

ANALYSIS OF MARKETING STRATEGIES TO INCREASE SALES AT STORES IN LAMONGAN REGENCY

Oleh

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Abstract: *The purpose of this study was to find out the strategy carried out by shops in Lamongan Regency in order to increase sales of their clothing products, where this is to get consumer satisfaction and profit from sales that have been made, the output of the seller will get increased sales of clothes in the form of shirts, pants, and oversized jackets. In research using qualitative research. The type of research used is the descriptive method, the object of research is one of the shops in e-commerce which is a large clothing store. The results of the study show that the 7P marketing mix is the basis for shops in Lamongan Regency to market their clothes, so that they can satisfy consumers. Based on the SWOT matrix that has been carried out, it is described through SO, consumers can make clothes according to the basic materials and models they want. WO because the price of cloth is unpredictable, so sometimes the seller doesn't get too much profit. ST in the form of advertising prices contained in e-commerce. WT in the form of ordering a certain amount will get an attractive discount from the shop in Lamongan Regency*

PENDAHULUAN

When shopping there are many developments that occur, where when shopping people do not have to come to the store, with the presence of e-commerce, namely how to shop online, the internet has been widely used by people to do this, because when shopping on websites providing get and delivery.

In selling its products to consumers, sales need to first get to know the products they have to the existing prospective buyers. The big point of e-commerce is that sellers can get a shorter time when they have to promote their goods, in other words, the money that comes out is also much less than having an offline store, in e-commerce, sales will be very competitive between one seller and another. the other is due to the low operational costs (Prasetio et al., 2021).

In e-commerce there is a feature to search for goods that consumers want, so that it will greatly facilitate consumers when they want to find the product they want or what they are looking for, and can then take advantage of the features of the directory in E-commerce and will later be used as the basis for a catalog consumer spending (Asmawati et al., 2011).

In carrying out these marketing activities, E-commerce has several relationships, both from banks and from companies, where this is solely done to make it easier for consumers when making payments (Brusch & Rappel, 2020).

More than one million people in Indonesia have played a role by starting their business in E-commerce, said William Tanuwijaya who is the CEO of Tokopedia. In e-commerce, buyers have several considerations before purchasing the product they want, among these considerations are price, product reviews, which are mainly about the quality of goods (Ardianto et al., 2020).

Selling is a managerial social process by which individuals and groups obtain what they need and want by creating, offering, and exchanging products of value with others. Salesforce exists to increase sales, one way to use it is with several approaches from marketing (Iin, 2021).

In running a store business, the existence of a workforce is a very important factor, especially the existing workforce for the purpose of achieving better sales volume from time to time. This requires both wisdom and an attitude of providing appropriate compensation so that it will succeed in cultivating experience-based analytics (this is one of the things that must be achieved when you want to achieve a good sales force). Existing experience will enable management to predict the consequences and features of plans with the aim of carefully designing, which will later be analyzed and will generate insights regarding the possible impacts of events that will occur in the future (Zoltners et al., 2006, p. 4).

In sales there are people who work on the business, this is because salespeople have a big role in trying to achieve maximum company goals. In most of the existing businesses, management in the sales force is a very crucial issue to be handled. This is because the workforce in a business must be more than one person, this will make business owners think about how to manage this workforce properly so that they can achieve maximum profits, and the workforce working in the business feels satisfied. The success of every business in managing its workforce will affect the achievement of business objectives (Romindo et al., 2020).

7P is a very good step when considering everything that exists in operational factors, this is because in the marketing mix, every business will definitely use a marketing strategy that is carried out for the purpose of promoting and selling the products they sell, the term marketing mix was only created in the middle 20th century. In the American Marketing Association, a Harvard professor and marketing expert Neil Bordon describes what is marketing mix and how marketers can develop and implement their marketing in order to gain success in the market (Nurfitriani et al., 2022). Businesses can identify and manage marketing mix components so that they can enable existing businesses to make marketing decisions that will benefit them later.

This decision can help businesses to increase their strengths and overcome weaknesses, become more competitive and adaptable to the markets they enter, and finally can increase collaboration which will later benefit between departments and partners.

Judging from various aspects, namely product, service, price, location and three other factors, they are explained in terms of people, physical evidence and process. With the improvement of the marketing mix, it is hoped that sales at shops in LAMONGAN DISTRICT can develop strategies that are useful in terms of winning the existing competition in sales.

The marketing mix in Indonesia is also known as the marketing mix (Alexandro et al., 2021; Budiman & Christine, 2017).

Shops in Lamongan Regency are shops that sell various clothes, jackets and pants. Sales made by shops in Lamongan Regency have a market for consumers who have large bodies, this is rarely seen by other shops in e-commerce. Most stores only have a target market of consumers who have small (regular) body sizes, not large ones.

The purpose of this study was to find out the strategy carried out by shops in Lamongan Regency in order to increase sales of their clothing products, where this is to get consumer satisfaction and profit from sales that have been made, the output of the seller will get increased sales of clothes in the form of shirts, pants, and oversized jackets.

The benefit of this research is that the seller can analyze what strategies to do to increase the existing sales force, based on the 7p mix marketing mix and also on the existing SWOT analysis.

Previous research on this matter was conducted by Richard (Alexandro et al., 2021) who researched how to increase sales volume at cell com in the city of Palangka Raya, the results obtained an analysis of SO, Wo, ST, and WT which was carried out to increase sales force in the store.

RESEARCH METHODS

In this study the approach is carried out with a procedure that will produce data descriptively in the form of speech or writing as well as behavior that can be observed from the person himself. This method is called a qualitative method, namely by interviewing or submitting existing documents (Djamba & Neuman, 2002, p. 51).

In this study, the approach used by researchers was descriptive qualitative, qualitative methods were used because researchers wanted to describe the conditions observed in the field in a more specific, transparent and in-depth manner. In another sense, qualitative description is a research method that utilizes qualitative data. and described descriptively (Ramdhan, 2021). This type of descriptive research is often used to analyze events, phenomena, or situations socially. This research is a combination of descriptive and qualitative which displays data as it is without any manipulation or other treatment (Zakariah et al., 2020).

The technical data collection carried out in this research was by collecting data that had previously been carried out by the author, some of which were carried out by interviews, documentation studies, and observations.



Figure 1. SWOT Strategy

While data analysis in this study was used using SWOT analysis and SWOT matrix (Rahman, 2019).

And the strategy from SWOT that will be used with

INTERNAL EKSTERNAL	Strength	Weakness
	Strategi SO: mengembangkan suatu strategi dalam memanfaatkan kekuatan (S) untuk mengatasi manfaat dari peluang (O) yang ada.	Strategi WO: mengembangkan suatu strategi dalam memanfaatkan peluang (O) untuk mengatasi kelemahan (W) yang ada.
Opportunities		
Threats	Strategi ST: mengembangkan suatu strategi dalam memanfaatkan kekuatan (S) untuk menghadapi ancaman (T).	Strategi SW: mengembangkan suatu strategi dalam mengatasi kelemahan (W) dan menghadapi ancaman (T).

Figure 2 SWOT Strategy

The validity of the existing data in the study was tested by emphasizing credibility, transferability, dependability and confirmability. This is done so that the research in this study becomes directed and has a systematic, which is arranged in research stages. Which consists of pre-research, implementation of research and stages in processing data.

RESULTS AND DISCUSSION

In the marketing mix which is a set used by a business in achieving its marketing objectives, this objective is carried out in order to obtain high sales so that business targets in marketing are met. The thing to do when a business wants to get high sales is to do an evaluation which includes improving the quality of goods, lower prices

attractive to consumers, services that are repaired regularly, and use advertisements to introduce existing products to consumers (Budiman & Christine, 2017).

Based on the results of the interviews that have been obtained, shops in Lamongan Regency that move online have a good strategy in selling, this is evidenced by the shops in Lamongan Regency having succeeded in achieving their goals by selling large-sized clothes, this is done because many people have large bodies. Most of them experience difficulties when buying clothes, be it in the form of shirts, pants, or jackets. By seeing this opportunity, shops in Lamongan Regency try to always meet the demands of their consumers who enter through the suggestion column in several e-commerce places where they make sales. With materials that always satisfy customers, and neat sewing results, the Lamongan Regency Shop hopes to always maintain trust between sellers and customers and consumers who are not yet customers.

Based on the description that has been described above, shops in Lamongan Regency always innovate so they don't miss the existing trends. This is because when a shop in Lamongan Regency runs its business, customer satisfaction based on existing innovations is something that is done by a shop in Lamongan Regency solely to meet the needs of consumers and customers. This is done so that every consumer who shops at shops in Lamongan Regency can get products that are of good quality and affordable prices. This is done by the Shop in Lamongan Regency so that consumers can have the goods they want at a more

affordable price compared to other shops that sell the same type of product. The advertisements in e-commerce are also used by shops in Lamongan Regency to attract consumers, this is done by displaying shop goods in Lamongan Regency on the initial pages which aim to be seen earlier by consumers compared to other products.

Analysis in terms of the workforce sales force can be seen in terms of speed at work, the neatness of the work done, and the salary given by employers to their workers. The strength of the sales force that can be taken from shops in Lamongan Regency is in terms of neatness, speed, so that you get satisfactory product results which will later be handed over to the customer.

In terms of price, it is also adjusted to the basis of good fabric and colors that can be chosen according to consumer wishes so that shops in Lamongan Regency become more attractive than other shops, in shops in Lamongan Regency it is not only in terms of the basic fabric that can be chosen (according to choice). previously provided), the model of clothing desired by the consumer can be ordered according to the comfort and desire of the consumer.

Based on the results of interviews with the owner of the shop in Lamongan Regency, it can be concluded that the quality of the goods contained in the shop in Lamongan Regency is guaranteed to satisfy consumers, this is based on consumers who can choose what fabric to make for the basic material, as well as what model to make. desired for the order that the consumer will place. The quality of these goods exists because the people who work at the shop in Lamongan Regency have long enough expertise in their respective fields so that the clothes produced will satisfy consumers who order goods at the shop in Lamongan Regency.

Stores in Lamongan Regency also provide a guarantee if the goods that reach the consumer do not match the order that was ordered by the previous consumer, for example there is a color difference. Stores in Lamongan Regency will be responsible for re-sending the correct items, so that consumers feel satisfied and trust the Shops in Lamongan Regency.

In the SO strategy, shops in Lamongan Regency place orders that can be in accordance with the wishes of consumers where the materials and models desired are in accordance with what consumers want so that this will be a strength as well as an opportunity that can be very helpful for selling clothing products at stores in Lamongan Regency.

In the WO Strategy, stores in Lamongan Regency create a strategy that can minimize weaknesses to take advantage of opportunities by means of fabrics which are the basic ingredients for clothing, which are often purchased not in large quantities at once, but fabrics are ordered according to the needs of existing orders (if the order is small, the cloth ordered a little, as well as when ordering a lot, the cloth ordered will be a lot) this is done so that there is no wastage of cloth later which will affect the profits that will be obtained by Stores in Lamongan Regency.

The ST strategy is carried out to create a strategy that uses strength to overcome threats by producing products that are in accordance with consumer desires, both in terms of materials and models, as well as large sizes (consumers' goals are consumers who have large bodies) so that consumers will feel satisfied and back to shopping at shops in Lamongan Regency.

When these strategies are implemented, the existing workforce at the shop in Lamongan Regency will work satisfactorily in accordance with the SOP that applies to the shop in Lamongan Regency. Stores in Lamongan Regency receive complaints when they make the wrong product and this is a very profitable point for consumers, where many other

online stores (especially clothing stores) do not receive complaints even from the shop that made a mistake.

In shops in Lamongan Regency, discussions are periodically held between shop owners and workers who work within the scope of shops in Lamongan Regency. This is done so that shop owners in Lamongan Regency understand what obstacles might be happening to their subordinates and afterwards Shops in Lamongan Regency can help if this is needed for the smooth running of Shops in Lamongan Regency, and increased sales volume can be achieved satisfactorily.

CONCLUSION

The right marketing strategy is carried out to increase sales, increasing sales at shops in Lamongan Regency is carried out by applying the 7P theory which is translated into products, prices, places, promotions, people, physical evidence, and existing processes at shops in Lamongan Regency, where the product is in accordance with priority, so it is not inferior to other stores. Based on the SWOT matrix that was discussed in the previous chapter, it can be concluded at the shop in Lamongan Regency. SO Strategy Consumers can make clothes according to the basic materials and models they want. The WO strategy is because the price of cloth cannot be predicted, so sometimes the seller does not get too much profit. This is tricked by buying cloth according to existing orders. The ST strategy is in the form of using advertisements on a regular basis so that the ad price paid in e-commerce is not too large. WT's strategy is to make a lower price when ordering, if there are orders in a certain amount, the order price will get a discount from the shop in Lamongan Regency.

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HALAMAN INI SENGAJA DIKOSONGKAN