

Implementation of the Marketing Mix Strategy in Increasing Sales Volume at Three-Five Convenience Stores in Tangerang City

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Abstract: Marketing Mix is a marketing strategy integrating several vital elements to achieve business success. This strategy involves 7P elements: Product, Price, Place, Promotion, People, Process, and Physical Evidence. This research explores the implementation of the Marketing Mix strategy at the Tiga Lima Convenience Store in Tangerang City, which is a profitable fashion business in the long term because the need for clothes never decreases. This study aims to analyze how the Marketing Mix strategy can increase sales volume in the store and create customer satisfaction. The research method used is qualitative research with a descriptive approach and inductive analysis. Data was collected through documentation and direct interviews with related parties. The results of this study are expected to provide a deeper understanding of implementing the Marketing Mix strategy in the context of fashion stores. These findings will provide insights for entrepreneurs in optimizing their marketing strategies so that they can achieve success in the clothing business.

Keywords: Convenience Stores, Marketing Mix, Sales Volume

A. Introduction

Rapid economic development has led to significant business development and company growth changes. Currently, the level of competition in business is very high, as seen from the many companies with similar products competing to capture market share and consumers (Haqi, 2020). In this context, marketing is likened to a battlefield between producers and traders who sell the same product. Therefore, an effective marketing strategy is needed to win the competition.

Clothing is a basic need that cannot be separated from everyday human life. Each stage of the life span, including old age, has different needs regarding clothing. Clothing does not only function to protect the body, but also has an important role in reflecting the trends of the times and building individual identity (Fernanda, and Shanti, 2020). In the development of society, the identification of fashion as an identity construction undergoes different stages (Diamond, 2020). In traditional (pre-modern) society, clothing is considered a relatively fixed luxury code. A person's clothes and appearance are a reflection of the individual's social class, occupation, and status.

Every manufacturer has a goal of achieving company success by creating products that can be sold at a profitable price. In principle, market orientation in marketing requires that all departments and functions of a company are responsible for clearly identifying customer needs and interests. Understanding customer needs, wants and behavior is the key to success in implementing the marketing concept. Market analysis is an important tool for listening to the "Voice of the Customer" and understanding the needs a company must meet. The main objective of market analysis is to determine the needs of buyers and design an offer that can meet those needs. The clothing store business is still in great demand by many people, but many traders have had to close their shops due to a lack of buyers. One of the reasons for the buyer's sluggishness is the lack of a marketing strategy that differentiates the clothing store from the rest (Saha, Dey, & Papagiannaki, 2021). Therefore, it is important for clothing stores to have unique characteristics in marketing their products.

Marketing strategy plays an important role in achieving business success and realizing business plans. Companies need to maintain and increase sales of their products or services by implementing accurate marketing strategies and taking advantage of existing opportunities. By doing this, the company can improve or maintain its position in the market. (Miayasari, 2019). Marketing mix is a concept used by entrepreneurs to influence their consumers. It involves planning, controlling and acting in seven aspects, namely product, price, distribution, promotion, people, process and physical evidence. These factors are expected to create consumer satisfaction and influence purchasing decisions (Yanti, 2020).

The clothing business has promising prospects because clothing is a primary human need. Clothing is not only a functional necessity, but also plays a role in reflecting trends, comfort, and individual social and economic status (Arifka, 2021). MSME business in Indonesia covers various sectors, including the fashion industry. Fashion in Indonesia is experiencing rapid development, with people becoming increasingly selective in determining their lifestyle. Today's lifestyle has a very important role and is closely related to fashion, because fashion helps improve one's appearance and attract attention in society (Mrad, Majdalani, Cui, & El Khansa, 2020). Fashion products include clothing, bags, shoes and various other types of products. The fashion business is a long-term investment that continues to grow in line with changing trends and consumer demands.

Three-Fifth Department Store is a fashion business located in Tangerang City. This store produces a variety of mixed fashion products, including Muslim clothing such as robes, jeans, skirts, shirts, t-shirts, children's clothing, and adult clothing with various motifs. Three-Fifth Department Store was first established in Tangerang City and has continued to grow since then. The products sold have a variety of motifs, ranging from plain, dress motifs, to floral or flower motifs. For shirts, there are choices of plain, floral, and plaid motifs. Tiga Lima Serba Store markets its products through the establishment of a physical store by placing banners and promoting on social media. However, over time, promotion on social media has rarely been carried out

due to its strategic location and proximity to the market area, making this store easy for consumers to find.

Three-Fifth Department Store is a fashion store that provides various types of clothing such as robes, t-shirts, shirts, dresses and jeans. The products offered have a variety of designs and motifs, with a variety of sizes from S to XXL. Product prices are set by considering the quality of materials and good design as well as providing comfort to users. The price offered is affordable by the lower middle class and the upper middle class. The Tiga Lima Serba Store is located in a shophouse in Tangerang City. Distribution is carried out directly by serving consumers who come directly to the store, and promotion is carried out through roadside advertisements and social media such as Facebook and Instagram. This store has five employees who receive training to provide friendly, courteous, and appropriate service to the tasks assigned. The Tiga Lima Serba Store also provides clear product information, including product names and prices, to provide convenience to consumers.

The researcher chooses to do research on the All Three Five shop because the business attracts attention. One of the attractive factors is the very cheap and uniform pricing for all types of clothing, which is three five. Even with low prices, business owners do not experience losses, income is always increasing, and the number of consumers who come is quite a lot, not only among teenagers but also mothers. In addition, what's interesting is that even though the price is very affordable, the products offered are also of good quality with trendy designs.

In addition, the business model of the Three-Fifth Department Store which prioritizes direct distribution to consumers has also attracted the attention of researchers. By serving consumers directly at the store, Three-Fifth Department Stores can provide a more personal and interactive shopping experience. In addition, promotion through roadside advertisements and social media also shows the store's efforts to increase visibility and reach a wider target market. The success of the Three-Fifth Department Store can also be seen from employee training and development. By ensuring employees work in a friendly, courteous manner, and in accordance with the tasks that have been assigned, this store can provide satisfying service to customers. This is important in building long-term customer relationships and maintaining the store's reputation.

Overall, this research will provide valuable insights into the business strategy and factors that influence the success of Three-Fifth Department Stores in the fashion industry. This study aims to analyze how the Marketing Mix strategy can increase sales volume in the store and create customer satisfaction.

Strategy

In the context of Three-Fifth Department Stores, strategy can be interpreted as a plan or scheme used to achieve company goals in maintaining business continuity and increasing influence on the market (Ernie, 2017). This strategy involves using existing resources in an effective and efficient way to achieve certain policies that have been set. One of the strategies that can be seen from the Three-Fifth Department Store is to

set low prices but with good quality. By doing this, Three-Fifth Department Stores can attract consumers' attention and create a competitive advantage over their competitors. This strategy aims to increase the store's influence on the market and increase the number of customers who come.

The strategy of direct distribution and promotion through roadside advertising and social media is also an effort to reach the intended target. By distributing products directly to consumers and carrying out effective promotions, Three-Fifth Department Stores can reach more customers and expand their market share.

Marketing

Marketing is a social and administrative process involving individuals and groups to fulfill needs and wants by creating, offering, and exchanging products, services, and value between people (Moch. Chotib, 2012). The main objective of marketing is to match product or service offerings with consumer demand in the market. In the context of Three-Fifth Department Store, marketing is an important key in achieving business success. By using an effective marketing strategy, the store can attract consumer attention, expand market share, and build good relationships with customers.

The marketing process involves various activities, such as market research to understand consumer needs and preferences, product development with attractive designs and motifs, pricing according to product quality, direct product distribution, and promotions through advertising and social media.

Marketing Mix

Marketing Mix is a marketing strategy that integrates several elements in an interrelated system, with the aim of achieving success in doing business. Success in managing a business requires complex skills in overall business processing (Umi Zulaikhah, 2020). In marketing management, there is a concept known as Marketing Mix. This concept aims to reach the target market targeted by the company. One of the important elements in the Marketing Mix is 7P, namely Product, Price, Place, Promotion, People, Process, and Physical Evidence. These elements are used as variables by companies to meet consumer needs and desires and direct their marketing efforts (Nurmin, 2022).

Companies are required to increase production, marketing and human resource activities to optimize the Marketing Mix strategy (Othman, Harun, De Almeida, & Sadq, 2021). In this case, the main focus is understanding consumer needs, providing quality products, setting the right prices, choosing effective distribution channels, conducting effective promotions, managing interactions with customers, improving business processes, and creating physical evidence that supports the brand image.

Sales Volume

Sales is the main objective of the company's activities. As a producer of goods or service providers, the company has the ultimate goal of selling these products or

services to the public (Basu Swastha, 1991). Sales play a very important role for the company because it is the main source of income that will cover all operational costs and generate profits. The sales process is carried out with the aim of marketing and selling goods or services to consumers. Through sales activities, the company seeks to achieve sales targets, increase market share, and gain profits (Freddy Rangkuti, 2009). Effective sales involve the right marketing strategy, good communication with customers, and good handling of the sales process.

Consumer Satisfaction

Utility in managerial economics refers to consumer satisfaction associated with owning, using, consuming, or benefiting from a product. This utility concept relates to the product's ability to provide overall satisfaction to consumers who use it. Product quality is directly related to utility, because quality focuses on consumer satisfaction. Therefore, it is important to understand the components related to customer satisfaction.

Measuring customer satisfaction is important in providing better, more efficient and more effective services. If a customer is dissatisfied with a service, the service can be considered ineffective and inefficient (Nurmin 2022). This is particularly important in the context of public services, where customer satisfaction is a key factor in the successful delivery of these services.

B. Methods

This study uses a qualitative approach, which is a method used to examine natural objects. In qualitative research, the researcher becomes the main instrument and places more emphasis on data in the form of words or pictures rather than numbers. Qualitative research focuses more on the processes that occur in the products or phenomena studied (Arianto. 2021). This study aims to gain a deep understanding of the phenomena that occur as they really are, by looking at the meaning behind what is seen and spoken.

The type of research conducted in this research is descriptive research. Descriptive research aims to present a complete picture of social reality or real conditions (Sugiyono, 2020). In this approach, we conducted interviews with business owners and consumers of the All Three Five clothing store. Consumers are the main informants in this study because they know more about why they buy clothes at Three-Fifth Department Stores than other stores in the market. This research discusses why consumers choose Three-Fifth Department Stores and what makes these stores stand out among other choices. The type of research used is descriptive research, which provides a detailed description of the phenomenon under study

C. Results and Discussion

Implementation of the Marketing Mix Strategy in Increasing Sales Volume at Three-Five Convenience Stores in Tangerang City

The increase in sales volume at three-five department stores is very promising, especially with implementing the appropriate marketing mix strategy. Factors contributing to variations in sales volume in these companies include the quantity of sales and the difference between the number of units actually sold and the number of units budgeted to be sold (Edward, 2007).

1. Products

Three five department clothing stores have successfully followed marketing principles in developing their products. The products offered cover various models and motifs for the children, youth and adult segments. In addition, this store also offers a good selection for male customers and has an equal range between men's and women's collections. The shop owner has a policy of regularly changing clothing models with the latest ones to keep them attractive to customers. The products offered also cover various aspects such as product variety, quality, design, brand, packaging, size and label (Wilson and Sugiono, 2014). The three five department store has met these criteria by providing a wide selection of products with good quality and affordable prices, modern designs with different motifs, various brands offered, attractive packaging, a variety of available sizes, and a favorable warranty policy for customers (Jain & Singh, 2020).

2. Price

Price is an important element in marketing strategy because it can affect purchase intention and profits for the company (Wilson and Sugiono, 2014). The price set at a three-five department store in Tangerang City is very affordable, namely Rp. 35,000 for all types of clothing. This provides an advantage for businesses by attracting many customers. Even though the prices are affordable, the quality of the products offered is still good, so that consumers are satisfied with their purchases. This shop offers various sizes and models of clothing such as robes, jeans, knit jackets, and shirts at affordable prices. This is beneficial for customers because they can get quality clothes at lower prices compared to other places. The high sales volume of around 100 pcs of clothing per day and revenue of IDR 23-25 million per week shows that this business is very profitable and successful in attracting customers.

In the price context, the three five department store follows several variables, including a fixed list price of Rp. 35,000, giving discounts when buying more, promotions by reducing prices to Rp. 20,000 for certain products, and there is no payment term. Payment is made in person and in cash at the time of purchase without a credit payment option.

3. Place

Store location selection involves several important decisions, such as the company's transportation system, storage system, and selection of distribution channels. The marketing channel includes the steps followed by a product or

service after it has been produced, until it is finally purchased and used by the end user. Place also includes marketing issues such as type of distribution, exposure, transportation, distribution, and location. Strategic store layouts are used to maximize profits. Decision making about location is very important because it relates to potential sales or profits, competitiveness, and business continuity. The three-five department store has chosen a strategic location. The location is close to a busy market area, so many consumers see the store. In addition, the space used is also quite large with three long rows of well-organized products.

4. Promotions

In marketing, promotion is an important element used to offer products to potential customers. Effective promotions can attract potential customers. At a three-five department store in Tangerang City, initially they used promotions through social media and pamphlets placed in front of the store and on the roadside to inform the store's availability at affordable prices. However, as time goes by, this shop rarely posts flyers on social media because of its strategic location near the market area, making it easy for potential customers to find. However, they still use banners with the words "All Three Five" to attract potential customers.

All of the above strategies have an effect on increasing sales volume per month. Promotion includes sales, advertising, and direct selling (Wilson and Sugiono, 2014). Three-Fifth Department Store uses promotions through advertising by distributing pamphlets online on social media, and direct sales are carried out in stores by setting up shops and installing banners reading "All Three Five". It can be concluded that the promotion aspect at the Three-Fifth Department Store is in accordance with the theory and research findings, so that the marketing mix strategy is suitable for use in the store's marketing efforts.

5. People

The division of employees based on competence in a three-five department store in Kota Tangerang is that it is an important practice to ensure smooth workflow and improve sales and product quality. With an effective division of labor, each employee has clear responsibilities and duties according to their respective roles. At the three-five department store, employees are divided into teams working on the morning shift (3 people) and the afternoon shift (2 people), with different tasks such as cashiering, customer service, and sorting new items. This ensures that these tasks can be carried out efficiently and effectively by employees who have the competence and specialization according to their responsibilities.

6. Process

Employees at a three-five department store in Tangerang City must have a polite and neat appearance and provide friendly and hassle-free service. Friendly and polite employees are very important in providing good service to customers. In addition, employees are also expected to have knowledge about product availability, prices, and other information related to the products being sold. The

level of thoroughness in serving customers is also important for employees of a three-five department store, and they must be prepared to respond responsively to customer complaints. Finally, employees are expected to be able to interact intimately with customers, so that a good relationship is established between sellers and buyers, which allows customers to provide positive feedback.

7. Physical Evidence

The three-five department store in Tangerang City has provided a good physical environment for consumers. They provide products along with models and prices in stores, so that consumers can easily select and buy products directly. The store appearance is neat and attractive, with white walls that make the room look bright and fresh, and also gives a positive impression to consumers. However, because of the large number of products and the high number of customers who shop, sometimes consumers feel they are less flexible in choosing products. In addition, the three five department store is equipped with CCTV cameras for in-store security. Unfortunately, one thing that is lacking according to customers is the lack of a special room to try on clothes before buying them.

Application of Marketing Mix Strategies to Create Consumer Satisfaction at Three-Five Convenience Stores in Tangerang City

Fundamentally, consumer satisfaction can be explained in a simple way as a condition in which consumer products are able to meet the needs, wants and expectations of consumers. There are several product characteristics desired by consumers in achieving consumer satisfaction (Aripin, 2021), namely: product characteristics desired by consumers in achieving consumer satisfaction include speed (faster), affordable costs (cheaper), and good quality (better). The "faster" characteristic emphasizes speed and ease of obtaining products. The characteristic "cheaper" focuses on the price or cost of the product that consumers have to pay. While the characteristics of "better" are related to product quality, although it is difficult to define precisely, understanding consumer expectations for product quality can help meet their expectations.

The MSME business, including a three-five department store in Tangerang City, shows very promising potential in the long term in various regions, including rural areas. In this context, the marketing mix plays a very important and useful role in providing satisfaction to consumers. The key factors in the marketing mix that contribute to consumer satisfaction are product, price and place.

1. Products

The role of the product is very important in increasing consumer satisfaction here, because consumers first see and pay attention to the product itself, including the model, materials used, colors and motifs. Therefore, the marketing staff also has an important role in ensuring that every 3-4 days the products marketed are replaced with the latest products and models. The goal is to make potential customers interested and feel satisfied when buying. This three-five department store provides various sizes of products and also has robes with modern models.

Even though this shop is small and located in a village, it is able to attract the attention of all potential customers to buy their goods.

2. Price

In general, product prices have an important role in increasing income, because high prices can more easily increase revenue consistently. However, three-five department stores have a different approach by emphasizing very low prices on all types of products, regardless of differences in style and materials.

3. Place

The three-five department store in Tangerang City has a very strategic location, located on the south side of the main road and close to the Tangerang City market area. This makes the store easy to find by many people. This shop can also be said to be comfortable, clean, and spacious to store its products.

4. Promotions

Promotion at a three-five department store is a very simple but effective way of informing customers of the existence of the store. Simply by placing a banner in front of the store and along the street, information about the store can be easily found by customers. This will attract the attention of customers and provide satisfaction to them.

5. People

An important factor in the relationship between a three-five department store in Kota Tangerang and customers is the customer itself. Customers have the ability to share their experiences with other customers regarding the quality of service they receive from the store. When a customer buys a product, they have their own motivation or purpose to consume the product, and this will have an impact on customer satisfaction, both positive and negative.

6. Process

This element has important significance in creating customer satisfaction, because the friendly service from each employee will create comfort for customers when shopping at three-five department stores in Tangerang City. Employees at the store are ready to help find the items that customers need, as well as give customers the freedom to choose the items they want without interruption. These principles have been well implemented in a three-five department store in Tangerang City.

7. Physical Evidence

Based on field observations, it was found that the room design for a three-five department store in Tangerang City was very simple. There is a two-level item layout, where some items are placed on top and others are placed below. Even so, the room is still large enough for customers to choose clothes. The facilities provided are also limited, such as mirrors and fans, but there is no special room to try on clothes. However, even with only a few of these facilities, the three-five department store in Tangerang City manages to attract many customers every day.

Based on the second finding, it can be concluded that three-five department stores in Tangerang City have successfully applied the marketing mix theory to

achieve customer satisfaction. Product aspects have met the standards set by the theory, while the prices set provide satisfaction for consumers. A strategic, spacious shop location, with adequate parking facilities, as well as cleanliness and comfort that is maintained, is also in accordance with the marketing mix theory. The one-price promotion carried out by this store succeeded in attracting customer interest and creating satisfaction.

D. Conclusion

Based on the results of the research and discussion previously presented regarding the use of the 4P marketing strategy to increase sales volume at three-five department stores, it can be concluded that:

1. Implementation of the Marketing Mix Strategy in Increasing Sales Volume at Three-Five Convenience Stores in Tangerang City

Three-Fifth Department Store in Tangerang City applies a marketing mix strategy consisting of product, price, place, promotion, people/participants, process, and physical evidence. Even though there is a shortage in terms of physical evidence with a lack of facilities to try on clothes, in general the marketing mix strategy has been implemented properly and is in accordance with theory. This proves that Three-Fifth Department Stores are able to increase sales volume by using a comprehensive approach in marketing.

2. Implementation of Marketing Mix Strategies to Create Consumer Satisfaction at Three-Five Convenience Stores in Tangerang City

The application of the marketing mix strategy at Three-Fifth Department Stores in Tangerang City aims to create customer satisfaction with 7 elements which include product, price, place, promotion, people/participants, process, and physical evidence. All of these elements have been implemented successfully in the store, resulting in high satisfaction for the many customers who shop there. One of the most important aspects is giving freedom to customers by store employees so they don't feel awkward and can enjoy the experience of choosing the desired item.

E. Acknowledgement

We thank you for implementing the marketing mix strategy which has been carried out well in increasing sales volume at the Tiga Lima Convenience Store in Tangerang City. By implementing a product concept that meets customer needs, attractive pricing, strategic store placement, and effective promotions, this store has achieved satisfactory results. Implementing this strategy also provides satisfaction to consumers through friendly service and adequate facilities.

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