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MARKETING | RESEARCH ARTICLE

Analysis of Marketing Strategies and Prices in Increasing Sales

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Abstract: This study aims to determine the marketing strategy for increasing sales at Toko Naya Shop Mamuju. The research employs qualitative methods, with data collected through observation and interviews. The study was conducted at Toko Naya Shop Mamuju, where the shop's owner was the research informant. The interview data were analyzed using SWOT analysis. The results indicate that Toko Naya Shop Mamuju has the following internal factors: four strengths with a total score of 1.05 and four weaknesses with a total score of 1.2. As for external factors, the shop has four opportunities with a total score of 1.03 and four threats with a total score of 0.96. Based on this analysis, Toko Naya Shop Mamuju is positioned in quadrant III, suggesting that the appropriate strategy to adopt is the Turnaround Strategy, a defensive strategy. Although the shop is in a weak position, it has significant opportunities. Therefore, Toko Naya Shop should revise its previous strategy and adopt a new one that aligns with the existing opportunities. The alternative strategies that Toko Naya Shop can implement to increase sales include Increasing business capital to provide fashion products that align with the community's needs, particularly in Mamuju City. Leveraging the development of information technology and using social media as a promotional tool to reach a wider audience and attract potential customers. Increasing the availability of clothing stock to meet the ever-growing fashion demands of the community. Offering wholesale services that reflect current fashion trends.

Keywords: Marketing Strategy, Price, Sales.

JEL Classification Code: L74, L81, M21.

1. INTRODUCTION

Current business developments have led to increased competition, requiring business owners to formulate effective marketing strategies to succeed in the face of rising similar businesses. These strategies are crucial in achieving the company's goals. As Haque (2022) explains, To realize the vision and mission of the company, a plan is needed to generate profits. The company must understand consumer product needs to achieve results and produce products that attract consumers, thus generating sales.

According to Irawan (2019), Sales is an activity within the marketing sector that involves selling products to consumers. It is a process through which companies deliver their products so that consumers can enjoy them, and sales volume is a quantitative measure of success, expressed in terms of the physical quantity or units of the product sold. Therefore, if business owners want to succeed in a competitive market, they must formulate and implement effective marketing strategies to achieve their goals, such as maximizing sales. This is supported by Muliati's empirical research (2021), which states that increasing sales requires the right marketing strategy.

Another critical factor that influences sales is pricing. According to Safitri (2023), Price is a marketing tool that can influence consumer demand. Therefore, pricing must be carefully considered to influence purchasing decisions and increase product sales. This is supported by Sinta's empirical research (2022), which shows that Marketing products at affordable prices and offering discounts can

boost sales. Setting the right price is crucial because it affects consumer purchasing decisions and determines the sales profit generated by the company.

Naya Shop is a clothing store located in the Mamuju Old Market Complex. Based on observations, Naya Shop applies a marketing strategy that offers a wide range of quality products, such as games, one-piece sets, negligees, children's clothing, women's underwear, and children's underwear. Additionally, the store has chosen a strategic location within the market complex. Naya Shop also offers competitive and varied prices: games range from IDR 130,000 to IDR 470,000; one-piece sets range from IDR 100,000 to IDR 200,000; short negligees are sold at IDR 100,000 for three pieces; long negligees are priced between IDR 70,000 and IDR 100,000, children's clothing ranges from IDR 50,000 to IDR 100,000, children's underwear is priced from IDR 10,000 to IDR 30,000, and adult underwear ranges from IDR 20,000 to IDR 45,000. Despite implementing marketing strategies such as offering quality products, choosing a strategic business location, and competitive pricing, Naya Shop is currently facing unstable sales. According to the information obtained during the research, the marketing strategy employed may not be compelling enough, leading to the sales issues experienced by the shop.

2. LITERATURE REVIEW

2.1. Marketing

According to Sunyoto (2019), Marketing is a human activity aimed at satisfying the needs and desires of consumers through an exchange process between parties with an interest in the company. Meanwhile, Meithiana (2019) defines marketing as a comprehensive, integrated, and planned activity carried out by a company in its business operations, designed to accommodate market demand through the creation of products with selling value, determining prices, and communicating and exchanging value offers with consumers and the public. Satriani (2021) describes marketing as a process and managerial activity that enables individuals or groups to get what they need and want by exchanging valuable products with other parties or all activities related to the delivery of products or services from producers to consumers. Based on these definitions, it can be concluded that marketing is an activity carried out by a company to deliver products to consumers, enabling them to use or consume the products, ultimately benefiting the company from these marketing activities.

2.2. Marketing mix

According to Saleh (2019), The marketing mix is a crucial strategic element for business actors, as it is the primary consideration for consumers in deciding whether to buy or rent a product or service. Fakhrudin (2022) also states that the marketing mix consists of variables within the company's control, which are used together to satisfy the target group. Meanwhile, Tjiptono (2017) adds that the marketing mix consists of the 4Ps: Product, Price, Place, and Promotion.

2.3. Marketing strategy

According to Margono (2022), Strategy is about understanding a series of tools and techniques expected to guide an organization or company in achieving set goals and achieving success through understanding and meeting customer needs. Meanwhile, Syarifuddin (2022) defines Marketing strategy as the effective allocation and coordination of all marketing resources to achieve organizational goals in a specific product market. Additionally, Yulianti (2019) explains that marketing strategy involves making decisions about marketing costs, the marketing mix, and marketing allocation concerning expected environmental and competitive conditions.

2.4. Price

According to Kotler, as cited in Sunyoto (2019), Price is the amount of money charged for a particular product. Rusyidi (2018) states that price is the first aspect that sellers consider in their efforts to market their products, and for buyers, price is one of the factors determining their choice to

satisfy their needs. Meanwhile, Tjiptono (2017) defines Price as the amount of money or services exchanged by buyers to obtain a wide selection of products and services the seller offers. According to Roellyanti (2022), there are several pricing objectives: Profit-oriented objectives include two-time approaches to profit maximization and profit target.

1. Profit-Oriented Objectives: These include two approaches—profit maximization and profit targeting.
2. Volume-Oriented Goals: The objective is to achieve sales targets, sales value, and market share to overcome competition.
3. Image-Oriented Goals: The company's image can be shaped through pricing strategies, whether high or low, aiming to enhance consumer perceptions of the product mix offered.
4. Price Stabilization: The goal is to set prices that maintain a stable relationship between the company's prices and the prices of industry leaders.
5. Other Objectives: These include preventing the entry of competitors, maintaining customer loyalty, supporting repeat sales, or preventing government interference.

2.5. Sales

According to Nur Rahma (2021), Sales is the only marketing element that 'truly creates money'; therefore, people often say that sales is the spearhead of marketing. Meanwhile, Irawan (2019) defines Sales as activities in marketing carried out by companies to sell their products to consumers by delivering those products so consumers can enjoy them. Sales volume is a quantitative achievement regarding physical units, volume, or product units. According to Samsul (2020), Sales is the act of giving something to another person (the buyer) in exchange for payment or money.

3. RESEARCH METHOD AND MATERIALS

This research was conducted at Toko Naya Shop in Mamuju, Mamuju Regency, West Sulawesi. The research was carried out from July to August 2024. The type of data used in this study is qualitative data. According to Priadana (2021), Qualitative data includes almost all non-numerical data, which can be described using words to explain observed facts and phenomena.

The data sources for this study include both Primary and Secondary Data. According to Priadana (2021), Primary data is collected by the researcher. Primary data is collected directly from the source and obtained firsthand at the Toko Naya Shop. On the other hand, as stated by Priadana (2021), Secondary data is data collected by someone other than the researcher, often from research conducted by others or an organization. This study's secondary data were sourced from expert opinions, theories, and previous research journals accessed through books and online journals.

Sugiyono (2021) states that an informant has information about the research object. This research collected information from the owner of Toko Naya Shop, who served as the informant. The data processing technique follows the approach outlined by Milles & Huberman in Hardani (2020), which involves three simultaneous activities in qualitative analysis: data reduction, data presentation, and conclusion drawing/verification. The data analysis method applied in this study is SWOT Analysis. According to Anissa (2020), SWOT analysis systematically identifies various factors to formulate company strategies. This analysis is based on logic that maximizes strengths and opportunities while minimizing weaknesses and threats.

4. RESULTS AND DISCUSSION

4.1. Internal Factor Analysis and External Factor Analysis of Naya Shop Mamuju Shop

- a. Internal factor analysis summary (IFAS)

The following presents Toko Naya Shop Mamuju's internal strengths and weaknesses.

1. Strengths
 - a) Up-to-date clothing products

- b) Affordable product prices
 - c) Variety of products available
 - d) Strategic location in the market complex
2. Weaknesses
- a) Limited capital
 - b) Lack of promotion on social media
 - c) Product stock availability is not optimized
 - d) No wholesale goods service offered

b. External factor analysis summary (EFAS)

The following presents the external factors, including opportunities and threats, for Toko Naya Shop Mamuju:

1. Opportunities
 - a) The endless demand for fashion
 - b) The majority of the population in Mamuju City is Muslim
 - c) The development of information technology
 - d) The evolution of fashion trends
2. Threats
 - a) Numerous competitors in similar business fields around the shop
 - b) The shift from physical stores to online shopping
 - c) Many fashion product sellers on social media
 - d) Price competition with other stores

4.2. SWOT Matrix (Strength, Weakness, Opportunity, Threats)

At this stage, analysis and decision-making are conducted using the SWOT matrix approach to explore potential alternative marketing strategies that Toko Naya Shop Mamuju can implement.

Table 1. Naya shop mamuju SWOT Matrix

IFAS	<p>Strength</p> <ul style="list-style-type: none"> ✓ Up-to-date clothing products ✓ Affordable product price ✓ Variety of products available ✓ Strategic location in the market complex 	<p>Weaknesses</p> <ul style="list-style-type: none"> ✓ Limited capital ✓ Not promoting on social media ✓ Product availability stock is not optimized ✓ Not yet providing wholesale goods
EFAS		
<p>Opportunities</p> <ul style="list-style-type: none"> ✓ The endless need for fashion ✓ The majority of the population of Mamuju City is Muslim ✓ The development of information technology ✓ The development of fashion trends 	<p>S.O. Strategy</p> <ul style="list-style-type: none"> ✓ Providing up-to-date clothing products to utilize the endless fashion needs of the community. ✓ Maintaining affordable product prices so that they are easily accessible by every group, especially the people of Mamuju City, who are predominantly Muslim. ✓ Provide a variety of products to be able to adjust to the fashion needs of the community ✓ Maintaining a business location 	<p>W.O strategy</p> <ul style="list-style-type: none"> ✓ Increase business capital to provide fashion products that suit the community's needs, especially in the City. ✓ Utilizing the development of information technology as a promotional medium on social media to reach a wider community and potential customers. ✓ Increase the availability of clothing stock to be able to meet the endless fashion needs of the community ✓ Provide wholesale goods services that are in line with fashion trends
Threats	<p>S.T strategy</p> <ul style="list-style-type: none"> ✓ Maintain the availability of up-to-date clothing products to compete 	<p>Strategy W.T</p> <ul style="list-style-type: none"> ✓ Increase business capital so that it can develop a business that is

<ul style="list-style-type: none"> ✓ Many competitors in similar business fields around the shop ✓ The shift of shopping from physical stores to online stores ✓ Many fashion product sellers on social media ✓ Price competition with other stores 	<ul style="list-style-type: none"> with competing stores, especially those in the exact location (old market complex). ✓ Maintaining affordable prices to be able to compete in price competition with other stores ✓ Maintaining a variety of products so as not to lose competitiveness with online stores that offer products that are also varied. 	<ul style="list-style-type: none"> not inferior to similar stores both around the store and in online stores. ✓ Conducting social media promotions to be able to compete with the many online stores today ✓ Increase the availability of clothing stock so that consumers do not move to competing stores ✓ Providing wholesale goods to meet the demand for large quantities of products, especially for consumers who want to establish business partnerships.
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Source: Data processed, 2024

4.3. SWOT Analysis Diagram (Strength, Weakness, Opportunity, Threat)

Based on the analysis of the internal and external factors in the table above, the scores for each factor can be detailed as follows:

- a. Strength factor (strengths): 1,05
- b. Weakness factors: 1,2
- c. Opportunity factor: 1,03
- d. Threats factor: 0,96

The calculations show that the value of strengths is higher than the value of weaknesses by a difference of (-0.15), and the value of opportunities is higher than threats by a difference of (0.07). Based on the identification of these factors, the results can be illustrated in the following SWOT diagram:

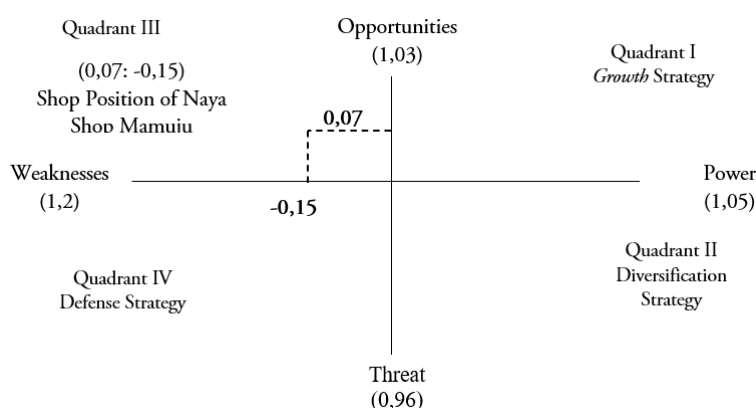


Figure 1. Naya Shop Mamuju SWOT Analysis Diagram

Based on the Cartesian diagram above, Toko Naya Shop Mamuju is in quadrant III, where the shop is currently in a weak position but has significant opportunities. This means that Toko Naya Shop can change its previous strategy and adopt a new one that aligns with the available opportunities. The following are alternative strategies that Toko Naya Shop can implement to increase sales:

- a. Increase business capital to provide fashion products that meet the community's needs, particularly in Mamuju City.

- b. Utilize the development of information technology as a promotional tool on social media to reach a wider audience and potential customers.
- c. Increase the availability of clothing stock to meet the continuous fashion demands of the community.

4. CONCLUSION

Based on the research conducted, it can be concluded that the current strategy implemented by Toko Naya Shop Mamuju involves offering quality products, selecting a strategic business location, and providing affordable prices. However, the plan that Toko Naya Shop can adopt to increase sales includes increasing business capital to offer fashion products that meet the community's needs, particularly in Mamuju City. Additionally, the shop should utilize information technology advancements as a promotional tool on social media to reach a wider audience and potential customers. Furthermore, the availability of clothing stock should be increased to meet the continuous demand for fashion, and wholesale services in line with current fashion trends should be offered. Based on that, this study suggests (1) that the owner of Toko Naya Shop conducts promotions via social media to reach a broader consumer base and influence purchase decisions, (2) It is advised that the owner of Toko Naya Shop capitalize on current fashion trends by offering contemporary clothing products to attract more customers.

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