



The Influence of Marketing Strategy on Increasing Sales In The Company

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Abstract:

With the advancement of technology in this era of globalization, every company strives to always improve the quality of its production and marketing management with the aim of maximizing profits according to the targets desired by each company. Marketing is one of the most important functions in a company, where with proper marketing it can determine the sales volume and position of the company (product) in the market. By analyzing the results of the survey based on the activities of reviewing and reviewing existing theories in the literature that has been collected, respondents consider it important to use marketing strategies in their companies so that their companies can develop and run well in line with current technology.

Keywords: *marketing, strategy, mix, 4P, ST*

INTRODUCTION

In today's business world the level of competition between business industries is getting sharper, and companies in Indonesia are no exception. With the advancement of technology in this era of globalization, every company strives to always improve the quality of production and marketing management with the aim of maximizing profits according to the targets desired by each company. The increasingly fierce competition in the business world has penetrated into all business sectors (business), so that the competition between companies is getting tougher. Companies engaged in the automotive world, especially two-wheeled vehicles, cannot be separated from this competition, where a company is required to be able to face various obstacles that arise in managing its marketing business business, as well as to ensure the company concerned can operate with effective and efficient management. .

Each company can increase sales of its products by using an effective marketing system, as well as specific strategies to increase the existing consumer market. The marketing strategy is the Strategy on the Marketing Mix, namely Price (price), Product (product), Promotion (promotion), and Places (distribution). Marketing is one of the most important functions in a company, where with proper marketing it can determine the sales volume and position of the company (product) in the market. Mastery of market share is highly dependent on the ability to take advantage of the company's marketing strategies such as: a). how to promote a product price, b). what is the pricing strategy with existing competitors, c). what is the promotion

policy, d). what is the proper distribution process, and e). how to know the market environment and so on.

The level and type of consumer needs and desires can differ from one another, which causes the choice of opening a business to become more and more large, the reasons for choosing or choosing the purpose and factors that must be considered in a business for each consumer as well. different. In addition, determining which segment the market share is in and identifying consumers into certain segments as well as identifying what targets are achieved and their positioning.

With this marketing strategy the company can increase its sales. The company can carefully know how big its market share is. In addition, companies can also find out consumer needs based on existing segments. A good image and trust in the company will make consumers lured to make repeat purchases and consumers will not switch to other companies that also offer similar products. For companies this will make it easier to determine the right marketing policy, in line with the development of technology at this time.

Marketing is one of the activities in the economy that helps in creating economic value. Economic value itself determines the price of goods and services. The important factors in creating this value are production, marketing, and consumption. Marketing is the link between production and consumption activities. Kotler (2000) describes marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products of value with others. This marketing definition rests on a core concept that includes needs, wants, and demands. Man must find his needs first, before he fulfills them. Efforts to meet these needs can be done by establishing a relationship. Thus marketing can also be interpreted as an effort to satisfy the needs of buyers and sellers (Private, 1996).

RESEARCH METHOD

The approach used in this research is the data collection method. This method is carried out in two ways, namely by literature studies and field studies. Conduct research directly on the object of discussion which is carried out in two stages, as follows: Survey, survey activities are carried out by means of interviews. Interviews were conducted by asking the respondents directly, namely alumni and active students who have become entrepreneurs. Analysis of the results of interviews / surveys. After conducting survey activities, the next step is to analyze the results of the survey based on the activities of reviewing and reviewing existing theories in the literature that has been collected.

RESEARCH RESULTS AND DISCUSSION

Analysis of Marketing Effects Through Questionnaire Distribution

To find information about the influence of marketing on increasing sales in the company, questionnaires were distributed through sampling by selecting students and alumni of STIE Tribuana who already had entrepreneurs as objects. The distribution of the questionnaire is distributed directly to the object in question

The following is information obtained from 15 respondents from the object in question. Entrepreneurs are currently more in demand by men. Meanwhile, only a few women are interested in building entrepreneurship.

Rv by 6 Due to the many other options, it can be concluded that the clothing business is the business sector that is most in demand by the object in question. Then there is food and beverage and technology which are business fields that are also of interest to the object in question.

Reasons for Entrepreneurial Respondents

The interview analysis shows that most of the objects make their entrepreneurship only as a side job which means only as additional income. Only a handful of people make entrepreneurship their main job.

Respondents' Perceptions in Entrepreneurship

Most people think that networking or acquaintances are more important in building and developing entrepreneurship. After that, material capital becomes the second important thing in building a business. Then, experience becomes the third important thing.

The Importance of Marketing for Respondents

Most of the respondents answered that marketing is very important for entrepreneurial success and some answered that it was important. It can be concluded that good marketing can develop a running entrepreneur.

Marketing Media Used by Respondents

Nowadays, respondents choose internet media or websites as marketing media that will be used for marketing. This is because now everyone can use the internet, anytime and anywhere, thus making more and more internet users. Therefore, respondents chose the internet as their marketing medium.

The Importance of Website as a Marketing Media

Most answered that the website is an important e-marketing medium for their company in developing and succeeding their company. Now, most companies already have a website to introduce the company and its products to customers so that the company is not out of date.

Respondent's Market Reach

Most of the respondents have businesses with a market that is not yet wide. This proves that the business being carried out is still at a moderate level of business because most of them only have a market in Jabotabek. It is also possible that the market share is still narrow due to the constraints of the delivery of goods which are much more difficult to monitor.

Respondents Expected Website Performance

Complete information on the website is the most answered by respondents. Many internet users use the website to find out the complete data of a product so that they have more confidence in the company that sells it and the products it offers. Then the next thing that is important in a website is the appearance of an attractive and user friendly website.

Frequency of Respondents in Advertising Products

In Figure 10, most of the respondents answered that they must often advertise their products for the success of their business, and some answered very often. And those who answered less often were only very few. It can be concluded that respondents must often advertise their products in marketing products in order to develop their business well.

Respondent's Product Group

Most of the respondents answered that the consumer goods category in their products in Figure 11 is shopping products, about 7 respondents, the percentage is 41%. Special products have the same value, which is about 7 respondents, the percentage reaches 41%. Meanwhile, 3 product respondents are rarely searched for, and there is no respondent whose percentage is 0%.

Respondent Market Segmentation

Most of the respondents answered that in terms of income groups or groups in their business market segmentation, they were the middle class, around 16 respondents, the percentage reached 94%. While the lower middle class is about 1 respondent, the percentage reaches 6%. And, for the upper class, none at all.

Respondent Market Segmentation Age

Most of the respondents answered that the segmentation of their business market includes all ages, around 9 respondents, the percentage is 53%. For the type of adult age about 8 respondents, the percentage reached 47%. And for the type of adolescent age about 6 respondents, the percentage reached 35%. As for the age type of children and the elderly there is none at all, the percentage is 0%.

Targeting Respondent Market

Most of the respondents in determining the targeting to be achieved in their business are around 40% - 45% reaching 10 respondents. 30% - 35% reach 5 respondents. 20% - 25% reach 1 respondent. And 10%-15% about 1 respondent. Thus, targeting is very important for entrepreneurs to achieve their targets.

Respondent Positioning

Most of the respondents answered that positioning (creating a brand image in the minds of consumers) in their business was effective for entrepreneurs and some answered that it was very important. It can be concluded that creating a positioning in the minds of consumers is very effective in developing business ventures that can grow well and can attract more consumers and remember the brands of these products. In addition, it can also increase sales.

Characteristics of Respondents' Products

Most of them answered that according to the durability and appearance of the product in their business, 7 of the respondents considered durable goods and the percentage reached 41%. As well as those of a service nature, about 6 respondents, the percentage reaches 35%. Meanwhile, there are 4 respondents for nondurable goods and the percentage is 24%.

Respondents Product Diversity

Most of them answered only one or two types of product diversity in their business, a total of 11 respondents, the percentage reached 65%. While more than three types only 4 respondents, the percentage reached 24%. And only very few answered more than ten types, only 2 respondents, the percentage reached 12%. And other or other does not exist.

Respondents Product Introduction

Most of the entrepreneurs answered that the introduction of the product brand was widely known by their consumers. And some answered very much. Some answered that only a few consumers were familiar with the product brand. It can be concluded that the introduction of product brands to many consumers in order to market the product so that it runs well and can increase sales.

CONCLUSION

After seeing and analyzing the results of research using questionnaires, it can be concluded that some respondents consider it important to use marketing strategies in companies so that companies can develop and run well in line with current technology. Because by using

these marketing strategies, companies can increase sales now and in the future. Especially, in the use of 4P (Product, Price, Place, and Promotion) and STP (Segmentation, Targeting, Positioning) in order to determine market share and achieve targets and can identify consumers into these groups. In addition, it can find out the products that are in the business (including brands, product diversity, types, features, and quality), what distribution is right for distributing, the right price, and what promotions are right in marketing them. Especially in its use, promotion by using the internet. In line with the development of today's technology, this marketing strategy supports increased sales. And almost all corners of Indonesia have been able to access the internet, so e-commerce can help increase sales at their companies throughout Indonesia and even outside Indonesia.

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