

Marketing Strategy to Increase Sales of Yuasa Battery Brand at CV Harkat Fawwaz Sejahtera

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Abstract: This study aims to determine the marketing strategies that need to be implemented and prioritized to increase sales of Yuasa brand batteries at CV Harkat Fawwaz Sejahtera. This research uses a descriptive method. In this study the data collection techniques used were observation, questionnaires, and documentation. To find out the future marketing strategy, the data analysis instrument used is Importance Performance Analysis (IPA). The results of this study indicate that the strategy that needs to be implemented is that the company needs to implement a warranty and return system and also provide discounts to consumers. In addition, the company must also increase sales promotion from various promotional media and the need for a delivery system and time discipline.

Keywords: product; price; promotion; distribution

Abstrak: Penelitian ini bertujuan untuk mengetahui strategi pemasaran yang perlu dilaksanakan dan diprioritaskan untuk meningkatkan penjualan aki merek Yuasa di CV Harkat Fawwaz Sejahtera. Penelitian ini menggunakan metode deskriptif. Dalam penelitian ini teknik pengumpulan data yang digunakan adalah observasi, angket, dan dokumentasi. Untuk mengetahui strategi pemasaran ke depan, instrumen analisis data yang digunakan adalah Importance Performance Analysis (IPA). Hasil penelitian ini menunjukkan bahwa strategi yang perlu diterapkan adalah perusahaan perlu menerapkan sistem garansi dan pengembalian serta memberikan potongan harga kepada konsumen. Selain itu, perusahaan juga harus meningkatkan promosi penjualan dari berbagai media promosi dan perlunya sistem pengiriman dan disiplin waktu.

Kata Kunci: produk; harga; promosi; distribusi

INTRODUCTION

Developing an increasingly advanced economy makes competitiveness among companies or organizations more rapid. Starting from the development of technology, forms of trade, and consumer interests, which are constantly changing and growing, of course, impact the company. Moreover, this competition occurs because of the worldwide free market economy and globalization. Therefore, the growth of the economy and the existence of globalization are indicated by changes that result in companies or organizations facing several problems in their business growth.

The current state of business development is extensive, which can be seen by the development of both goods and services that are just growing by having similar interests as the company's competitiveness so that it can lead to competition in taking or fighting over market share and customers. In this competition, companies should know the market where the goods or services produced will be marketed or offered. For companies to compete with similar companies by having the same products or goods, company managers must be able to manage their companies better so that old and new customers or consumers stay with other companies that offer similar products.

Good marketing of goods or products can increase trade and attract a significant market share. If the company has obtained this, the company will certainly produce the best profit. On the other hand, and conversely, if the marketing of goods or products that are carried out is not or is not good enough, it can also be ascertained that there will be a decrease in sales which will have an effect, namely a decline in profits earned by the company concerned.

The actors, namely people in business as producers of goods or products, must compete with each other to find the aspects needed to influence customer decisions to sort a number of goods and make good marketing strategies to dominate the market. To get the best results, this marketing strategy has enormous scope in the field of trade, for example, strategies for dealing with competitors, goods or product strategies, distribution strategies, pricing strategies, and so on.

CV Harkat Fawwaz Sejahtera, one of the sole sub-distributors of Yuasa brand batteries that sells various types of Yuasa brand batteries, is located at Jalan Elang. They are the only Yuasa battery agent in Timika, distributing their products wholesale and retail. Although CV Harkat Fawwaz Sejahtera is the only sub-distributor for Yuasa brand batteries, sales to consumers in retail still need to be improved compared to its competitors, hence a good marketing strategy is necessary. To maximize profits, a marketing strategy is required to influence consumers and compete with other battery brands across Mimika. The data on Yuasa battery sales at CV Harkat Fawwaz Sejahtera for the last two years can be seen in Table 1.

Table 1. Yuasa Battery Sales at CV Harkat Fawwaz Sejahtera (2020-2021)

Month	2020		2021	
	Quantity (pcs)	Sales Amount (IDR)	Quantity (pcs)	Sales Amount (IDR)
January	1,284	420.718.833	1,083	407.850.250
February	657	234.456.965	612	143.314.100
March	829	292.354.493	795	246.758.490
April	865	252.969.283	690	161.669.683
May	1,154	341.872.910	720	171.207.609
June	1,368	424.025.880	985	309.973.373
July	1,041	325.968.394	1,125	365.555.112
August	1,149	369.737.134	1,187	412.364.025
September	1,639	554.472.203	1,159	347.940.468
October	1,306	424.026.155	1,021	336.903.925
November	1,333	357.622.681	872	276.107.981
December	1,512	512.857.361	930	286.115.278
Total	14,137	4.511.082.292	11,179	3.465.760.294

In addition to Table 1, there is also a graph of sales data for CV Harkat Fawwaz Sejahtera from 2020 to 2021 depicted in Figure 1. Based on these tables and graphs, we can see that sales data at CV Harkat Fawwaz Sejahtera Timika has experienced a decline in sales from 2020 to 2021. As a result, revenue in 2021 has decreased by IDR 742,501,928. Based on the data, CV Harkat Fawwaz Sejahtera will implement a good strategy to increase future sales.

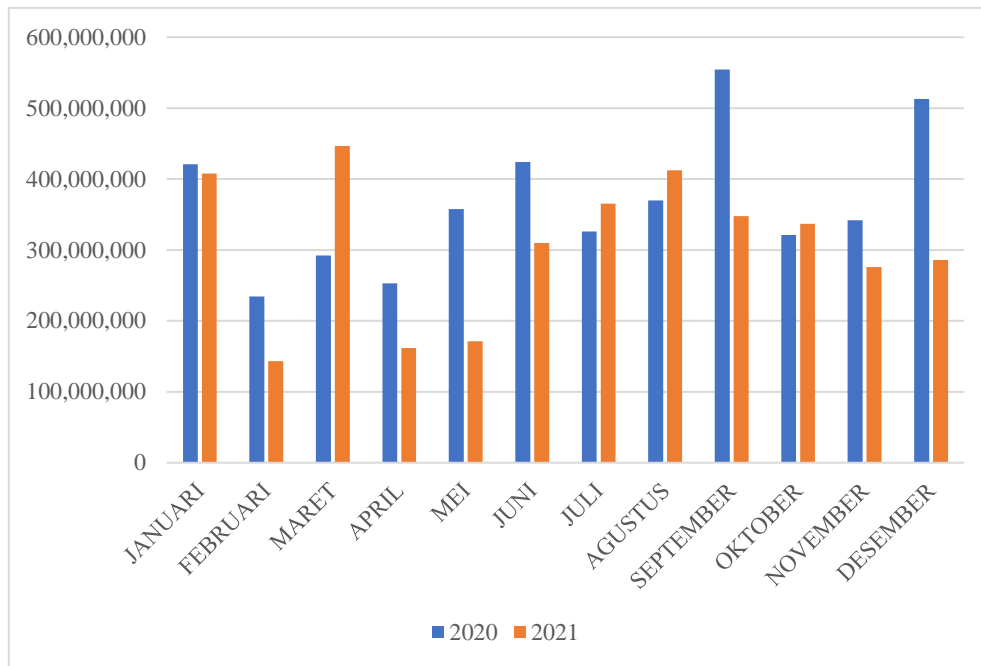


Figure 1. Yuasa Battery Sales at CV Harkat Fawwaz Sejahtera (2020-2021)

LITERATURE REVIEW

Strategy

Strategy can be defined as a process of determining the strategic plan of top leaders that focuses on the long-term goals of the organization, accompanied by the preparation of a method or effort how to achieve these goals (Effendy, 2019). According to Tjiptono (2008), in a business context, strategy describes the direction of the business following the chosen environment and is a guideline for allocating resources and efforts of an organization. Every organization needs a strategy when facing the following situations: limited resources, uncertainty about the competitive strength of the organization, irreversible commitment to resources, decisions must be coordinated across departments over time, and uncertainty about initiative control. According to Tjiptono (2008), the concept of strategy can be defined in two different perspectives, namely (1) from the perspective of what an organization wants to do (intends to do), and (2) from the perspective of what the organization ultimately does (eventually does).

Based on the first perspective, strategy can be defined as a program to determine and achieve organizational goals and implement its mission. The meaning contained in this strategy is that managers play an active, conscious and rational role in formulating organizational strategy. From the second perspective, strategy is defined as a pattern of response or an organization's response to its environment over time. In this definition, every organization must have a strategy, even though the strategy has never been formulated explicitly.

According to Ferdinand (2002), a quality strategy is a strategy built with quality formulations, quality implementation, with a decent degree of innovation, with comprehensive coverage. Thus, a quality strategy can be understood as a strategy whose practical articulation is formulated in a clear and applicable manner, a strategy that has basic operational guidelines, a strategy whose strengths and weaknesses can be traced back when an evaluation is carried out, a strategy that is measurable and therefore can be evaluated in a transparent and objective manner. A quality presented strategy can help improve the targeted performance.

Strategic Planning

With the application of organizational values, strategic planning can be explained as giving the organization a platform for system optimization with the main goal of giving it a competitive advantage that positions it either on growth or profit-making (Wells & Doherty, 1994). Sanusi (2018) stated that

strategic planning is a systematic, formal effort from an organization to outline the best form of the organization, its goals, policies and strategies, in order to achieve the goals and best form of the organization concerned.

Strategic planning is a forward plan that is determined to be used as a guide, starting from the corporate level to the level of business units, products, and market situations (Tarifi, 2021). According to Sanusi (2018), strategic planning is the level of planning that has the most distant goals, which is the process of determining the goals of an organization then choosing a series of actions and allocating resources to achieve these goals. Kotler and Armstrong (2001) argued that strategic planning is the process of developing and maintaining the right strategy between goals and organizational capabilities with changing marketing opportunities. The strategic planning steps proposed by Kotler and Armstrong (2001) are as follows:

- a. Defining the company mission. The first step is to develop a mission statement, which is a statement of company goals about what the company wants to achieve in the larger environment.
- b. Determine company goals and objectives. The company's mission must be translated into detailed objectives for each level of management. These corporate goals include business goals and functional goals.
- c. Designing a business portfolio. A business portfolio is the collection of businesses and products that make up a company. The business portfolio must match the company's strengths and weaknesses to seize business opportunities.
- d. Analyze the current business portfolio. The final step in strategic planning is portfolio analysis, which is the process management uses to evaluate a company's products and business.

Definition of Marketing

Marketing is the spearhead of the company. In a world of increasingly fierce competition, companies are required to survive and thrive. Therefore, marketers are required to understand the main problems in their field and develop strategies in order to achieve company goals (Sunyoto, 2014). Marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy desires and achieve target markets and company goals. Marketing is an overall system of business activities aimed at planning, setting prices, promoting and distributing goods, services, ideas to target markets in order to achieve organizational goals, while selling is the science and art of influencing personal action carried out by the seller to invite other people to be willing to buy the goods or services offered. Sunyoto (2014) drew conclusions from some of the marketing definitions above, namely:

- a. Marketing is a human activity that aims to satisfy the needs and wants of customers through exchange processes and interested parties with the company.
- b. Marketing is a company activity in making plans, determining prices, promoting and distributing goods and services.
- c. Marketing is oriented towards existing and potential customers.
- d. Marketing is not only aimed at satisfying the interests of customers but also paying attention to all the interests of the parties in it, such as the social welfare of employees, the interests of the social community, the interests of shareholders, environmental pollution and others.
- e. The marketing program begins with an idea about a new product (goods, services, personal ideas or places) and does not stop until the consumer's desire is completely satisfied. According to Kotler (1994), marketing is a social and managerial process by which a person or group obtains what they need and want through creating and exchanging products and values. The essence of marketing (marketing) is identifying and fulfilling human and social needs (Kotler & Keller, 2009). American Marketing Association, marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing is a series of activities starting from the process of making, communicating, introducing and offering transactions that have value for consumers, clients, partners, and society in general (Atmoko, 2018). Marketing is a human activity directed at fulfilling and satisfying needs and wants through an exchange process (Assauri, 2015).

Marketing Concept

According to Kotler (1994), the marketing concept is the key to achieving organizational goals consisting of determining the needs and wants of target markets and providing the expected satisfaction more effectively and efficiently than competitors. Assauri (2015) mentioned that marketing concept is a management philosophy in the field of marketing that is oriented to the needs and desires of consumers supported by integrated marketing activities aimed at providing customer satisfaction as the key to organizational success in its efforts to achieve set goals. According to Kotler (1994), there are several concepts in marketing including:

- a. Production concept. The production concept is one of the oldest concepts in business. This concept holds that consumers prefer products that are widely available and inexpensive. Managers of production-oriented businesses concentrate on achieving high production efficiency, low costs, and mass distribution.
- b. Product concept. The product concept holds that consumers favor products that offer the most quality, performance, or innovative features. The managers of this organization are focused on making superior products and constantly updating them.
- c. Sales concept. The selling concept holds that consumers and businesses, if left alone, will not buy enough of the organization's products. Hence, the organization must undertake aggressive sales and promotion efforts.
- d. Marketing concept. This concept states that the key to achieving organizational goals consists of determining the needs and wants of target markets and providing the expected satisfaction more effectively and efficiently than competitors.
- e. Holistic marketing concept. The holistic marketing concept is based on the development, design and implementation of marketing programs, processes and activities that recognize the breadth and interdependence.

Marketing Strategy

According to Atmoko (2018), strategy is the whole concept of how a company manages itself and all activities with the aim of making the business run successfully, doing competition, and making returns to shareholders. Marketing strategy is an overall system of business activities through planning, pricing, promoting, and distributing goods and services that satisfy and meet the needs of buyers (Atmoko, 2018). According to Assauri (2015), marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level, reference and allocation, especially as a response to the companies to face the ever-changing competitive environment and circumstances. Tjiptono (2008) mentioned that a marketing strategy is a statement (either implicitly or explicitly) about how a brand or product line achieves its goals. Tjiptono (2008) defines marketing strategy as a fundamental tool planned to achieve company goals by developing sustainable competitive advantage through the markets entered and marketing programs used to serve these target markets.

According to Tjiptono (2008), marketing strategy consists of five interrelated elements. These five elements are: (1) Market selection chooses the market to be served, (2) Product planning, including the specific products to be sold, the formation of product lines, and the design of individual offers for each line, (3) Pricing determines prices that can reflect the quantitative value of the product to customers, (4) Distribution system, namely the wholesale and retail trade channels through which the product reaches the final consumer who buys and uses it, and (5) Marketing communication (promotion), which includes advertising, personal selling, sales promotion, direct marketing, and public relations.

Kotler (2001) explained that marketing strategy is marketing logic implemented in the hope that business units will achieve marketing goals and argued that marketing strategy is divided into 3 parts: (a) Segmenting is the activity of dividing a market into several different groups of buyers who have different needs, characteristics, or behaviors which require different products or marketing mixes. As for market segmentation, namely identifying consumers with the same needs and tastes and fulfilling other needs by offering products. There are four variables in segmentation, (1) Geographical segmentation, is segmentation that requires dividing the market into geographical units such as

countries, provinces, regions, cities or neighborhoods, (2) Demographic segmentation, is an attempt to divide the market into a number of groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race and nationality, (3) Psychographic segmentation, is a method of sorting out a market into value and lifestyle segments. Assuming that even in a homogeneous environment, activity patterns, consumption and behavior of each person can be different, depending on their values and lifestyle, and (4) Behavioral segmentation, is an attempt to divide groups based on user status, events, level of use, loyalty status, readiness stage and attitude; (b) Targeting is the process of evaluating the attractiveness of each market segment and selecting one or several market segments to enter. Traditionally, targeting was defined as the process of selecting the right destination market for the company's products and services, and they redefined targeting as an in-depth strategy of allocating the company's resources effectively because these resources are limited so that it must think about how to adapt the company's conditions to the target market segment in order to achieve goals and perfect results effectively and efficiently; and (c) Positioning is an effort to position a product so that it occupies a clear, desired and different relative to competing products in the minds of consumers or target consumers. Currently the notion of positioning has changed from a strategy of occupying the minds of consumers with the company's offerings to a strategy for directing trust in the company's brand. It can be concluded that the marketing strategy is the whole system of business activities through planning, pricing, promoting and distributing to satisfy consumers and achieve marketing goals.

Marketing Mix

In marketing management it is grouped into four aspects which are often known as the marketing mix or marketing mix. According to Kotler and Armstrong (Effendy, 2019), the marketing mix is a collection of controllable tactical marketing tools that the company combines to produce the response it wants in the target market. The marketing mix consists of four groups of variables called the four P's:

- a. Product is a good or service that a company offers to its market share. The types included in the product mix include product variety, quality, design, features, brand name, packaging, and services.
- b. Price is the amount of money that must be paid by consumers to obtain the desired product or service. Price is the only element of the marketing mix that generates revenue, the other elements generate costs. Price is the type of marketing mix that is most easily adjusted to the ability of consumers and requires a relatively short time to change it, while product characteristics, distribution channels and even promotions require more time.
- c. Place or marketing channel includes company activities that make products or services intended for target customers. Distribution channels are a series of interrelated organizations in the process of making a product or service ready for use or consumption. Distribution channels can be interpreted as a collection of companies and individuals who assist in the transfer of rights to certain goods or services as long as the goods or services move from producers or traders to consumers.
- d. Promotions means an activity in conveying the product and inviting customers to buy the product or service. The definition of promotion according to Kotler is various activities carried out by producers to communicate the benefits of their products, persuade and remind target consumers to buy these products. In detail, the purpose of promotion according to Tjiptono is to inform, invite target customers and remind. For producers, promotion is an activity to inform the product, invite consumers to buy and remind consumers not to forget the product, while for consumers, promotion is communication between producers or traders and consumers.

Pricing Strategy

According to Utami et al. (2020), price is the amount of money (plus some goods if possible) needed to get a number of combinations of goods and their servants. Usually marketers set prices for a combination of specific goods or services that are the object of the transaction, a number of complementary services, and the benefits of satisfying the needs provided by the product concerned.

From the above opinion it can be concluded that price is an important part of the marketing mix that is used to obtain goods or services and use them with a certain amount of money. By setting prices, companies can generate sales revenue from the products they produce and market. The role of price fixing will be very important, especially in conditions of increasingly fierce competition and limited demand development.

The role of price is very important, especially to maintain and improve the company's position in the market, as well as to increase the company's sales and profits. The purpose of pricing according to De Toni et al. (2017) is revenue-oriented goals. Most businesses are income-oriented, only non-profit companies or public service companies usually focus on the break-even point. The capacity-oriented objectives of several business sectors usually align demand and supply and maximize production capacity; (c) Customer-oriented goals are usually given by setting prices that are fairly representative of all types of customers, market segments, and differences in purchasing power. You can use a system of discounts, bonuses, and others.

Pricing is a crisis decision that supports the successful operation of profit and non-profit organizations. Price is the only element of the marketing mix that generates revenue for the organization. However, decisions about price (in the context of service marketing) are not easy to make. On the one hand, prices that are too expensive can increase short-term profits. However, on the other hand it will be difficult for consumers to reach and difficult to compete with competitors.

In certain cases, prices that are too high can be protested by consumer organizations and even invite government intervention to reduce them. In addition, large profit margins tend to attract competitors to enter the same industry. However, if the price is too low, the market share will increase, the contribution margin and net profit will decrease. In addition, some consumers may perceive the quality to be poor.

Product Strategy

Based on Shabastian and Samuel's (2013) study, consumers satisfy their needs and desires through a product. Products can be interpreted as something that is produced. According to Keegan and Green (2013), the definition of a product is: "Product is a collection of physical, psychological, service, and symbolic attributes that collectively yield satisfaction or benefit to a buyer or user." In other words, a product is a collection of physical, psychological, service and symbolic attributes. -symbols that generate satisfaction or profit for buyers or users.

According to Kotler (1994), a product is anything that can be offered for attention, proficiency, use, or consumption that might satisfy a need or want. Sometimes we use other terms for products, such as offering and solution. Kotler and Armstrong, product is defined as anything that can be offered to a market for attention, acquisition, use or consumption so as to satisfy a customer's need or want. This includes physical objects, services, people, places, organizations and ideas. Kotler, products have several components, namely product variety. Quality, design, features, brand, packaging, size, services, warranties and returns.

A company must look for ways that are meaningful and in line with the times to perfect the products it offers, that is because every product produced has a life cycle (product life cycle), where after reaching the maturity stage, usually a product will decline and possibly die. as new technologies emerge and move from product maturity to new growth stages.

Promotion Strategy

Anggia et al. (2015) suggested that promotion is one of the determining factors for the success of a marketing program to provide information about the existence of a product. Promotion is a form of marketing communication which is a marketing activity that seeks to disseminate information, influence, and remind the target market for the company and its products to be willing to accept, buy and be loyal to the products offered by the company (Alma, 2014). It can be concluded that promotion is information communication made to inform, persuade and remind about the company's products, so that it can direct a person or organization to actions that create exchanges in marketing.

Distribution Strategy

According to Tangkudung et al. (2016), the distribution channel consists of a series of agencies that carry out all the activities used to distribute all the activities used to distribute the product and its proprietary status from the procedure to the final consumer or business user. Distribution channels are intermediaries for buyers and sellers through which the movement of goods, both physical and ownership, starts from the procedure to the hands of consumers (Tangkudung et al., 2016). A company in distributing its goods can use one or more of the distribution methods. For companies that have just been established, choosing a distribution channel is not an easy job, because they are just entering the market. As for companies that are already operating with certain distribution channels. We still have to remain vigilant and supervise the distribution apparatus.

Sales

Widharta and Sugiharto (2013) stated that how to create long-term relationships with customers through company products or services. In this case, selling means a tactic that can integrate companies, customers, and the relationship between the two. Selling is an activity aimed at finding buyers, influencing and giving instructions so that buyers can adjust their needs to the products offered and enter into agreements regarding prices that are profitable for both parties. In practice, sales activities are influenced by: (a) Conditions and ability to sell. The seller must be able to convince the buyer in order to succeed in achieving the expected sales goals. Sellers must understand the types of product characteristics offered, product prices, and sales terms such as payment, delivery, after-sales service, and guarantees; (b) Market conditions. Market as a group of buyers or parties who are targeted in sales. Market condition factors that need to be considered are the type of market, buyer groups, market segments, purchasing power, purchase frequency, wants and needs; (c) Capital. The seller must first introduce or bring his product to the buyer, it is necessary to have facilities and businesses such as transportation equipment, demonstration sites both within the company and outside the company, promotional efforts, all of which are called capital; (d) Organizational conditions of the company. In small companies, the number of workers is smaller, the organizational system is simpler, the problems encountered and the facilities they have are not as complex as large companies. Sales problems are handled by the leadership themselves and not given to other people; (e) Other factors, in general, such as advertising, demonstrations, campaigns, gift giving often affect sales.

RESEARCH METHODOLOGY

The method to be used in this research is descriptive. The descriptive method is a method in researching the status of a group of people, an object, a set of conditions, a system of thought, or a class of events in the present. The reason researchers chose this method is because this method is useful for obtaining real data that occurred in the field when conducting research so that after obtaining the data it is then analyzed. Apart from that, descriptive research was also used in this study because it was considered very appropriate so that the writer could describe various sources of data and information, both from various expert opinions and based on observations of the results of questionnaires which could be used as data that could assist in this research.

Place and Research Object

This research was conducted at CV Harkat Fawwaz Sejahtera which has its tools on Jalan Elang, Mimika district, Papua Province. The object of this study is the marketing strategy to increase sales of Yuasa brand batteries at CV Harkat Fawwaz Sejahtera.

Data Collection Technique

In preparing this thesis, the data collection techniques to be used is questionnaire distribution. Questionnaires are data collection techniques that are carried out by giving a set of questions or written statements to respondents to answer. In this study a questionnaire was conducted to get an overview of the right strategy to increase sales of Yuasa brand batteries at CV Harkat Fawwaz Sejahtera. The other

technique is documentation, or documents are records of past events (Sugiyono, 2017). Documents can be in the form of writing, pictures, or monumental works of a person.

Data Analysis Instrument

The data analysis technique used in this research is Importance Performance Analysis (IPA) with a qualitative approach. Importance Performance Analysis is described in the form of a Cartesian diagram, which is a figure that is divided into four quadrants bounded by two lines that intersect perpendicularly at the point (X, Y) where X is the average score of perceived performance or service ratings and Y is the average score. -the average assessment of interests/expectations that meet customer satisfaction. This is used to determine the position of each attribute or measure of service quality with the level of importance of the quality of service provided. The formula used is the equation:

$$Tki = \frac{Xi}{Yi} \times 100\% \dots\dots\dots (1)$$

Tki = Level of conformity of respondents

Xi = Performance appraisal score

Yi = Customer interest score

RESULTS AND DISCUSSION

Data Analysis

To measure the performance of the marketing strategy at CV Harkat Fawwaz Sejahtera, researchers used IPA analysis with several variables including product variables, price variables, promotion variables and distribution variables. Importance Performance Analysis (IPA) is a way to show the level of importance expected by consumers and the level of product performance perceived by consumers.

Analysis of Conformance Level of Importance and Performance Variables

Conformity level analysis was carried out to determine the achievement of the marketing strategy to increase sales of Yuasa brand batteries at CV Harkat Fawwaz Sejahtera based on customer ratings. This assessment is carried out by calculating the comparison between the performance of the strategy received with the expectations of the desired strategy.

The value of the level of conformity obtained from the comparison between the performance of the strategy received against the expectations of the customer illustrates the quality of the performance of the strategy assessed in the form of a percentage of conformity. The following is a calculation of the degree of suitability between marketing strategies at CV Harkat Fawwaz Sejahtera for each dimension of marketing strategy. The level of conformity in the product strategy dimensions can be seen in Table 2.

Table 2. Calculation of Product Strategy Dimension Conformance Level

No	Item	Mean Importance		Mean Performance		Conformity Level	
		Per Atribut	Dimensi	Per Attribute	Dimensi	Per Attribute	Dimension
1	Yuasa battery products have a warranty	4.4	4.40	3.90	4.24	89%	97%
2	Yuasa battery products are not easily damaged	4.36		4.26		98%	
3	Yuasa battery products can be exchanged/returned	4.40		3.85		88%	
4	Aki Yuasa is a well-known brand	4.39		4.74		108%	
5	Yuasa battery product quality meets customer expectations	4.42		4.47		101%	

In the product strategy dimension, the average percent conformity rate as a whole is 97%, this indicates that the quality of this dimension’s strategy is in line with customer expectations, although the

average conformity level of this dimension is quite large but the product strategy indicator that has the highest conformity level The low value is for Yuasa battery products that can be exchanged/returned, with a conformity level of 88%, so this indicator needs to be improved and improved. The level of suitability on the dimensions of the pricing strategy can be seen in Table 3.

Table 3. Price Strategy Dimension Conformity Level Calculation

No	Item	Mean Importance		Mean Performance		Conformity Level	
		Per Attribute	Dimension	Per Attribute	Dimension	Per Attribute	Dimension
1	Prices are in accordance with the quality of Yuasa batteries	4.33	4.39	4.32	4.19	99%	95%
2	The price offered is relatively cheap	4.42		4.05		92%	
3	There is a discount at the time of purchase	4.46		3.82		86%	
4	Prices vary according to the qualifications of the Yuasa battery	4.42		4.37		99%	
5	The price offered is in accordance with the perceived benefits	4.33		4.37		101%	

In the dimension of the price strategy, the average percent overall conformity rate is 95%, this indicates that the quality on this dimension is in line with customer expectations. although the average level of suitability for this dimension is quite large, the price strategy indicator that has the lowest level of suitability is at a discounted price at the time of purchase, namely (86%), so this indicator needs to be improved and improved. The level of suitability on the dimensions of the promotion strategy can be seen in Table 4.

Table 4. Calculation of the Conformity Level of Promotion Strategy Dimensions

No	Item	Mean Importance		Mean Performance		Conformity Level	
		Per Attribute	Dimension	Per Attribute	Dimension	Per Attribute	Dimension
1	Advertising is done on social media	4.23	4.18	3.25	3.52	77%	84%
2	There are sales that promote Yuasa batteries	4.39		4.03		92%	
3	Advertising is done by distributing flyers	3.98		3.14		79%	
4	Consumers get promotional information from advertisements	4.00		3.19		80%	
5	Consumers are offered directly by sales	4.27		4.85		90%	
6	The promotions offered vary	4.22		3.67		87%	

In the promotion strategy dimension, the average percent overall conformity rate is 84%; this indicates that the quality in this dimension still has several indicators that need to be improved. Attributes of the promotion strategy that have the lowest level of conformity are advertisements made on social media with a suitability level of 77%. These attributes need to be improved even though they have a fairly low level of consumer expectations. The level of conformity in the dimensions of the distribution strategy can be seen in Table 5.

Table 5. Calculation of the Conformity Level of Distribution Strategy Dimensions

No	Item	Mean Importance		Mean Performance		Conformity Level	
		Per Attribute	Dimension	Per Attribute	Dimension	Per Attribute	Dimension
1	Yuasa battery is easy to reach	4.34	4.37	4.43	4.09	102%	93%
2	There are several places to buy Yuasa batteries	4.33		4.10		95%	
3	There is a special shop to sell Yuasa batteries	4.27		4.26		99%	
4	Yuasa battery products can be delivered to consumers' homes	4.39		3.72		85%	
5	Yuasa battery products came on time when ordered	4.38		3.48		79%	
6	The strategic location of the Yuasa battery is in the middle of the city	4.50		4.50		100%	

In the dimension of distribution strategy, the average percentage of conformity is 93% overall. This indicates that the service quality of this dimension is in line with customer expectations. Even though the average conformity level is quite high, the price strategy indicator that has the lowest conformity level is the Yuasa battery product indicator, which arrives on time when ordered, namely (79%). So that these indicators need to be improved and improved. The average level of suitability can be seen in Table 6.

Table 6. Average Overall Compliance Level Calculation

Dimension	Mean Importance	Mean Performance	Conformity Level
Product Strategy	4.40	4.24	97%
Pricing Strategy	4.39	4.19	95%
Promotion Strategy	4.18	3.52	84%
Distribution Strategy	4.37	4.09	93%
Average	4.34	4.01	92%

Based on the data in Table 6, it can be seen that the overall average for the suitability value of the four dimensions of marketing strategy is 92%. This is determined based on the value of the performance score (Performance) which is compared with the expected score (Importance) in the form of a percentage, therefore the results of the calculation show that the percentage level of conformity of all dimensions is 92%. It can be concluded that CV Harkat Fawwaz Sejahtera has met consumer expectations and there are several indicators that need to be improved and improved.

Tabel 7. Product Strategy Dimension

No	Item	Mean Importance		Mean Performance		GAP (P-I)	
		Per Attribute	Dimensi	Per Attribute	Dimension	Per Attribute	Dimension
1	Yuasa battery products have a warranty	4.40	4.40	3.90	4.24	-0.50	-0.15
2	Yuasa battery products are not easily damaged	4.36		4.26		-0.10	
3	Yuasa battery products can be exchanged/returned	4.40		3.85		-0.55	
4	Aki Yuasa is a well-known brand	4.39		4.74		0.35	
5	Yuasa battery product quality meets customer expectations	4.42		4.47		0.05	

GAP Performance-Importance Analysis (GAP P-I)

This analysis is used to determine the score gap between consumer expectations and the performance of several marketing strategies that have been obtained and felt when buying a Yuasa battery product at CV Harkat Fawwaz Sejahtera. This gap analysis was carried out using Microsoft Excel. Gap analysis in this study was carried out in three ways, namely analysis per strategy item, analysis per strategy dimension, and overall average analysis. The results of calculating the P-I gap for each strategy item, per dimension and the overall average, can be seen in Table 7.

In the product strategy dimension, based on Table 7, for gap analysis per item there are several negative and positive values, with the highest positive gap value with indicators of the type of product offered varying, 0.13, indicates that the performance is higher. better than consumer expectations. The highest negative gap is in the product indicator for replaceable power batteries, -0.55, indicates that this indicator must be improved and improved. The P-I gap on the dimensions of the price strategy can be seen in Table 8.

Table 8. Price Strategy Dimension

No	Item	Mean Importance		Mean Performance		GAP (P-I)	
		Per Attribute	Dimension	Per Attribute	Dimension	Per Attribute	Dimension
1	Prices are in accordance with the quality of Yuasa batteries	4.33	4.39	4.32	4.19	-0.01	-0.21
2	The price offered is relatively cheap	4.42		4.05		-0.37	
3	There is a discount at the time of purchase	4.46		3.82		-0.64	
4	Prices vary according to the qualifications of the Yuasa battery	4.42		4.37		-0.05	
5	The price offered is in accordance with the perceived benefits	4.33		4.37		0.04	

In the pricing strategy dimension, based on Table 8, the price offered is in accordance with the perceived benefits showing a positive number (0.04), this shows that the performance on this indicator is better than consumer expectations. And the highest negative gap is on the indicator that there is a price discount when purchasing with a value of (-0.64). This shows that this indicator must be improved and improved. The P-I gap on the dimensions of the promotion strategy can be seen in Table 9.

Tabel 9. Promotion Strategy Dimension

No	Item	Mean Importance		Mean Performance		GAP (P-I)	
		Per Attribute	Dimension	Per Attribute	Dimension	Per Attribute	Dimension
1	Advertising is done on social media	4.23	4.18	3.25	3.52	-0,98	-0.66
2	There are sales that promote Yuasa batteries	4.39		4.03		-0,36	
3	Advertising is done by distributing flyers	3.98		3.14		-0.84	
4	Consumers get promotional information from advertisements	4.00		3.19		-0,81	
5	Consumers are offered directly by sales	4.27		4.85		-0,42	
6	The promotions offered vary	4.22		3.67		-0,55	

In the promotion strategy dimension, based on Table 9, for gap analysis per item, the promotion strategy is negative. With the highest gap value found in the advertising indicator, it is done by

distributing brochures, namely (-0.84). This shows that performance and expectations on this indicator are low and need to be improved. The P-I gap on the dimensions of the distribution strategy can be seen in Table 10.

Tabel 10. Distribution Strategy Dimension

No	Item	Mean Importance		Mean Performance		GAP (P-I)	
		Per Attribute	Dimension	Per Attribute	Dimension	Per Attribute	Dimension
1	Yuasa battery is easy to reach	4.34	4.37	4.43	4.09	0.09	-0.28
2	There are several places to buy Yuasa batteries	4.33		4.10		-0.23	
3	There is a special shop to sell Yuasa batteries	4.27		4.26		-0.01	
4	Yuasa battery products can be delivered to consumers' homes	4.39		3.72		-0.67	
5	Yuasa battery products came on time when ordered	4.38		3.48		0.90	
6	The strategic location of the Yuasa battery is in the middle of the city	4.50		4.50		0.00	

In the distribution strategy dimension, it can be seen that the easy-to-reach Yuasa battery indicator has a positive value of (0.09), this indicates that the performance felt by consumers exceeds consumer expectations. And the highest negative indicator gap is found in the Yuasa battery product indicator, which is (-0.9). This shows that this indicator needs to be improved and improved. The average P-I Gap can be seen in Table 11.

Tabel 11. Overall Average Performance-Importance Gap (GAP P-1) Marketing Strategy

Dimension	Mean Importance	Mean Performance	GAP (P-I)
Product Strategy	4.40	4.24	-0.15
Pricing Strategy	4.39	4.19	-0.21
Promotion Strategy	4.18	3.52	-0.66
Distribution Strategy	4.37	4.09	-0.28
Average	4.34	4.01	-0.33

Based on Table 11, it can be seen that the overall average value of the gap per dimension has a negative value, with the highest gap in the promotion strategy dimension (-0.66) and the lowest gap in the product strategy dimension (-0.15).

After knowing the assessment of the suitability level and the P-I gap value, then this research will use Importance Performance Analysis (IPA) analysis to find out the mapping of marketing strategy priorities, a Cartesian diagram is an image that will map out what attributes are included in quadrants A, B, C, and D.

Importance-Performance Analysis (IPA)

IPA analysis is carried out by calculating the average value for each statement attribute of the Importance and Performance variables. Service attributes that consumers consider important but whose measurement results according to customers still perform poorly require more attention from CV Harkat Fawwaz Sejahtera compared to service attributes that are considered less important by customers.

The existence of a large gap from Performance-Importance can be used as an illustration for the company to focus its resources and prioritize improvements to strategic indicators that require corrective action. Priority alignment analysis in this study was conducted on all respondents (customers). From processing the data using SPSS 22, it is possible to obtain IPA Cartesian diagrams for all customer respondents to the marketing strategy of CV Harkat Fawwaz Sejahtera (see Figure 2).

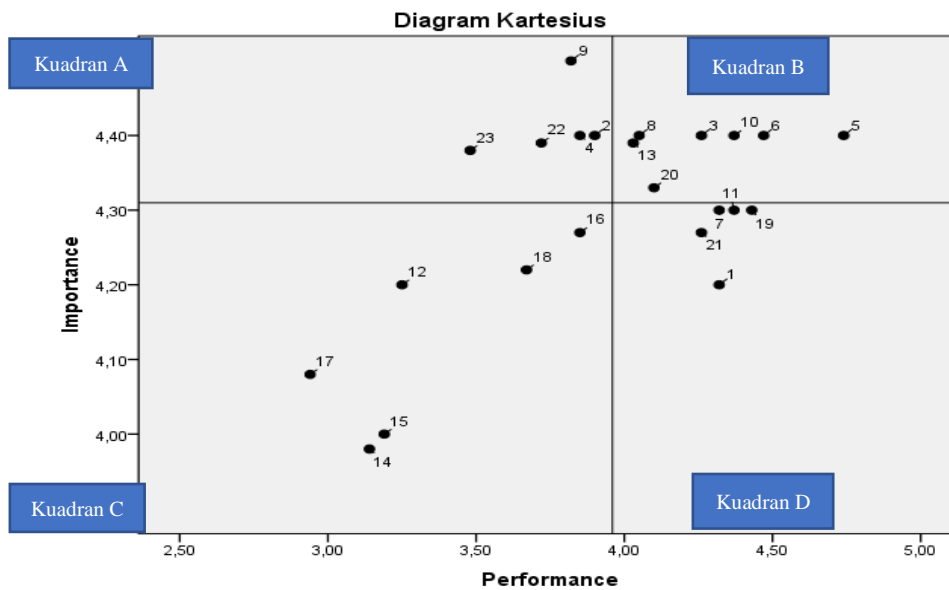


Figure 2. Cartesian Diagram

Based on the Cartesian diagram in Figure 2, it shows that there are five (5) indicators in quadrant A, eight (8) indicators in quadrant B, six (6) indicators in quadrant C, and five (5) indicators in quadrant D. More details can be seen in Table 12.

Quadrant A is the top priority where customers as respondents feel that the indicators in this quadrant are very important and have high expectations but have not experienced optimal performance. From quadrant A it is known that there are two indicators from the product strategy dimension, one indicator from the price strategy dimension, and two indicators from the distribution strategy dimension. It can be seen that on this attribute consumer expectations are higher than their performance, so they need to be repaired and improved.

Quadrant B is an achievement that must be maintained by CV Harkat Fawwaz Sejahtera according to customer ratings as respondents. The existence of this indicator shows that this quadrant is considered important by customers and its performance is considered good by consumers. Therefore, CV Harkat Fawwaz Sejahtera must maintain the performance of this indicator so that it can continue to get better. From quadrant B it can be seen that there are three indicators on the product dimension, two indicators on the price strategy dimension, one indicator on the promotion dimension, and two indicators on the distribution dimension. It can be concluded that the performance in this quadrant is considered good by customers.

Quadrant C is a low priority where customer expectations and the performance provided are low, so CV Harkat Fawwaz Sejahtera does not need to focus on improving attributes in this quadrant. From quadrant C it is known that all indicators are in the promotion strategy dimension. It can be concluded that the strategy from this dimension is good even though consumer expectations are low and need to be improved.

Quadrant D is redundant, this shows that the performance that is considered good by customers even exceeds their expectations, so there is no need to give excessive focus to this quadrant. From quadrant D it is known that there is one indicator on the product strategy dimension, two indicators on the price strategy dimension, and two indicators on the distribution dimension. It can be concluded that each indicator in this quadrant is perceived as good or even exceeding consumer expectations.

Table 12. Cartesian Diagram Explanation

No	Item	Quadrant	Remarks	Recommendation
Product Strategy				
1	Yuasa battery products have a warranty	A	Main priority	Indicators that become priority improvements
2	Yuasa battery products are not easily damaged	B	Maintain Achievement	Keep the indicators up
3	Yuasa battery products can be exchanged/returned	A	Main priority	Indicators that become priority improvements
4	Yuasa battery is a well-known brand	B	Maintain Achievement	Keep the indicators up
5	Yuasa battery product quality is in accordance with my expectations	B	Maintain Achievement	Keep the indicators up
Price Strategy				
6	Prices are in accordance with the quality of Yuasa batteries	D	Excessive	Allocation of resources for top priority
7	The price offered is relatively cheap	B	Maintain Achievement	Keep the indicators up
8	There is a discount at the time of purchase	A	Main priority	Indicators that become priority improvements
9	Prices vary according to the qualifications of the Yuasa battery	B	Maintain Achievement	Keep the indicators up
10	The price offered is in accordance with the perceived benefits	D	Excessive	Allocation of resources for top priority
Promotion Strategy				
11	Advertising is done on social media	C	Low Priority	Indicators can be ignored / have a priority scale for improvement
12	There are sales that promote Yuasa batteries	B	Maintain Achievement	Keep the attributes
13	Advertising is done by distributing flyers	C	Low Priority	Indicators can be ignored / have a priority scale for improvement
14	Consumers get promotional information from advertisements	C	Low Priority	Indicators can be ignored / have a priority scale for improvement
15	Consumers are offered directly by sales	C	Low Priority	Indicators can be ignored / have a priority scale for improvement
16	Promosi yang ditawarkan bervariasi	C	Low Priority	Indicators can be ignored / have a priority scale for improvement
Distribution Strategy				
17	Yuasa battery is easy to reach	D	Excessive	Allocation of resources for top priority
18	There are several places to buy Yuasa batteries	B	Maintain Achievement	Keep the attributes
19	There is a special shop to sell Yuasa batteries	D	Excessive	Allocation of resources for top priority
20	Yuasa batteries can be delivered to consumers' homes	A	Main priority	Indicators that become priority improvements
21	Yuasa battery products came on time when ordered	A	Main priority	Indicators that become priority improvements
22	The location of the Yuasa battery store is strategically located in the middle of the city	B	Maintain Achievement	Keep the attributes

The analysis that has been carried out in this study includes analysis of the suitability level of Importance and Performance, P-I gap analysis, and IPA analysis. It can be concluded that the marketing strategy that needs to be carried out by CV Harkat Fawwaz Sejahtera is as follows:

It is necessary to implement a warranty system such as providing a refund guarantee or replacement of a new product if there is damage to the Yuasa battery product within a predetermined time. Implementing a return system, namely returning the product if the product does not comply with the qualifications or standardization of the vehicle desired by the consumer. Providing discounts to consumers such as cashback, namely providing discounts in the form of refunds to consumers and providing discounts with a certain purchase amount. Promoting products through the digital world such as Facebook and Instagram as well as making Yuasa battery brochures to be distributed to potential customers. Also, to create a delivery system or deliver Yuasa battery products to consumers' addresses

with timeliness and low shipping costs. Finally, to cooperate with the courier so that the product can be delivered to the consumer's address quickly, precisely, and safely.

Product Strategy

The product is the spearhead of the company to continue to exist in maintaining sustainability. The product itself can be goods or services. Products must be able to attract consumers to want to try and use them, and what is more important is to be able to answer the needs and desires of consumers.

CV Harkat Fawwaz Sejahtera in increasing sales has carried out several activities that are considered good by consumers such as the various types of Yuasa battery products offered. It is proven by the many types of Yuasa batteries sold by companies, such as motorcycle batteries, cars, trucks, and others so that the impact is that consumers can easily get the type of battery they want and have a positive impact on the company. Then consumers are also satisfied with the quality of the Yuasa battery which is considered durable and long lasting. Product strategies that need to be carried out by CV Harkat Fawwaz Sejahtera: (a) Implement a warranty system such as refunding or replacing a new unit on Yuasa battery products within 1 month provided that damage to the product is not caused by other components in the vehicle or carelessness on the part of the consumer. When customers buy a product, they definitely want to get a guarantee on that product, so this strategy needs to be implemented by CV Harkat Fawwaz Sejahtera. With this system, consumers will feel safe, satisfied, so customers can recommend products to other prospective buyers and can increase sales; (b) Always routinely carry out stock taking or activities to calculate the stock of goods that are still stored in the warehouse before being sent or sold. In addition, it is also to match whether the number and type of goods ordered or stored in the Warehouse are in accordance with those recorded in inventory. The purpose of this strategy is to avoid deviations in the stock of goods in the warehouse, match the data obtained from the warehouse staff with the reality on the ground and to find out the condition of the warehouse and minimize product damage due to improper warehouse conditions; (c) Implementing a return system with the condition that the packaging on the product has not been opened or the product has not been used by the consumer. Return, namely the return of goods in a sale and purchase transaction, usually occurs when the goods that have been purchased are not in accordance with the order or do not meet the expected quality standards. With this system, customers will feel satisfied and get guarantees for the products they have purchased.

Pricing Strategy

Price is a number of costs that need to be incurred by consumers to get the desired item. Companies need to be careful in determining the price policy for each product. It would be nice if the determination of the price for each product to be sold to consumers had been thoroughly studied by considering various things such as shipping costs, employee salaries, and competitors' prices.

CV Harkat Fawwaz Sejahtera in determining the price of a product is considered cheap by consumers. Even for good quality, consumers consider the price to be relatively cheap and in accordance with the benefits felt by customers. The price strategy that CV Harkat Fawwaz Sejahtera needs to implement is: (a) Implementing a discount system such as a quantity discount or quantity discount, namely providing reduced prices given to consumers who make purchases in large quantities, such as giving a 5% discount to consumers who buy products over 3 pieces, giving a 10% discount for purchases over 10 pieces and pay attention to the level of profits in the company. By implementing this system, consumers will buy more products to get bigger discounts so that sales of Yuasa batteries will increase; (b) Implementing a cashback system for consumers in the form of giving cashback points or tickets which can be exchanged when purchasing the next Yuasa battery product by providing a 3% discount. By implementing this system, product prices are more maintained, can attract new customers and retain old customers and can increase sales of Yuasa batteries.

Promotion Strategy

Promotion is introducing a product to consumers in the hope of getting a good response so that interest in using the product arises. Promotion can be done in various ways, either through print, electronic, direct sales promotions with customers, or others. The selection of media to be used as

promotional media needs to be considered for its effectiveness and efficiency and also depends on the company's ability to finance to do so.

CV Harkat Fawwaz Sejahtera in promoting Yuasa battery products by direct sales promotion. There was one salesperson who introduced Yuasa battery products to several customers. However, in promoting this product, sales only introduce it to large shops, which of course, are taken wholesale, so many retail customers are still not familiar with CV Harkat Fawwaz Sejahtera's products. Promotion strategies that need to be carried out by CV Harkat Fawwaz Sejahtera are: (a) Introducing Yuasa battery products on social media such as marketplaces and buying and selling groups on Facebook and Instagram, which aims to promote Yuasa battery products that company sales cannot reach to increase sales of Yuasa battery products; (b) Make Yuasa battery brochures by including attractive offers such as free battery charging, free shipping, cashback, etc., which will be distributed to potential customers by way of door-to-door or direct distribution face to face, using public places, tucked into product packaging, or put on the reception desk.

Distribution Strategy

Distribution is the activity of distributing goods from producers to consumers. Even though the location of a producer is far from where consumers are, the right distribution activities will make it easier for consumers to reach the desired product. There are various ways to choose a production chain, directly or indirectly. Directly means that end consumers can directly enjoy goods from producers. Indirect distribution means that goods from producers will be distributed to other parties before that party will distribute them to final consumers. This distribution activity should run smoothly. Distribution of goods must be done promptly. Apart from ensuring that consumers are satisfied with the service, they also guarantee the availability of goods in the market.

The distribution strategy that CV Harkat Fawwaz Sejahtera needs to implement is to implement a delivery system or deliver products to consumers by cooperating with trusted couriers by charging shipping costs according to the distance traveled. With this system, consumers will feel helped when the vehicle they are using breaks down due to a damaged battery and can also increase customer satisfaction—also, improving discipline in the timing of distribution of Yuasa battery products, which must be on time when consumers order goods so that customers do not wait a long time to get or use Yuasa battery products.

CONCLUSION

Based on data from the results of this study as a whole to determine the marketing strategy at CV Harkat Fawwaz Sejahtera seen from four dimensions, namely product, price, promotion and distribution. CV Harkat Fawwaz Sejahtera must implement a warranty system with a validity period of one month provided that damage to the product is not caused by other components in the vehicle or consumer carelessness. Routinely carry out stock taking or stock checking at the Yuasa battery warehouse to minimize discrepancies between stock data and reality in the warehouse. CV Harkat Fawwaz Sejahtera must implement a return system or return of products from consumers to sellers. This usually occurs because the product purchased does not match the desired qualifications, provided that the product packaging has not been opened and the product has not been used by the consumer. Applying a quantity discount or getting a discount for purchasing a certain amount, such as getting a 5% discount for purchasing more than 3 pieces and a 10% discount for buying more than 10 pieces and of course considering the profit level of the company. Providing cashback in the form of points or voucher coupons which will be used for future product purchases by getting a 3% discount on the selling price of Yuasa battery products. Introducing Yuasa battery products through social media such as Facebook and Instagram by creating content related to the products being marketed so that potential customers can be attracted to and buy Yuasa battery products. Making brochures to be distributed to potential customers by way of door to door or face to face, using public places, tucked into product packaging and placed at the reception desk with the aim of providing information and promotion of Yuasa battery products. Implementing a delivery system or delivering products to consumers by working with trusted couriers with shipping costs according to the distance traveled. Improving time

discipline when distributing products so that consumers are not disappointed because they waited too long to get the desired Yuasa battery product.

Implications

For companies there are several suggestions that can be given by researchers. On the product dimensions, the prioritized indicators are improvement of the warranty system and return system with terms and conditions that apply in order to increase consumer loyalty. On the price dimension, the prioritized indicator is the need for price discounts on Yuasa battery products by providing conditions to consumers such as purchasing a minimum quantity, so that consumers feel benefited, and sales will increase. On the promotion dimension, the low performing indicators need to be improved by introducing Yuasa batteries in various promotional media such as print media and electronic media in order to reach more consumers. On the distribution dimension, the prioritized indicators are improving and running the delivery system and time discipline when delivering product power batteries so that consumers can be more loyal and increase customer loyalty so as to increase sales.

This research is still far from perfect. Many things can be developed and improved such as the use of methods and variables, therefore it is suggested that further research can use other methods and variables, so that measurement of marketing strategy performance can develop.

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