



ANALYSIS OF MARKETING STRATEGIES IN INCREASING SPARE PART SALES VOLUME

(Study at Mandiri Motor Workshop Batuphat Timur)

NALISIS STRATEGI PEMASARAN DALAM MENINGKATKAN VOLUME PENJUALAN SPARE PART

(Belajar di Bengkel Mandiri Motor Batuphat Timur)

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Abstract

Penelitian ini bertujuan untuk mengetahui strategi pemasaran dalam meningkatkan volume penjualan dan faktor yang menjadi penghambat penerapan strategi pemasaran. Penelitian ini berfokus pada strategi pemasaran Bengkel Mandiri Motor dalam meningkatkan volume penjualan spare part dan faktor-faktor yang menghambat penerapan strategi pemasaran Bengkel Mandiri Motor. Teori yang digunakan dari penelitian Kotler dan Keller tentang strategi pemasaran 4P. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Informan penelitian ini terdapat 4 informan dengan teknik Purposive Sampling dan Insidental Sampling. Teknik analisis data yang digunakan pada penelitian menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Berdasarkan hasil penelitian dan pembahasan yang telah dikaji hasil dari penelitian ini menunjukkan bahwa strategi pemasaran 4P yang digunakan dalam penerapan strategi Bengkel Mandiri Motor sangat memiliki kenaikan dalam segi penerapan dan peningkatan volume penjualan yang didapatkan usaha Bengkel Mandiri Motor. Strategi produk, harga, tempat dan promosi menjadikan usaha ini mengalami kenaikan volume penjualan yang tinggi.

Kata kunci : Strategi Pemasaran, Bauran Pemasaran

Abstract

This research aims to identify marketing strategies in increasing sales volumes and factors that are inhibiting the implementation of marketing strategy. This research focuses on the marketing strategy of Independent Motor Workshops in improving the volume of sales of spare parts and the factors that hinder the application of marketing policies in Independent Motors Workshops. The theory used from this research is the theory of Kotler and Keller about 4P marketing strategies. This research uses qualitative methods with descriptive approaches. The informants of this research are four informants with purposive sampling and incidental samplings. Data analysis techniques used in research using data reduction, data presentation and conclusion drawings. Based on the results of the research and discussions that have been examined, results of this study show that the 4P marketing strategy used in the implementation of the strategy of the Independent Motor Workshops has greatly increased in terms of application and increase in the volume of sales obtained by the independent motor workshops. The product strategy, price, location and promotion make this enterprise experience a high increase in sales volume.

Keywords: Marketing Strategy, Marketing Mix



PENDAHULUAN

The automotive industry, especially spare parts, is one of the business fields of interest to the Indonesian people. Spare parts are components of the engine that are reserved for the repair or replacement of damaged vehicle parts. In general, efforts to market goods or services using structured methods and planning are known as marketing strategies. The goal is to enable businesses to sell more goods or services.

Strategy is very important for a company or business because it is a way to achieve company goals. Strategy consists of a series of big plans that show how the company should act to achieve these goals. Success in reaching customers depends on strategy. Marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities that will be carried out to achieve the marketing objectives of a company. According to Fandy Tjiptono (in Bhayu Jatiningrum, 2022) states that marketing strategy is a plan that marketing managers want to follow. This action plan is based on situation analysis and company goals and is a way to achieve these goals.

Mandiri Motor Workshop is a motorcycle workshop which provides spare parts services such as oil changes, motorcycle engine repairs, chain changes, spark plug changes and carburetors on motorbikes. As for the advantages of the Mandiri Motor workshop, first, this workshop has someone who is reliable and professional in their field which makes the Mandiri Motor workshop visited by many consumers who have problems with their motorbikes. Second, independent motorcycle workshops also sell complete motorcycle spare parts and third, independent motorcycle workshops give customers the freedom to choose the spare part items they want because there are quality and more durable spare parts for motorbikes.

Literature Review

According to Kotler and Keller (in Irdha Yanti, 2012: 25) marketing strategy consists of 4Ps namely Product, Price, Promotion and Place.

1. Product is anything that can be offered in the market to get attention, needs, use, or consumption to satisfy consumer desires.
2. Price is defined as the amount needed to obtain a good or combination of goods, so managers must set a strategy regarding price because in the marketing mix price is the only factor that can generate profit or income.
3. Place is an effort to ensure the availability of goods or services that are easily purchased by consumers wherever they are and is one of the objectives of marketing policy which must be achieved through a system called distribution channels.
4. Promotion is an aspect used in informing and convincing consumers about a company's new products.



RESEARCH METHOD

The research location was conducted at the Mandiri Motor Workshop located on Jalan Banda Aceh Batuphat Timur, Kec. Muara Satu, Lhokseumawe City. This study aims to determine the marketing strategies carried out by the Mandiri Motor Workshop.

This research uses qualitative methods, which can be understood as a research method in the form of results from interviews that have been analyzed and concluded in the form of descriptive language. In this study using 4 informants who used purposive sampling and incidental sampling techniques.

The data collected in this research consists of primary data and secondary data. Where the primary data is in the form of data obtained directly in the field or when making observations, and secondary data in the form of transaction records and documentation.

RESULTS AND DISCUSSION

Marketing Strategy Implemented in Increasing Sales Volume at Mandiri Motor Workshop
A marketing strategy is a comprehensive and integrated plan that provides guidance on the activities that must be carried out by a company to achieve its goals. In the marketing activities carried out by the Mandiri Motor Workshop business, which uses theoretical links with Kotler and Keller (In Irdha Yanti, 2012: 25), where in the marketing strategy there are 4Ps that can be used to be able to see an increase in sales volume, this has been done observation and interviews as follows:

1. Product / Product

Products are one form of marketing strategy that is first seen and assessed by customers, where quality products and maintaining quality will provide suitability for consumers and will increase consumer attractiveness more clearly.

The results of interviews conducted with informants at the Mandiri Motor Workshop with Mr. Musthafa as the workshop owner said that:

“The service products offered at the Mandiri Motor Workshop are offering quality spare parts or spare parts with the type of product that adjusts the budget of the customer itself, the products we offer are many types of brands, be it Yamaha or Honda brands, the products we sell are also tires, oil, brake pads, exhausts and so on. The products we have are different from other workshops ”

This is also reinforced by a statement from the informant Mr. Abdul Rani as a workshop consumer who said that:

“The products offered from the Mandiri Motor Workshop are quite varied, because many workshops still only provide items that are often purchased, while in this workshop there are several products that are sold and rarely found in other workshops, such as the sale of racing exhaust products and used tires.”



Based on the results of interviews conducted with several informants, it can be concluded that the Mandiri Motor Workshop sells goods or spare part products that are varied and of better quality.

2. Price / Price

Price is a marketing element that generates sales revenue. With the appropriate price, it will make it easier for consumers to spend money to buy the desired product.

Observations made show that the prices offered by this workshop are able to compete with similar workshops, which can be seen from the bookkeeping carried out by business owners. To see more clearly, an interview can be conducted with the informant Mr. Musthafa as the business owner who said that:

“The way we determine the price depends on the quality of the products we offer to consumers, we also set the price according to the initial capital of the goods, the price of the products offered is very affordable and able to compete with the quality in accordance with other workshops.”

This statement was also reinforced by Mr. Abdul Rani as a consumer of the Mandiri Motor workshop who said that:

“Regarding pricing on spare parts, the workshop must indeed be able to adjust, especially from the quality of the products used by consumers, the prices in the Mandiri Motor workshop are in accordance with the products offered, not expensive and also not too cheap. which is a price comparison with other workshops, namely discounts on purchasing spare parts that can get more than other workshops.”

Based on the results of observations and interviews, the researcher can conclude that the prices offered by the Mandiri Motor Workshop are able to compete with the prices of other workshops. And the pricing provided is in accordance with the services provided and according to consumer needs.

3. Place.

Place is a company activity that keeps the product available to target consumers. From observations made by researchers who saw how this place was also able to attract consumers who would become customers at the Mandiri Motor Workshop.

To find out the place strategy used, an interview was conducted with Mr. Musthafa as the business owner who said that:

“In my opinion as the owner of this business, the location or place of the workshop that I built is quite strategic, but it is only less spacious to be able to accommodate the many visitors who come, because the location of this workshop is right on the edge of the highway and easy to access.”

This is also reinforced by an interview with Mr. Abdul Rani as a workshop consumer who said that:



“In my opinion, this location is very good because it also does not interfere with traffic access, and they also have a long workshop room behind, this workshop also has a long chair to wait which is quite comfortable.”

Based on the results of observations and interviews, researchers can conclude that the location or place of business is easy to access and has a large place. This is also because researchers see that consumers do not feel far away to use service services and buy spare parts products. This is also reinforced by the results of observations made by researchers who said that the location of the Mandiri Motor workshop is not far away and the location is very strategic so that consumers do not find it difficult to visit it.

4. Promotion/Promotion

Promotion is a form of marketing communication whose activities disseminate information, influence, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. To find out more deeply, the researcher conducted an interview with Mr. Musthafa as the business owner who said that:

“For the promotion that we are currently doing using Tiktok and WhatsApp social media, and also using shop signs and utilizing the purchasing experience of previous customers to help spread information about the location and experience gained at our workshop so as to generate new consumers. ”

This is also reinforced by an interview with Mr. Abdul Rani as a consumer who said that:

“For the promotions carried out by the Mandiri Motor Workshop for me, it is quite interesting, they often upload videos or photos on Tiktok and Whatsapp so that consumers and potential customers can find out the latest information about the latest products and the latest prices of various automotive goods at the Mandiri Motor Workshop and there are discounts both from discounted service fees or also discounted spare parts products”.

Based on the results of the interview above, the researcher concludes that the promotional activities carried out by the Mandiri Motor Workshop have a significant impact on buying interest in the workshop, word of mouth is also one of the promotional strategies available at the Mandiri Motor Workshop.

Factors Hindering the Implementation of Marketing Strategies

1. Many counterfeit goods
2. Market demand that is different from what is offered
3. Sometimes customers who have been given a discount still ask for an even bigger discount
4. The location of the business is still contracted and there is a lack of parking space



5. From Whatsapp promotions where the obstacle is that usually the promotions are only seen or read, there are some who come and do not come to the Mandiri Motor Workshop.
6. Promotion that is still uneven because we have not used the distribution of brochures to be better known to many people.

CONCLUSIONS AND SUGGESTIONS

1. Conclusion

- a. From the results of the analysis of the product, it shows that the Mandiri Motor workshop has a variety of product items and has good quality and is able to compete with other workshop businesses. For the price offered according to the quality chosen and needed by the customer. The location of this business is very strategic and easily accessible by customers or new consumers. Promotion of the Mandiri Motor workshop which uses social media even though there are not too many updates and also promotes through word of mouth which is very easy and fast to spread to the public.
- b. In the implementation of the marketing strategy used by the Mandiri Motor Workshop, there are several factors that hinder the implementation of marketing strategies ranging from aspects of Product, Price, Place, Promotion, Process which are very influential in implementing marketing strategies.

2. Suggestions

- a. The owner of the Mandiri Motor Workshop must be able to keep up with the development of each product being marketed, the promotions carried out are also better able to introduce the Mandiri Motor Workshop to the wider community, for example participating in motorcycle events and distributing brochures evenly to all places. In terms of price, it would be better if this business gave discounts to potential customers who did not have to use its services. For promotion, the Mandiri Motor Workshop prioritizes social media and adds employees who can be used as social media admins, and for the place the business provides a spacious and comfortable location for potential customers.
- b. In terms of what hinders the implementation of the owner's strategy, it is more advisable to be able to take great responsibility for overcoming these obstacles so that there is no crisis for the Mandiri Motor Workshop business.

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