

MARKETING STRATEGIES IN INCREASING PRODUCT SALES AT THE UD JAYA TUBAN BUILDING SHOP

Amaliatul Latifah¹, Syafrinadina²

¹Management Studies Program, Faculty of Economics, Universitas Terbuka, Indonesia

²Management Studies Program, Faculty of Economics and Business, Universitas Islam Indragiri, Indonesia
email: amaliatullathifah@gmail.com

Article Info

Article history:

Received 04 02, 2024

Revised 04 15, 2024

Accepted 04 29, 2024

Keywords:

Sales marketing

strategy

Product

Marketing mix

Abstract

This research discusses appropriate marketing strategies that are suitable for increasing product sales at the UD Jaya Tuban Building Store. How to increase product sales, market products, and expand marketing areas. To increase product sales, store leaders and marketing managers develop and organize appropriate strategies to face market conditions in the future because currently competition in the business world is getting tougher, so companies must provide the best so that consumers feel satisfied with quality products. Maintaining and increasing product sales in a wider market reach is also very important for leaders to do. A marketing strategy that can be implemented is by utilizing social media as a tool for disseminating information, companies can promote via Instagram, WhatsApp, TikTok and the web. Apart from that, there are also Sales who go directly to shops to offer their products to invite them to collaborate with UD Jaya Tuban as members, and will get the best offers ranging from price cuts, discounts, and giving shopping vouchers with a certain minimum purchase. This research was conducted using qualitative research methods

1. INTRODUCTION

Background problem

In our country today, with developments that are increasingly modern day by day, technology and industry continue to develop rapidly, this has a big impact on business and society. Along with the improvement of the national economy, community welfare also plays an important role in the development of the building materials industry. Nowadays, many people have started businesses in the field of selling building materials, so indirectly this requires everyone who has a building materials business to continue to be competitive and competent in marketing their products in order to continue to get consumers or buyers.

In a company, marketing is considered one of the most important things that must be done so that the company remains alive, to continue to make profits and so that the company continues to grow. According to Kotler (2002) in Firmansyah (2019) [1]. said to be a product. Product marketing reflects the most important and important point of view in showing how superior a company is.

To achieve success, a company cannot be separated from the marketing strategy process. Marketing strategies aim to influence the consumer purchasing decision process. Consumer decisions lie between marketing strategy and output. The interaction of a company with consumer decisions is the output of a company's marketing strategy. A company is said to be successful if the product can meet the needs desired by consumers, then consumers decide to buy and consume the product until they feel satisfied with the product. So the benefits felt by consumers can solve the problems they are facing. The product marketing strategy is an activity to introduce products to the wider community so that people can find out and recognize what products are sold at the UD Jaya Tuban Building Store.

The UD Jaya Tuban building shop is one of the largest, most complete and cheapest building shops in Tuban district. Customers, consumers, even many shipyard shops from inside and outside the city buy goods at UD Jaya Tuban at member prices or wholesale prices and then resell them at retail prices. The income earned by a company is very important to determine the survival of a company, so UD Jaya Stores must provide the best service and always provide complete building materials so that customers are not disappointed when the items they need are not ready stock.

As the number of competitors increases and the company must survive, product development must be carried out by the company. As technology develops, the services provided by UD Jaya building stores are not only through offline cashiers and store delivery sales, but UD Jaya provides delivery order services via Whatsapp, Instagram and Tik Tok, this online service aims to make it easier for prospective consumers to shop from a distance. far, so that it can increase the Company's sales [2].

Problem Formulation

In accordance with the background above, the main problem that can be formulated is what is the appropriate marketing strategy that should be carried out by the UD Jaya Tuban Building Store to increase sales of its products?

Research purposes

Based on the problem formulation described above, the aim of this research is to find out the right sales strategy so that it is useful for increasing product sales at the UD Jaya Tuban Building Store.

2. LITERATURE REVIEW

Marketing

Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler and Keller, 2016) dalam Astuti (2023)[3]

Marketing is a social and managerial process that is used by individuals, households and organizations to obtain their needs or wants by creating and exchanging products and value with other parties, the purpose of which is to meet individual and organizational needs, where needs are met by creating and exchanging products and value (Simamora, 2016) dalam Astuti (2023) [3].

Marketing strategy

According to (Tjiptono 2016) dalam Nur (2023) the main objective of segmentation, targeting and positioning marketing strategies is to position a brand in the minds of consumers or customers in such a way that the brand has a sustainable competitive advantage. A product will be superior if the product offered is unique so that it is considered important and unique to customers. Marketing strategy includes segmentation, targeting, and positioning, where these three points play a very important role in marketing. Based on this, the marketing unit is expected to be able to achieve its marketing targets, because marketing really needs a marketing strategy so that the product is well offered banks can carried out in accordance with the goals and desires of the marketing party [4].

Marketing Mix

According to Kasmir (2015) dalam Nur (2023), marketing mix is a marketing activity carried out in an integrated manner. This means that these activities are carried out simultaneously in between the elements in the marketing mix itself. Each element cannot run independently without support from other elements [4].

The use of marketing mix in the banking world is carried out using concepts that suit the bank's needs. In practice, the marketing mix concept consists of the marketing mix for products in the form of goods and services. Especially for products in the form of services, a slightly different concept is needed from goods products.

According to Saleh (2019), the marketing mix describes the parts of an effective marketing strategy [5]. This strategy is very important so that the success and effectiveness of a company can be achieved, and most importantly so that it can defend itself from competition with fellow entrepreneurs. To be able to increase sales, companies can implement a marketing strategy with the 4P - 7P technique, namely 4P (Product, Price, Place, and Promotion) and 3P (People, Process, and Physical Evidence)

1. Product (product)

A product is anything that can be offered to a buying and selling place to be used or eaten so that market needs and desires can be met. The very important thing that must be paid attention to is the value and quality of the product, because if the product quality is good, competitiveness can increase thereby giving satisfaction to consumers.

2. Price (price)

The product price is the total that must be paid for the transaction of a good or service. Price is a very important part of the basis of marketing, because it is price that can determine whether a company is profitable or not, and the success of a company.

3. Place (place)

The place where a business is established really determines whether a business can develop or not. Apart from that, a good and strategic business location certainly provides many benefits for the company according to marketing targets.

4. Promotion (promotion)

Promotion is communication in sales, namely the activity of marketing or introducing products and services by means of circulating information, inviting and influencing, persuading potential consumers of the company's products so that they want to accept and use the products offered by the company.

5. People (people)

Individuals or groups really determine whether a business will progress or not. Quality employees and high-performance employees who are directly involved in the company can influence consumer satisfaction and loyalty.

6. Process (proses)

Process is all the stages, activities, services, procedures and processes used to deliver products or services to consumers properly.

7. Physical Evidence (physical evidence)

Physical evidence can be in the form of exteriors and interiors, as well as other tangible things or objects, all aspects of the physical facilities of the service organization.

Customer Satisfaction Theory

According to Kotler and Armstrong (2018) [6], customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in question against their expectations. Customer satisfaction is very important because it can influence customer loyalty and future purchasing decisions. UD Jaya Tuban Building Store focuses on providing satisfactory service and good quality products to ensure their customers are satisfied and return to shop.

Customer Relationship Theory

Payne and Frow (2005) define Customer Relationship Management (CRM) as a strategic approach that integrates processes, technology and all marketing activities to build better relationships with customers. With good CRM, companies can understand customer needs, increase customer satisfaction, and ultimately increase sales. UD Jaya Tuban Building Store has implemented a CRM strategy by actively communicating with customers through social media and delivery services, as well as providing attractive promotions [7].

3. RESEARCH METHODS

The research method used is included in the qualitative research type. According to Moleong (2013) Qualitative research is an observation or research that aims to find out the reality or facts of what is found by the subject in research, which can be in the form of actions, actions, responses, encouragement, etc. as a whole, as well as with an effort to provide an overview both through words and forms of language, in specific natural conditions and by using various natural methods [6].

In this research, the focus is on finding out the right marketing strategy to use to increase sales at the UD Jaya Tuban Building Shop, which is located at Jalan Panglima Sudirman number 151, Sidomulyo, Kec. Tuban, Tuban, East Java. This research location was chosen with the aim of obtaining information, information, data, and matters relating to research interests.

Based on the data source, according Husein Umar (2013) the data or information sources used in this research are:

1. Data primer

Primary data is data or information obtained through original sources, obtained from individuals such as the results of the conclusions of interviews or questionnaires usually conducted by researchers.

2. Data seconds

Secondary data is further processing of primary data that has previously been provided either by the primary data collector or by another party. Usually presented in the form of a diagram or table.

Data collection aims to make it easier to write further research. To obtain data, there are several data collection techniques used for research, namely:

1. Observation

Observations accompanied by notes were carried out directly by the researcher to determine the actual conditions when activities at the UD Jaya Store were ongoing.

2. Interview

An interview, namely a two-way communication with the aim of obtaining information from relevant sources, is carried out by asking the company owner directly about product sales from 2020 to 2022.

3. Documentation

The results of observational research and interviews will be more reliable if supported by documentation. Documentation is a method of collecting data that is indirectly intended as research material, which can be in the form of documents or images.

There are four stages that are usually used to analyze data or information in qualitative analysis, namely the stage of collecting information, reducing information, presenting information, and ending with drawing conclusions and verifying. The data collection stage has been explained in

the previous explanation, the data analysis process begins by reviewing all available data from various sources, such as observation, interviews and documentation. The next steps are:

1. Data or information reduction

Data reduction is a stage of qualitative data analysis techniques. The reduction stage is very necessary, because of the large amount of data obtained from various sources. Reduction can be called reducing or decreasing information, which is a form of data analysis that sharpens, directs and sorts data that is not needed, so that data or information is obtained that is useful, useful and makes it easier to find solutions.

2. Display data or information

Data display or also known as information presentation is the next stage of qualitative data analysis techniques. At this stage of conveying information, it is an effort when the collection of information is arranged in a coherent and orderly manner so that it is easy to understand, and allows conclusions to be drawn. The format for conveying qualitative data is usually in the form of narrative text (in the form of field notes), graphs, matrices, charts or networks. Through data presentation, the information will be more structured, making it easier to understand.

3. Drawing conclusions and verifying information

The final stage in qualitative data analysis is drawing conclusions and verifying information. At this stage the aim is to solve the meaning of the information that has been compiled previously by looking for links or ties between similarities and differences in the information, and then it can be summarized as an answer to the main problem being researched.

At the initial stage of drawing conclusions, it is usually unclear and temporary, but in the later stages it will be even clearer because it is supported by convincing evidence, so it has a strong basis. The final conclusion will be obtained from the results of the initial conclusions that have been verified. The final conclusion can be expected to be obtained after the information collection is complete, and the resulting conclusion is a guaranteed conclusion.

4. RESULTS AND DISCUSSION

General description of the UD Jaya Building Store

The UD Jaya Tuban building shop is a shop that sells the most complete, cheapest and best-selling building materials in Tuban City. UD Jaya is located at Jalan Panglima Sudirman Number 151, Sidomulyo Village, Tuban District, Tuban Regency, East Java. UD Jaya sells building materials ranging from building foundation needs such as (iron/concrete, cement, sand, plywood, etc.), pipes, ceramics, granite, paint, sanitary, carpentry tools, as well as other building accessories with various brands ranging from prices middle to lower to the most expensive used when building a house. The complete range of building materials available means that UD Jaya must be able to improve the marketing strategies used in order to increase product sales every day.

Results

Marketing strategy function

1. To increase product sales

Marketing Strategy means a stage to recognize the advantages and disadvantages that the UD Jaya Building Store has in facing its competitors. In marketing its products, the UD Jaya Building Store has a strategy that will later be able to help increase product sales, increase consumer satisfaction, as well as consumer confidence so that they continue to subscribe to the UD Jaya Tuban Building Store. In order for product sales to continue to increase, the UD Jaya Building Store provides attractive promotions for its customers, especially those who have become store members, such as wholesalers, craftsmen and retail shop owners. Promotions are given by providing discounts and discounts for certain products, giving gifts or parcels during religious holidays, as well as giving other gifts with minimum spending. The following is a table of product sales at the UD Jaya Tuban Store from 2020 to 2022.

Table 1. Sales Development for the 2020-2022 Period

Year	Product sales (Rp)
2020	IDR 536,750,520,500
2021	IDR 587,367,781,200

2022	IDR 580,776,100,550
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Source: UD Jaya Tuban Building Store, 2024

It can be seen from the table above, UD Jaya Store sales in 2020 reached IDR 536,750,520,500, and experienced an increase in 2021, reaching IDR 587,367,781,200, but in 2022 experienced a decrease of IDR 580,776,100,550. The increase from 2020 to 2021 was influenced by the large number of Tuban residents, especially areas affected by land acquisition for the Tuban Oil Refinery Project by PT Pertamina, so that local residents carried out a lot of development using the money from the sale. In 2022, sales will experience a slight decline, this is influenced by the impact of the Covid-19 virus so that many projects are stalled and affect product sales at the UD Jaya Tuban Store.

2. To market the product, and to expand the product marketing area.

Product marketing at the UD Jaya Tuban Building Store is not only done offline in the shop, but also online marketing via social media such as Instagram, WhatsApp, Tiktok, and can also be done via the official website. UD Jaya Tuban Building Store uses social media to introduce and promote the products sold in the store, so that the marketing reach is wider. Then the payment doesn't have to come directly to the shop, now it's even easier with payment via transfer, and COD (Cash On Delivery) when the goods have been delivered to the address listed.

One strategy to market its products more widely, currently the UD Jaya Tuban Building Store has four (4) sales people whose job is to go directly to areas that have never been visited before, the salespeople visit the shops directly to offer and explain the products they offer. There are promotions, new products, and product advantages that the shop might be interested in buying. This is done so that shop owners are interested so they want to register as members, become loyal customers and continue to collaborate with the UD Jaya Tuban Building Shop. These salespeople are usually scheduled to promote in different areas. There are scheduled visits to the areas of Tuban City, Lamongan, Gresik, Bojonegoro, Blora, Semarang, Sarang, Rembang, even to Kediri and Ngawi.

3. Research Documentation

The results of the documentation obtained during research at the UD Jaya Tuban Building Shop are as follows:



Figure 1. display of ceramics and water faucets at the UD Jaya Tuban Building Shop



Figure 2. (Mr. Cahyo Hutanto Contractor) Sumber Maju 2 Sukodadi Shop



Figure 3. Product promotions and price discounts at the UD Jaya Tuban Building Store to attract consumers

This research was conducted to identify effective marketing strategies in increasing product sales at the UD Jaya Tuban Building Store. Data was collected through observation, interviews with owners and marketing managers, as well as sales documentation from 2020 to 2022. The following are the results obtained:

1. Use of Social Media: UD Jaya Tuban Building Store has utilized social media platforms such as Instagram, WhatsApp and TikTok to promote. This has proven effective in reaching more potential consumers and facilitating the communication and transaction process.
2. Discount and Promotion Strategy: Providing discounts, discounts and shopping vouchers with certain minimum purchases has succeeded in attracting consumer attention and encouraging increased sales.
3. Delivery Order Service: Delivery services via WhatsApp, Instagram and TikTok make it easier for customers to purchase products without having to come directly to the shop. This goes a long way in increasing customer satisfaction and expanding market reach.
4. Sales Representative: Sales through sales who go directly to other shops to offer products and invite them to become members also play an important role in increasing sales.
5. Product and Service Quality: Good product quality and satisfactory service are the main factors that make customers return to shopping at the UD Jaya Tuban Building Store.

Discussion

Based on the research results, several important points that can be considered are:

1. Effectiveness of Social Media: Social media has become a very effective tool in modern marketing strategies. Not only does it make it easier to disseminate information, but it also allows direct interaction with customers. This is in line with digital marketing theory which states that a strong online presence can increase visibility and engagement.
2. Promotions and Discounts: Implementing discount and promotion strategies is one way that has proven to be effective in attracting consumers. This strategy not only increases sales in the short term but also helps in building customer loyalty.
3. Delivery Services: Delivery services provide convenience for customers, especially in today's digital era. With this service, customers don't need to bother coming to the store, thereby increasing convenience and shopping experience.
4. Role of Sales Representative: The active role of sales representatives in establishing relationships with other stores and offering products directly is very important. This helps in expanding the distribution network and ensuring that UD Jaya Tuban products are available in various places.
5. Product and Service Quality: Good product and service quality is the main key in retaining customers. This is in line with the marketing mix concept which emphasizes the importance of product quality (Product) and service (People).

6. CONCLUSION

Based on the research that has been conducted, it can be concluded that the marketing strategy implemented by the UD Jaya Tuban Building Store is effective in increasing product sales. Some key strategies that have proven successful are:

1. In its implementation, marketing strategies play an important role in increasing product sales so that the wider community of potential consumers gets to know the products offered by the UD Jaya Tuban Store. So, the more people know and use products from the UD Jaya Shop, the more sales and income the UD Jaya Tuban Shop will get.
2. Increasing product sales is really needed by the UD Jaya Tuban Building Shop so that it can progress and continue to develop. Salespeople are very involved in expanding market segments, so that they can increase and get new consumers to continue to subscribe to the UD Jaya Tuban Store. There are sales targets that have been set for salespeople every day, and they must achieve the targets every year.
3. Implementing promotional methods correctly plays a big role in increasing sales at UD Jaya Stores. In implementing its promotions, UD Jaya Store serves and offers its products to consumers directly so that consumers are interested in buying these products, placing advertisements via social media (such as Instagram, WhatsApp and Tik Tok), giving discounts and other prizes.

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