Promotion with indicators that include market share, customer satisfaction level, and effectiveness of promotional campaigns using effective sales strategies that are based on a strong understanding of who your buyers are, what they expect, and how they make purchasing decisions.

The sales increase strategy has been widely analyzed by previous authors, including (Fajri, I. 2018), (Hapzi Ali, 2024) and (Didik Darmadi, 2013).

Product Innovation

Product Innovation is Product development through innovation, either in the form of improvements or new discoveries, this is very important to maintain consumer interest. Companies continue to strive to create innovations so that their products remain relevant and attractive to consumers. However, not all innovations succeed in meeting consumer expectations because they do not match their needs. Innovation is needed in various industries, both for industrial and consumer products, to ensure that the products offered always experience progress and positive changes. (Aryoni, A., Eldine, A., & Muniroh, L., 2019).

Product Innovation where business people compete to meet the needs and expectations of buyers, starting from choosing quality materials to good production stages, with the aim of creating the best products. They also carry out various product innovations so that buyers do not get bored with existing products. (Ernawati, D., 2019).

Dimensions, indicators, syntheses or aspects that have an influence on Product Innovation are centered on orientation, namely referring to the company's understanding of customer needs and desires and human resources that can drive the company's progress in increasing product innovation (Priatna et al. 2014).

This product innovation has been widely analyzed by previous authors, including (Almira, A., & Sutanto, JE 2018), (Dalimunthe, MB 2017), and (Al Rasyid, H., & Indah, AT 2018).

Operational Efficiency

Operational Efficiency is Efficiency is a measure of desired performance and is the ability to obtain optimal output with existing input. Performance is the main thing that needs to be achieved by each agency because it can show the condition of the agency. The matter of efficiency is felt to be important now and in the future because of problems that may arise due to business competition and quality of life, which will increase the standard of consumer satisfaction.

In simple terms, operational efficiency is the correlation between input and output produced by the resources used to carry out operational activities. The company's ability to produce output from input. (Prasetyo, DA, & Darmayanti, NPA, 2015).

Operational Efficiency Operational efficiency is how efficiently a company uses all of its assets to generate sales, reduce costs, and increase profits. The more efficiently a company uses all of its assets, the lower its total costs and the higher its net profit. (Bukian, NMWP, & Sudiarta, GM, 2016).

There are 5 Factors that Affect Operational Efficiency: 1). Productivity: This means getting the most out of your workforce. Consider things like workforce productivity, employee training programs, and technology integration (such as process automation tools to reduce administrative tasks) to help your team work faster. 2). Market conditions 3). Performance indicators 4). Economies of scale 5). Business culture

Operational efficiency has been widely analyzed by previous authors, including (Setyowati, DH, 2019) and (Mukaromah, N., & Supriono, S., 2020).

Brand Reputation

Brand Reputation is a series of perceptions (assumptions) in the minds of consumers about a brand, which are usually arranged into a meaning. The relationship to a brand will be stronger if it is based on a lot of information and experience. Image or association is a

representation of perception that can reflect reality objectively or not. (Agussalim, M., & Ali, H., 2017).

Brand Reputation based on (Kotler and Keller, 2016) a buyer's assumption related to a product brand; consumer opinions that cause them to choose products through brands they trust. There are several indicators that build a brand's reputation, namely: 1) Brand Identity, 2) Brand Personality, 3) Association, 4) Brand Views and Behavior, 5) Brand Benefits and Advantages are metrics that shape brand reputation. (Kholipah, PD, Ali, H., & Untari, DT, 2023).

Previous authors have conducted many studies on this brand reputation, such as (Ramadhania, R., Ali, H., & Khan, MA, 2025); (Ali, H., Octavia, A., & Saputra, F., 2024); and (Hernikasari, I., Ali, H., & Hadita, H., 2022).

Relevant Article Review

To help determine the study hypothesis, consider relevant articles and provide an explanation of the findings of previous studies and their correlation to the study plan, as shown in Table 1 below.

Table 1: Relevant Research Results Table 1: Relevant Research Results

No	Author (Year)	Previous Research Results	Similarities With This Article	Differences With This Article	H
1	(Aryoni, A., Eldine, A., & Muniroh, L. (2019).	The influence of product innovation and consumer loyalty has a positive and significant impact on sales increase strategies.	Product Innovation Influences Sales Increase Strategy	Consumer Loyalty Influences Sales Increase Strategy	H1
2	Ernawati, D. (2019).	The Influence of Product Innovation, Promotion and Product Quality on Sales Increase Strategy	Product Innovation Influences Sales Increase Strategy	The Influence of Promotion and Product Quality on Sales Increase Strategy	H1
3	Prasetyo, D.A., & Darmayanti, N.P.A. (2015).	The Influence of Operational Efficiency and Capital Adequacy on Sales Increase Strategy	Operational Efficiency Influences Sales Increase Strategy	Capital Adequacy Influences Sales Increase Strategy	H2
4	Bukian, NMWP, & Sudiarta, GM (2016).	Operational Efficiency and Asset Quality have a positive and significant impact on Sales Increase Strategy	Operational Efficiency Influences Sales Increase Strategy	The Influence of Asset Quality and Liquidity on Sales Increase Strategy	H2
5	Agussalim, M., & Ali, H. (2017).	Service quality and brand reputation have a positive and significant impact on sales enhancement strategies.	Brand Reputation Influences Sales Increase Strategy	Service Quality Influences Sales Increase Strategy	H3
6	Kholipah, PD, Ali, H., & Untari, DT (2023).	Brand reputation and product quality positively and significantly influence sales increase strategies.	Brand Reputation Influences Sales Increase Strategy	Product Quality and Purchasing Decisions Influence Sales Increase Strategy	H3

Discussion

According to the theoretical analysis, the discussion of this literature review article is to carry out a study of appropriate articles, evaluate the influence between variables, and form a study plan with a conceptual perspective:

The Influence of Product Innovation on Sales Increase Strategy.

Product Innovation is based on Tjiptono (2008), innovation is the implementation of ideas into new products or services. Innovation can be defined as any condition, even an idea that is considered new. To maintain customer purchasing interest, product innovation is very important. Intense product development can affect a company's marketing performance. Suendro (2010) stated that increasing product innovation will have an impact on marketing performance, which in turn will increase sustainable competitive advantage.

The principles or concepts of Product Innovation are to present new goods and services or goods and services with improved features and functionality. Develop a series of new goods and services using modular components, procedures and technologies and build competitive advantage based on established partners and clients. Introduce a series of goods, services and data intended to solve whatever problems the customer ultimately faces.

There is a relationship between product innovation and sales increase strategy, if product innovation is well understood, sales increase strategy will also be well understood. An entrepreneur or businessman must have the ability to create added value to the products of his company if they want to win the competition by increasing sales volume and winning the hearts of customers, both in terms of retaining old customers or acquiring new customers, as a result the agency can maintain its position in the hearts of customers and meet buyer satisfaction. This can be achieved through more innovative and creative entrepreneurship. (Winarsih, W., & Andriani, P., 2022).

Considering the rapid changes in tastes and competition in technology, agencies cannot always rely on existing products to maintain profits or performance, what they can do is continuous product innovation. Product innovation includes various processes of product development, product improvement, total new development, and changes that increase the number of products that can be offered by the company. And the factors that can influence product innovation include: 1) Changes in Design, 2) Innovation in Technique, 3) Development for Products.

Management must do several things to improve their sales increase strategy by considering product innovation: increasing sales through product innovation (Curatman, 2016), mastering sales skills (Takata, 2016), financial management (Popa, 2018), and business leadership skills.

According to research conducted by previous researchers, Product Innovation influences Sales Increase Strategies, namely: (Putri, TN, & Ali, H., 2024) and (Winarsih, W., & Andriani, P., 2022).

The Influence of Operational Efficiency on Sales Increase Strategy.

Operational Efficiency is an effort to maximize business stages and resources to reduce operational costs while maintaining or increasing productivity. In a competitive business environment, operational efficiency allows agencies to offer high-quality products and services at lower prices while increasing profitability.

Part of the principles or concepts of Operational Efficiency, namely, The theory of producers and consumers which is part of microeconomics shows that producers tend to be able to maximize efficiency, profits and save money. Conversely, according to consumer theory,

customers tend to maximize their utilities or satisfaction. The production frontier is known in producer theory.

Operational Efficiency affects Sales Increase Strategy, if Operational Efficiency is interpreted well, the result is that Sales Increase Strategy will be interpreted well too, and vice versa. This can be explained in identifying important areas that can be improved through digitalization, such as operational efficiency, market expansion, or customer engagement, is the first step in this approach. Setting clear goals will provide direction for further action.

Evaluation and selection of digital platforms or software that suit business needs For smooth implementation, it is important to ensure that the chosen solution can work with existing systems. Increased Operational Efficiency: Business processes such as inventory management and supply chain can be automated, meaning less time and effort is required to perform mundane tasks. Access to a larger market through e-commerce platforms and the internet.

Identifying key areas that can be improved through digitalization, such as operational efficiency, market expansion, or customer engagement, are among the factors that influence operational efficiency. Setting clear goals will guide further actions. (Indriyani, I., Wiranata, IPB, & Hiu, S., 2024)

Operational Efficiency plays a role in Sales Increase Strategy, this is in line with the studies conducted by: (Indriyani, I., Wiranata, IPB, & Hiu, S., 2024) and (Indriyani, I., Wiranata, IPB, & Hiu, S., 2024).

The Influence of Brand Reputation on Sales Increase Strategy.

Brand Reputation Is a reputation award received by a company as a result of its excellence, such as the ability to enable the company to continue to grow and to continue to innovate in meeting customer needs (Herbig and Milewicz, 1993). Agencies can maintain a reputation for quality, sales, and product innovation.

The principles or concepts of Brand Reputation are merchants' promises to provide special features, benefits, and services to customers, not just a sign that a particular agency's products are different from its rivals. According to Schiffmann and Kanuk (2007), brand image is a collection of impressions about a brand that can be embedded in the customer's memory or mind.

Brand reputation affects various sales improvement strategies, if brand reputation is viewed well, then sales improvement strategies will also be viewed well. And vice versa, if brand reputation is viewed badly, it will also definitely happen. Therefore, changes in preferences are very important for customers to support retailers to improve their services in forming a positive reputation and maintaining buyer loyalty. Entrepreneurs feel helped and encourage their business growth with the facilities and benefits offered by Indogrosir.

Branding, also known as brand reputation, has a significant influence on customer perception of a product. They can also make certain products different from other products sold by a particular company. According to (Dr. Rosnaini Daga 2017), brand reputation consists of three dimensions, namely: attributes, benefits, and consumer attitude evaluation. The author tends to use the definition of several experts on brand reputation, namely: 1) Brand Identity, 2) Brand Personality, 3) Brand Association, 4) Brand Views and Behavior, 5) Benefits and Brand Advantages are indicators that form brand reputation

Brand Reputation plays an important role in Sales Increase Strategy, this is in line with studies conducted by previous researchers: (Kholipah, PD, Ali, H., & Untari, DT, 2023) and (Syamsiyah, Azizah Nur., 2022).

Conceptual Framework of Research

In accordance with the formulation of the problem, discussion and appropriate study, the conceptual framework of this article is obtained in Figure 1 below.

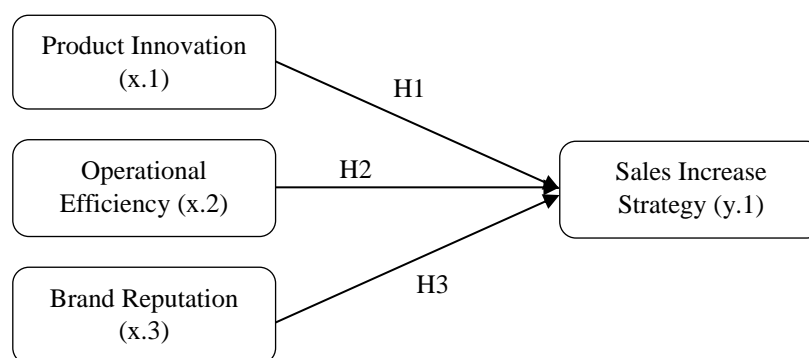


Figure 1: Conceptual Framework

According to the conceptual framework above, there are three exogenous variables that influence Sales Enhancement Strategy: Product Innovation, Operational Efficiency, and Brand Reputation. There are also other variables, such as:

1. Product Quality: (Agussalim, M., & Ali, H., 2017), (Almira, Amelia, and JE Sutanto., 2018), And(Ernawati, D., 2019),
2. Price:(Al Rasyid, et al., 2018)
3. Quality of Service:(Hia, AM, Ali, H., & Sumartyo, FDS, 2022)

CONCLUSION

The conclusion of this article is to formulate a hypothesis for further studies according to the following objectives, results, and discussions:

1. Product Innovation influences Sales Increase Strategy;
2. Operational Efficiency has an impact on Sales Increase Strategy; and
3. Sales Increase Strategy is influenced by brand reputation.

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