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DESCRIPTIVE OF QUANTITATIVE DATA | RESEARCH ARTICLE

Analysis of Pricing Strategies in Increasing Sales Volume

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Abstract: This research aims to determine the pricing strategy for increasing sales volume at Mawar Bakery Gunungsitoli. The problem formulation in this research is to analyze pricing in increasing sales volume. This type of research is qualitative research, it uses research instruments guided by the type of research used, namely the form of interview instruments and observation. The number of informants in this research consisted of 5 respondents. To be able to answer the problem formulation in this research, the researchers here analyzed the data descriptively qualitatively. The process of systematically searching and compiling data obtained from interviews, field notes and other materials so that it can be easily understood and of course can be informed to other people. Based on the research results, Mawar Bakery has a good pricing strategy in accordance with pricing indicators. In this way, good pricing can increase sales volume at the Mawar Bakery Shop.

Keywords: Pricing Strategy, Custom Product Pricing, Sales Volume, Product Marketing

1. INTRODUCTION

The product industry is a business sector that continues to grow and must swiftly adapt to market dynamics. Increasing competition in the bakery market demands that business operators implement effective strategies to maintain and enhance sales volumes. Pricing is a crucial element in a business's marketing strategy, particularly in the retail sector, as the right price can enhance brand image and improve competitiveness. Therefore, a comprehensive analysis of pricing strategies is essential to understand how price determination can serve as a catalyst for sales volume growth. In today's highly competitive environment, marketing is no longer limited to merely selling products; it also requires companies to be meticulous in implementing strategies. This is especially relevant for bakery businesses, which need a deep understanding of strategies to increase sales volumes. The bakery industry is a growing sector in various cities, with significant potential to expand the sales volume of its products. Increasing sales volume is critical for maintaining business sustainability and remaining competitive in the marketplace. Price serves as a reference for consumers, especially when they face challenges in assessing the quality of complex products. When consumers seek high-quality products, they expect a higher price. Conversely, for average-quality products, the price tends to be lower. According to Nawawi in the marketing mix concept, price is one of the key factors influencing product marketing. Price levels are always a primary concern for consumers when considering a product or service. Thus, pricing strategies play a significant role in influencing sales and marketing outcomes.



Tjiptono suggests that successful marketing of goods or services depends heavily on setting the right price. Price is the only element in the marketing mix that generates revenue for the company. The concept of setting a single price for all buyers is a modern idea that emerged with the rise of large-scale retail trade in the late 19th century, during which mass sales required systematic pricing strategies.

Basu Swastha DH (2018) defines sales as the face-to-face interaction between individuals, aimed at creating, improving, controlling, or maintaining mutually beneficial exchange relationships. Sales can also be understood as the effort to provide goods to those in need in exchange for money at an agreed-upon price. Increasing bakery sales involves not only conventional marketing strategies but also digital strategies and product innovations that add value and appeal to consumers. Setting product prices is a task that business leaders must approach using various methods, all aimed at making products easily accepted by consumers. Price levels are influenced by several factors, including economic conditions, supply and demand, demand elasticity, production costs, managerial objectives, and competition. Price is a determining factor in market demand, which means it can be influenced by the size of a product's market share or sales volume. Sales volume is determined by selling a certain quantity of products at a specific price. Mathematically, sales volume is the result of multiplying the number of units sold by the price per unit. Thus, two main factors influence sales volume: the quantity sold and the selling price. The higher the quantity and selling price, the higher the sales value. However, increasing sales volume cannot be achieved by simply raising both the selling price and quantity sold simultaneously, as these two factors are inversely related. According to economic theory, the higher the selling price, the lower the demand, and vice versa. Therefore, Mawar Bakery must set its prices strategically to maximize sales, considering various influencing factors. Generally, the factors that need to be considered when setting prices include production costs, economic conditions, demand elasticity, supply and demand, competition, government regulations, and managerial goals. However, many stores set prices based only on production costs and desired profits, ignoring other factors, as conducting market research can be costly. As a result, the selling prices they set fail to generate maximum sales.

Mawar Bakery, a bakery business in Gunungsitoli located at Jl. Karet No. 11 Ilir, sets its selling prices based on consumer demand. One factor influencing consumer demand is the product's selling price. Consumers have many choices based on price and the level of satisfaction they derive from the products they purchase. An initial survey of the owner of Mawar Bakery revealed that sales have declined compared to the previous year, due to rising raw material costs for bread production, which has impacted the selling price. The inappropriate pricing has led to reduced consumer interest, contributing to the drop in sales volume. Additionally, competition with other stores offering similar products at lower prices has further exacerbated this decline. Another issue faced by Mawar Bakery is the pricing strategy, which some consumers consider uncompetitive. This is evident from several products that are priced higher than similar products at other stores. Moreover, Mawar Bakery's promotional efforts have been deemed insufficient, as some consumers were unaware of the promotions offered. The suboptimal pricing and promotion strategies have resulted in decreased sales volume across Mawar Bakery's product offerings.

2. RESEARCH METHODS

The type of research used in this study is descriptive with a qualitative approach, qualitative data collection methods, namely interviews and documentation. This qualitative descriptive research aims to obtain a complete description or overview of the Analysis of Pricing Strategies in Increasing Sales Volume at Mawar Bakery.

3. RESEARCH VARIABLES

The research variable according to Sugiyono (2020) is "a characteristic or attribute of an individual or organization that can be measured or observed that has a certain variation that is determined by the researcher to be used as a lesson and then drawn conclusions" Based on the problems presented, there are variables namely Pricing and Sales Volume. The operational definitions in this study are:

Table 1. Variable Measurement

No.	Variable	Indicator
1.	Pricing According to Buchari Alma (2018) is "an agreement on the prices that are followed for a certain period of time"	According to Koder, Philip, & Armstrong (2018) sebagai berikut: 1. Affordability. 2. Price compatibility with product quality 3. Price competitiveness 4. Price compatibility with benefits
2.	Sales volume According to Tjipto in Afriantoni, (2020) is the level of sales volume to be achieved, the market to be developed as a transaction activity or transaction place, and the profit of sales volume.	Inthe journal Agustin & Sunrowiyati (2018) as follows: 1. Marketing products. 2. Use placements and settings. 3. Conduct market checks. 4. Potential consumers or potential buyers. 5. Schedule an exhibition

3.1. Data Analysis Techniques

According to Sugiyono (2018), data analysis is the process of systematically searching and organizing data obtained from interviews, field notes, and documentation. This process involves organizing the data into categories, breaking it down into units, synthesizing it, arranging it into patterns, selecting what is important to study, and drawing conclusions so that the information can be easily understood by both the researcher and others. In this study, the data analysis technique employed is descriptive qualitative, using the interactive data analysis method by Miles and Huberman (2020), which includes stages such as data collection, data reduction, data presentation, and conclusion drawing (verification).

1. **Data Collection Stage**The data collection stage involves gathering information or facts from available data sources. At this stage, the researcher repeatedly reads through the data sources, seeking as many relevant journals, articles, books, or conversations as possible. The collected data is then compared with other readings from relevant journals or sources to ensure comprehensive coverage.
2. **Data Reduction Stage** The data reduction stage is the process of simplifying the data, where not all the data collected in the previous stage is used. During this phase, the data is sorted, recorded, or typed to facilitate grouping according to its characteristics. The collected data is then categorized based on specific characteristics using coding to aid in further analysis.
3. **Data Presentation Stage** In this stage, the categorized data is analyzed further. The information obtained from the previous stage is organized in a way that facilitates conclusion drawing. Qualitative data presentation can take the form of narrative texts, matrices, networks, or diagrams. The data presentation focuses on the research problem, and the

analysis includes explanations of category alignment and logical arguments based on relevant theoretical frameworks.

4. Conclusion Drawing/ Verification Stage At this stage, the researcher interprets the presented data, focusing on the research issue. The researcher describes the results of the analysis, such as the Pricing Strategy Analysis to Increase Sales Volume, and conclusions are drawn based on the findings from the analysis.

4. RESULTS AND DISCUSSION

4.1. Pricing Strategy at Mawar Bakery Gunungsitoli City

Based on the interviews conducted, pricing indicators include price affordability, price suitability with quality, price competitiveness, and price suitability with benefits.

4.2. Affordability

From the results of interviews conducted by researchers at the Gunungsitoli City Rose Bakery Shop, the following data were obtained: The results of an interview with Mrs. Suryani as the owner of the Mawar Bakery Shop on August 12, 2024 with questions.

1. *How to price bread and cake products at the Mawar Bakery Shop so that the prices are easily accessible to consumers?*

"To ensure that the price of bread and cake products at Mawar Bakery remains easily accessible to consumers, we have taken several strategic steps. First, we always conduct market surveys to find out the prices of similar products offered by competitors in this region. Thus, we can set competitive prices without sacrificing the quality of our products. Second, sometimes the price of raw materials can also rise, to get around this, buy raw materials in large quantities to get a lower price. Third, we also consider the purchasing power of consumers in Gunungsitoli City, so that the price we set is in accordance with the economic conditions of the local community".

From the results of the interview, it was concluded that to ensure that product prices remain affordable, namely by conducting market surveys to get competitive prices, buying raw materials in large quantities to get cheaper prices, and considering the purchasing power of consumers in Gunungsitoli. The results of the interview on August 12, 2024 with Desni as an Employee of the Mawar Bakery Sales Section with questions.

2. *What is the price range that Toko Mawar Bakery gives if choosing cakes according to customer requests?*

"For cakes made according to customer requests, the price range usually ranges from Rp.50,000 to Rp.200,000, depending on the size, ingredients and shape of the bread design".

Results of an interview on August 12, 2024 with Elvi as an Employee of the Marketing Department with questions.

3. *What is the price range given by the Rose Bakery Shop if you choose cakes according to customer requests?*

"The price for costume cakes at Mawar Bakery varies quite a bit, ranging from Rp.75,000 to Rp.250,000. We also provide recommendations so that customers get the best cakes at affordable prices".

The results of the interview on August 12, 2024 with Cindi as an Employee of the Mawar Finance Department.

4. *What is the price range that Toko Mawar Bakery gives if choosing cakes according to customer requests?*

"Usually for special order cakes, the price starts from Rp.60,000 for small sizes to can reach Rp.300,000 for cakes with complex designs and premium ingredients."

From the results of interviews with Mawar Bakery employees, it can be concluded that the pricing for costume cakes at the Mawar Bakery Store is highly dependent on the specifications requested by consumers, such as size, material, and design. Every part, from sales to production and finance, plays a role in ensuring the price offered is in accordance with the quality and complexity of the product.

4.3. *Price Compatibility with Product Quality*

The results of the interview on August 12, 2024 with questions with Mrs. Suryani as the Owner/owner of the Rose Shop with.

1. *Whether the price of bread and cakes requested by consumers is in accordance with the quality of the taste given?*

"We always try to keep the price we set proportional to the quality of the taste provided. We understand that consumers are looking for products that are not only affordable but also of good quality. Therefore, we pay great attention to the selection of quality raw materials and a hygienic and consistent production process. Thus, even though the price of the product may be slightly higher compared to some competitors, consumers still feel satisfied because they get a product with a taste and quality that matches their expectations. Feedback from customers often states that they feel that the price we set is worth the taste and quality they receive, which ultimately helps to increase customer loyalty and our sales volume."

From the results of the interview with the Owner of Mawar Bakery, it can be concluded that the Mawar Bakery Shop always tries to ensure that the price of the product is proportional to the quality of the taste provided. By choosing quality raw materials and hygienic production processes, it is hoped that it will be able to meet consumer expectations for products that are not only affordable

but also of high quality. Although the price of the product is slightly higher than that of competitors, consumers are satisfied because of the quality and taste that matches their expectations.

4.4. Price competitiveness

From the results of the interview, the results of the interview were on August 12, 2024 with questions with Mrs. Suryani as the Owner/owner of the Shop with questions.

1. *Are the prices offered at Toko Mawar Bakery more competitive than other stores?*

"We always try to keep the prices we offer at Mawar Bakery competitive compared to other stores in Gunungsitoli City. Before setting a price, we conduct market research to understand the price range offered by competitors. This makes it easier for us to set prices that are not only attractive to consumers but also provide healthy profit margins for our business. In addition, we also offer various promos and special packages that provide higher value for consumers, so that they feel that they are getting quality products at a better price. With this strategy, we are confident that the prices we offer are more competitive in the local market."

From the results of the interview with the owner of Mawar Bakery, it can be concluded that Toko Mawar Bakery maintains competitive prices by conducting market research to understand the price range of competitors. Mawar Bakery sets attractive prices for consumers while ensuring healthy profit margins. In addition, Mawar Bakery offers special promos and packages to provide more value to customers. The results of an interview with Desni on August 12, 2024 as an Employee of the Mawar Bakery Sales Section with questions.

2. *How to compare the price of your product with competitors in the market?*

"We regularly conduct price surveys in the local market to ensure that the prices of our products remain competitive. We monitor competitors' prices and evaluate whether our products offer higher value to customers. If we find that a competitor's price is lower, we may consider adjusting our price or offering special promotions to keep it competitive."

The results of the interview on August 12, 2024 with Elvi as an Employee of the Mawar Marketing Section with questions.

3. *How do you compare the price of your product with competitors in the market?*

"We regularly conduct price surveys in the local market to ensure that the prices of our products remain competitive. We monitor competitors' prices and evaluate whether our products offer higher value to customers. If we find that a competitor's price is lower, we may consider adjusting our price or offering special promotions to keep it competitive."

Results of an interview on August 12, 2024 with Cindi as an Employee of the Finance Department of Mawar Bakery.

4. *How to compare the price of your product with competitors in the market?
Bakery as follows:*

"We have a team to monitor the prices of raw materials and similar products from competitors. We ensure that the prices we offer can compete with the quality we provide. If the price of our products is a little higher, we focus on the quality and uniqueness aspects of our products to explain the difference to customers."

The results of the interview on August 12, 2024 with Murni as an Employee of the Production Section of Mawar Bakery with questions.

5. *How to compare the price of your product with competitors in the market?*

"We use market data obtained from various sources to compare the prices of our products with those of competitors. In addition, we also consider our own operational costs and pricing strategies. If our prices look less competitive, we will make price adjustments or carry out promotional strategies to increase the competitiveness of our products."

From the results of interviews with Mawar Bakery employees, it can be concluded that Mawar Bakery Store as a whole implements a strategy to keep product prices competitive in the market. They routinely conduct market research and benchmarking against competitors to ensure that the prices offered are in accordance with the quality of the product and remain attractive to customers. If it is found that the competitor's price is lower, the Rose Bakery Shop is ready to adjust the price or offer special promotions. In addition, they emphasize on the quality and uniqueness of the product as an added value if the price is slightly higher.

4.5. *Price Compatibility with Benefits*

From the results of observations and interviews conducted by researchers at the Gunungsitoli City Rose Bakery Shop, the following data were obtained: Results of an interview on August 12, 2024 with Mrs. Suryani as the Owner/owner of the Mawar Bakery Shop with questions.

1. *Does the processing process of the products produced at the Rose Bakery Shop affect the benefits of the quality of the products?*

"The product processing process at Mawar Bakery has a great influence on the quality and benefits of the products we produce. We use good and high-quality raw materials, and follow strict production standards to ensure that every bread and cake we make has a consistent and quality taste image. This allows us to offer products with benefits that are worth the price we set. Consumers get more value in terms of taste, texture, and freshness of products, which makes the prices we offer according to the benefits they feel. Thus, we are confident that consumers are satisfied with the quality they receive, so that the price we set is well received in the market."

From the results of the interview with the Owner of Mawar Bakery, it can be concluded that the product processing process at Mawar Bakery greatly affects the quality. By using high-quality raw materials and following strict production standards, they ensure that each bread and cake has

a consistent taste, texture, and freshness. This provides a higher value for consumers, making the set price proportional to the benefits received.

4.6. Sales Volume at Mawar Bakery Kota Gunungsitoli

Sales volume is the total number of units of products or services that a company has successfully sold in a given period of time, such as daily, weekly, monthly, or yearly. Sales volume measures how much a product is sold, not its value for money. The focus is on the quantity of goods marketed and purchased by consumers. Sales volume is an important performance indicator because it reflects how effective a company's marketing, pricing, distribution, and sales are. An increase in sales volume often indicates an increase in demand or the success of a business strategy, while a decrease can indicate a problem with product attractiveness, price, or competition issues in the market. Based on the interviews conducted, sales volume indicators include marketing products, using placement and arrangements, conducting market inspections, potential consumers/potential buyers, and scheduling exhibitions.

4.7. Marketing Products

From the results of an interview on August 12, 2024 with Mrs. Suryani as the Owner/Owner of the Mawar Bakery Shop with question.

1. *What is the strategy carried out at Toko Mawar Bakery in using promotions to market products?*

"At Mawar Bakery, we use various promotional strategies to market our products and increase sales volume. One of the main strategies we use is to provide discounts and special offers on certain days or when there are special events. We also use social media to introduce products at Mawar Bakery."

From the results of the interview with Mrs. Suryani as the Owner of Mawar Bakery, it can be concluded that Mawar Bakery uses various promotional strategies, such as discounts and special offers, as well as the use of social media to introduce its products. This strategy is used to increase sales volume by attracting more customers, especially at special moments. The results of the interview on August 12, 2024 with Desni as an Employee of the Rose Sales Section with questions.

2. *What is the strategy carried out at the Rose Bakery Shop in using promotions to market products?*

"We have carried out various promotions, such as seasonal discounts and bundling packages. For example, during the month of Ramadan, we offer special discounts on bulk purchases".

The results of an interview on August 12, 2024 with Elvi as an Employee of the Marketing Department of Mawar Bakery with questions

3. *What is the strategy carried out at the Rose Bakery Shop in using promotions to market products?*

"One form of promotion that we do is by using social media such as Instagram, by creating product content as well as promoting promo prices through social media can attract consumer interest".

Results of an interview on August 12, 2024 with Cindi as an Employee of Mawar's Finance Department.

4. *What is the strategy carried out at Toko Mawar Bakery in using promotions to market products?*

"What has been and is often done is by using social media, where consumers can check the availability of cakes and bread sold in stores."

The results of the interview on August 12, 2024 with Murni as an Employee of the Production Section of Mawar Bakery.

5. *What is the strategy carried out at Toko Mawar Bakery in using promotions to market products?*

"The promotion that has been carried out is a product bundling offer at a special price. For example, we offer cake packages for events such as birthdays at a more affordable price than if you buy them separately."

From the results of interviews with Mawar Bakery employees, it can be concluded that various promotional strategies have been carried out to increase sales volume. This strategy includes consumer discounts, bundling packages, and promotions through social media such as Instagram. Promotion through social media not only helps attract consumers but also makes it easier for customers to check the availability of products.

4.8. *Use Location Placements and Settings*

From the results of an interview on August 12, 2024 with Mrs. Suryani as the Owner/Owner of the Mawar Bakery Shop with question.

1. *Do you think the location of the Rose Bakery Shop can be different from other stores?*

"The location of the Mawar Bakery Shop does have an important role in marketing strategies and increasing sales volume. We chose a strategic location in the center of Gunungsitoli City so that it is easily accessible to consumers from various walks of life. This location also gives us an advantage in terms of visibility and high visitor volume. Although there are other stores around the area, we believe that the combination of strategic location, product quality, and competitive prices makes Mawar Bakery remain a choice for consumers. In addition, we are also considering expanding to other locations in the future to reach more consumers and increase sales volume."

From the results of the interview with Mrs. Suryani as the Owner of Mawar Bakery, it can be concluded that the strategic location of Mawar Bakery in the center of Gunungsitoli City is one of the key factors in increasing sales volume. By being in an easily accessible and high-visibility area, Mawar Bakery can attract a diverse range of consumers, which directly impacts the number of visitors and purchases.

4.9. *Conduct Market Checks*



The results of the interview on August 12, 2024 with Mrs. Suryani as the Owner/ Owner of the Mawar Bakery Shop with question.

1. *Are the types of bread and cakes sold at Mawar Bakery different from other stores?*

"Yes, the types of bread and cakes sold at Mawar Bakery are several different but there are also the same as other stores in Gunungsitoli City. We conduct regular market checks to see what types of products consumers are interested in and what competitors are offering. Based on the results of this inspection, we then develop products that have their own characteristics, both in terms of taste, shape, and packaging. By having a unique and diverse range of products, we not only attract new consumers but also provide a reason for loyal customers to keep coming back."

From the results of the interview with Mrs. Suryani as the Owner of Mawar Bakery, it can be concluded that Mawar Bakery routinely conducts market checks to understand consumer trends and preferences as well as products offered by competitors. Based on this examination, Mawar Bakery develops products that are unique and different from other stores, both in terms of taste, shape, and packaging. This will help attract consumers as well as contribute to the increase in sales volume at Mawar Bakery. The results of the interview on August 12, 2024 with Desni as an Employee of the Mawar Bakery Sales Section with question.

2. *Are the types of bread and cakes sold at Mawar Bakery different from other stores?*

"When there is a new bread trend, we first do market research to understand what makes the product popular. If we see good potential, then we will try to make product variations according to the trend and offer these new products at competitive prices".

The results of the interview on August 12, 2024 with Elvi as an Employee of the Marketing Section of Mawar Bakery with question.

3. *Are the types of bread and cakes sold at Mawar Bakery different from other stores?*

He replied:

"When a new trend emerges, we also evaluate the cost and potential profit of the product to be launched. We assess whether adopting these trends will have a positive impact on store sales and profitability. If the evaluation results show good prospects, we will develop the right pricing and promotion strategies to take advantage of the trend and attract customers".

From the results of interviews with Mawar Bakery employees, it can be concluded that Mawar Bakery proactively follows and responds to the latest bakery trends in the market by launching new products accordingly. With market research, competitive analysis, and cost evaluation, Mawar Bakery ensures that the products offered remain attractive to consumers. This will help in increasing the buying interest of customers and significantly support the increase in sales volume.

4.10. *Potential Consumers/ Potential Buyers*

The results of the interview on August 12, 2024 with Mrs. Suryani as the Owner/Owner of the Mawar Bakery Shop with question.

1. *What do you do to convince potential buyers to keep shopping at the Rose Bakery Shop?*

"To convince potential buyers to continue shopping at Mawar Bakery, we focus on several things, namely we always maintain the quality of our products, both in terms of taste and appearance so that consumers always get a satisfying experience. Then, we provide friendly and fast service, because with good service can create a positive impression that makes customers want to come back".

From the results of the interview with Mrs. Suryani as the Owner of Mawar Bakery, it can be concluded that Mawar Bakery focuses on maintaining product quality and providing friendly and fast service to convince potential buyers. This is to create a satisfying shopping experience, so that it can increase customer loyalty and contribute to increasing sales volume.

4.11. *Schedule an Exhibition*

The results of the interview on August 12, 2024 with Mrs. Suryani as the Owner/Owner of the Rose Shop with questions.

2. *How do you know the right schedule to conduct an exhibition at a bakery and pastry shop to attract consumers?*

"We determine the right schedule to conduct exhibitions at bakeries and pastries by considering several factors, namely we look at certain periods or days that are usually busy such as weekends, national holidays, or during major events in Gunungsitoli City. Then we also take advantage of special moments such as store birthdays or new product launches, where consumer enthusiasm is usually higher".

From the results of the interview with Mrs. Suryani as the Owner of Mawar Bakery, it can be concluded that Mawar Bakery strategically determines the exhibition schedule by taking advantage of special moments and busy weekends or big events in Gunungsitoli City. This aims to attract consumers at certain times, which can ultimately increase sales volume significantly.

5. DISCUSSION

5.1. *Analysis of Pricing Strategy at Mawar Bakery Gunungsitoli City*

Pricing strategy is one of the important aspects of business management that plays a rapid role in determining a company's competitiveness and success in the market. In the food industry, such as bakeries, the price of a product not only affects sales, but also consumer perception of the quality and value of the product. Mawar Bakery, a bakery and pastry business in Gunungsitoli City, has implemented various careful pricing strategies to maintain a balance and profitability and customer satisfaction. Based on the results of the interview with Mawar Bakery, the following is an explanation of the pricing strategy implemented.

a. *Market Survey and Price Competition*

The pricing strategy at Mawar Bakery in Gunungsitoli City leverages market surveys and price competition analysis to set competitive prices that align with the local market conditions. This process begins with in-depth market research to gather data on similar products offered by competitors in the area. This information includes selling prices, promotional strategies, and competitor product characteristics. Using this data, Mawar Bakery can assess their price position relative to competitors, ensuring that the prices they offer are not only competitive but also appealing to consumers. This strategy enables Mawar Bakery to adjust their product prices according to the dynamic market conditions, maintaining price appeal and enhancing the competitiveness of their products. In addition to market surveys, Mawar Bakery also benefits from bulk purchasing of raw materials to obtain lower prices from suppliers. By doing so, they can reduce production costs and pass these savings on to consumers in the form of more competitive pricing. This approach ensures that the selling prices remain affordable without compromising quality. Mawar Bakery can adjust prices in response to market fluctuations, consumer needs, and local economic conditions, while maintaining healthy profit margins. This research is consistent with the study by Yulianto and Kurniawan (2021), which highlights the importance of market research and competitive analysis in determining effective product pricing, particularly for small and medium enterprises. The study emphasizes that a deep understanding of competitor prices and consumer purchasing power, along with cost efficiency in raw material procurement, are key factors in setting competitive prices in the local market.

b. *Price Adjustment Based on Product Specifications*

Pricing for custom or special-order products at Mawar Bakery in Gunungsitoli City is a crucial strategy, as prices must be tailored to the specifications requested by the consumer, such as material quality and design. Each custom order involves different production costs depending on the complexity and materials used. Therefore, Mawar Bakery sets prices that reflect these variables, ensuring that consumers receive fair pricing based on their chosen specifications. This price adjustment helps ensure that custom products meet consumer expectations while remaining profitable for the company. This research aligns with the study by Subroto and Sari (2021), which underscores the importance of adjusting prices according to production specifications and costs. The study suggests that accurate pricing must consider factors such as material quality, design, and manufacturing complexity, ensuring that the offered price corresponds to the value perceived by the consumer.

c. *Balance Between Quality and Price*

Mawar Bakery in Gunungsitoli City employs a pricing strategy that balances product quality and price as a key to maintaining and enhancing customer satisfaction. By selecting high-quality raw materials and maintaining hygienic production standards, Mawar Bakery ensures that every product offered is both delicious and safe to consume. Although their product prices may be slightly higher than those of competitors, customers feel satisfied because the quality of the products matches the value they receive. The higher pricing reflects the costs involved in sourcing premium ingredients. In a competitive market, quality often serves as a key differentiator, encouraging consumers to pay more. Mawar Bakery understands that consumers in Gunungsitoli value quality and are willing to pay extra for products that meet their expectations. By emphasizing quality and taste, Mawar Bakery not only attracts new customers but also builds loyalty among existing ones. This research aligns with the study by

Arifin (2020), which explains how high product quality can influence customer satisfaction and enhance loyalty. The study emphasizes that companies offering high-quality products tend to have more satisfied and loyal customers, even if their prices are higher than those of competitors. These findings are relevant to Mawar Bakery's strategy of prioritizing quality and taste when setting product prices to ensure customer satisfaction.

d. Promotions and Special Packages

Promotional offers and special packages are a key pricing strategy at Mawar Bakery in Gunungsitoli City, as they help attract consumer attention and boost sales volume. By offering promotions such as discounts or bundling deals, Mawar Bakery can attract price-sensitive consumers or those looking for added value in their purchases. These promotions can also be used to introduce new products, reduce excess inventory, or increase customer loyalty. Special packages also play a role in the pricing strategy, as they allow Mawar Bakery to sell multiple products in a bundle at a more competitive price compared to purchasing them individually. This strategy not only increases sales per transaction but also provides an opportunity for consumers to try different products at once. Additionally, special packages are designed to maximize the use of raw materials, helping to improve operational efficiency and boost profit margins. For consumers, special packages offer the perception of added value, which in turn can enhance satisfaction and customer loyalty. This research is consistent with the study by Nugroho and Lestari (2022), which discusses how promotions and special packages can influence consumer perceptions of value, ultimately increasing customer loyalty. The study emphasizes that effective promotional strategies can serve as a powerful tool to drive sales and build long-term relationships with customers. This is relevant to Mawar Bakery's strategy of using promotions and special packages to enhance product appeal.

e. Benchmarking and Price Adjustments

Benchmarking and price adjustments are part of Mawar Bakery's pricing strategy, aimed at ensuring their product prices remain competitive in the Gunungsitoli market. Benchmarking involves comparing Mawar Bakery's product prices and quality with those of similar competitors. By analyzing competitors' prices, Mawar Bakery can understand their position in the market and identify opportunities to improve competitiveness. Through benchmarking, Mawar Bakery can determine whether their prices are too high, too low, or on target compared to similar products. Price adjustments are made based on the findings from the benchmarking process, along with an in-depth analysis of production costs and consumer preferences. If benchmarking reveals that competitors offer similar products at comparable prices, Mawar Bakery can adjust their prices to remain relevant and appealing to consumers. Price adjustments may also be made in response to changes in raw material costs or market conditions that affect consumer purchasing power. Thus, price adjustments help Mawar Bakery remain flexible in navigating market dynamics, ensuring a balance between fair pricing for consumers and the profit margins needed for business sustainability. This research aligns with the study by Setiawan and Rachmawati (2021), which explains how benchmarking can serve as a strategic tool for identifying market opportunities and threats, and how price adjustments can help small and medium enterprises remain competitive. The study emphasizes the importance of market understanding and competitive analysis in determining prices that not only attract consumers but also support long-term profitability.

5.2. Sales Volume at Mawar Bakery Kota Gunungsitoli

Mawar Bakery implements various strategies to increase its sales volume effectively. Mawar Bakery uses promotions such as seasonal discounts and bundling packages, which are designed to attract more customers and increase purchases per transaction. In addition, the use of social media such as Instagram plays a panting role in introducing new products and announcing special offers, which helps to attract consumer interest and make it easier for them to check product availability. Mawar Bakery's strategic location in the center of Gunungsitoli City also contributes greatly to the sales volume, due to its easily accessible location and making it easier for consumers to come and buy products. In addition, Mawar Bakery actively follows market trends by launching new products that are in line with popular consumer preferences, as well as conducting regular market checks to adjust product offerings and pricing strategies. All these strategies contributed to an increase in sales volume, which is reflected in the sales table of bakery and bakery products for the last two months. The following is the sales table of cake and bread products at Mawar Bakery for the last 2 (three) months:

a. *Sales report in May 2024*

Table 1. Sales Report for May 2024

	Product Type	Price/pcs	Sales (quantity)	Total Sales
1	Bika Ambon original	75.000	480	36.000.000
2	Bika Ambon pandan	80.000	430	34.400.000
3	Bolen pisang cokelat	55.000	340	18.700.000
4	Brownies kukus original	80.000	350	28.000.000
5	Lapis legit spekuk	125.000	320	40.000.000
6	Tawar petak susu	25.000	330	8.250.000
7	Tawar petak original	25.000	320	8.000.000
8	Tawar kismis	25.000	310	7.750.000
9	Selaikaya pandan	20.000	340	6.800.000
10	Selaikaya original	25.000	350	8.750.000
11	Pie avocado slice	25.000	330	8.350.000
12	Pie blueberry slice	25.000	340	8.500.000
13	Pie strawberry slice	25.000	330	8.250.000
14	Pie tiramitsu slice	25.000	310	7.750.000
15	Pie freshcream slice	25.000	300	7.500.000
16	Donat cokelat	10.000	500	5.000.000
17	Donat ceres	10.000	490	4.900.000
18	Donat oreo	10.000	470	4.700.000
19	Donat tiramitsu	10.000	450	4.500.000
20	Donat cappucino	10.000	420	4.200.000
21	Donat kacang	10.000	350	3.500.000
22	Donat green tea	10.000	340	3.400.000
23	Donat almond	10.000	330	3.300.000
24	Croissant plain	20.000	320	6.400.000
25	Choco cheese puff	20.000	330	6.600.000
26	Choco banana puff	20.000	310	6.200.000
27	Sus	7.000	340	2.380.000
28	Milk bun oreo	30.000	380	11.400.000
29	Roti cokelat keju	30.000	360	10.800.000
30	Roti keju	11.000	300	3.300.000
31	Roti abon mayonise	15.000	320	4.800.000
32	Blueberry layer cake	85.000	330	28.050.00
33	Blackforest	230.000	320	73.600.000
34	Chocomaltin cake	185.000	310	57.350.000
35	Roti carbonara	11.000	340	3.740.000
36	Roti sisir capucino seres	32.000	330	10.560.000
37	Roti sisir tiramitsu seres	32.000	320	10.240.000

	Product Type	Price/pcs	Sales (quantity)	Total Sales
38	Bolu gulung spesial pandan	75.000	300	22.500.000
39	Bolu gulung crumb oreo	55.000	310	17.050.000
40	Bolu gulung peanut cream	55.000	320	17.600.000
Total		1.709.000	13.000	382.275.000

b. Sales report in June 2024

Table 2. Sales Report for June 2024

	Product Type	Price/pcs	Sales (quantity)	Total Sales
1	Bika Ambon original	75.000	500	37.500.000
2	Bika Ambon pandan	80.000	400	32.000.000
3	Bolen pisang cokelat	55.000	350	19.250.000
4	Brownies kukus original	80.000	320	25.600.000
5	Lapis legit spekuk	125.000	300	37.500.000
6	Tawar petak susu	25.000	350	8.750.000
7	Tawar petak original	25.000	330	8.250.000
8	Tawar kismis	25.000	320	8.000.000
9	Selaikaya pandan	20.000	320	7.400.000
10	Selaikaya original	25.000	340	8.500.000
11	Pie avocado slice	25.000	350	8.750.000
12	Pie blueberry slice	25.000	340	8.500.000
13	Pie strawberry slice	25.000	330	8.250.000
14	Pie tiramitsu slice	25.000	320	8.000.000
15	Pie freshcream slice	25.000	310	7.750.000
16	Donat cokelat	10.000	500	5.000.000
17	Donat ceres	10.000	480	4.800.000
18	Donat oreo	10.000	450	4.500.000
19	Donat tiramitsu	10.000	420	4.200.000
20	Donat cappucino	10.000	400	4.000.000
21	Donat kacang	10.000	350	3.500.000
22	Donat green tea	10.000	340	3.400.000
23	Donat almond	10.000	330	3.300.000
24	Croissant plain	20.000	330	6.600.000
25	Choco cheese puff	20.000	320	6.400.000
26	Choco banana puff	20.000	310	6.200.000
27	Sus	7.000	350	2.540.000
28	Milk bun oreo	30.000	400	12.000.000
29	Roti cokelat keju	30.000	370	11.100.000
30	Roti keju	11.000	300	3.300.000
31	Roti abon mayonise	15.000	330	4.950.000
32	Blueberry layer cake	85.000	320	27.200.000
33	Blackforest	230.000	300	69.000.000
34	Chocomaltin cake	185.000	310	57.350.000
35	Roti carbonara	11.000	320	3.520.000
36	Roti sisir capucino seres	32.000	330	10.560.000
37	Roti sisir tiramitsu seres	32.000	320	10.240.000
38	Bolu gulung spesial pandan	75.000	310	23.250.000
39	Bolu gulung crumb oreo	55.000	300	16.500.000
40	Bolu gulung peanut cream	55.000	320	17.600.000
Total		1.709.000	13.000	384.160.000

Based on the sales report for May and June, Mawar Bakery in Gunungsitoli City recorded sales of Rp382,275,000 in May, with a slight increase to Rp348,160,000 in June. The total sales volume for these two months amounted to Rp766,435,000. Although there was a 0.49% increase, this growth cannot be considered significant. This relatively small increase could be attributed to several

factors. One of the key factors is price competition in the market, where competitors offer products at lower prices compared to those of Mawar Bakery. This price difference may influence consumers' purchasing decisions, as they tend to opt for more affordable products. In addition to price competition, external factors such as local economic conditions or changing consumption trends can also affect sales volume. If consumers' purchasing power declines or their preferences shift towards other products, sales may stagnate or experience only minimal growth. Therefore, to achieve more significant growth, Mawar Bakery needs to consider implementing a more competitive pricing strategy, improving product quality, and strengthening marketing efforts to enhance the appeal and market reach. This aligns with research conducted by Putri (2019), which analyzed price competition in the bakery and pastry market, finding that competitors offering lower prices tend to attract more consumers, especially in price-sensitive market segments.

6. CONCLUSION

6.1. Pricing Strategy at Mawar Bakery, Gunungsitoli City

a. Pricing at Mawar Bakery

Pricing for custom products at Mawar Bakery is highly dependent on the specifications requested by the customer, such as size, materials, and design. Every department, from sales to production and finance, plays a crucial role in ensuring that the prices offered align with the quality and complexity of the product. Mawar Bakery consistently implements strategies to keep their prices competitive. They regularly conduct market research and benchmarking against competitors to ensure that their prices reflect the quality of the product and remain appealing to customers. If competitor prices are lower, Mawar Bakery is prepared to adjust their prices or offer special promotions. Additionally, they emphasize the quality and uniqueness of their products as added value, even if the price is slightly higher.

b. Price-Quality Alignment

Mawar Bakery strives to ensure that the prices reflect the quality of taste provided. By selecting high-quality raw materials and maintaining hygienic production processes, they aim to meet consumers' expectations for products that are not only affordable but also of high quality. Even though their prices are slightly higher than those of competitors, consumers remain satisfied because the quality and taste meet their expectations.

c. Price-Value Alignment

The product processing at Mawar Bakery significantly impacts quality. By using high-quality raw materials and adhering to strict production standards, they ensure that every product has consistent taste, texture, and freshness. This adds value for consumers, making the prices set proportional to the benefits received.

6.2. Sales Volume at Mawar Bakery, Gunungsitoli City

a. Product Marketing

Mawar Bakery employs various promotional strategies, including discounts, special offers, and leveraging social media to promote their products. These strategies aim to boost sales volume by attracting more customers, particularly during special occasions. Social media promotion through platforms like Instagram not only helps attract consumers but also allows customers to check product availability with ease.

b. Strategic Location Placement

The strategic location of Mawar Bakery in the heart of Gunungsitoli City is a key factor in boosting sales volume. Being situated in an easily accessible area with high visibility allows Mawar Bakery to attract a wide range of consumers, directly contributing to an increase in foot traffic and purchases.

c. Market Assessment

Mawar Bakery proactively follows and responds to the latest trends in the bakery market by launching new products that align with these trends. Through market research, competitive analysis, and cost evaluation, Mawar Bakery ensures that their products remain appealing to consumers. This strategy significantly helps in increasing customer interest and supports the growth of sales volume. Regular market assessments also help them understand consumer preferences and develop unique products that stand out from competitors.

d. Consumer Potential/Prospective Buyers

Mawar Bakery focuses on maintaining product quality and providing friendly and efficient service to reassure prospective buyers. This approach is aimed at creating a satisfying shopping experience, which in turn enhances customer loyalty and contributes to increased sales volume.

e. Exhibition Scheduling

Mawar Bakery strategically schedules exhibitions to take advantage of special occasions, busy weekends, or major events in Gunungsitoli City. This strategy is designed to attract consumers during key times, ultimately driving a significant increase in sales volume.

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