

## Analysis of the Application of Marketing Mix to Increase Sales at Store Dikromoshop Bandar Lampung

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### ABSTRACT

When running a business, a company implements a marketing strategy to reach a predetermined target and optimize sales results. One marketing strategy implemented by Dikromoshop is a marketing mix strategy consisting of, product, price, place, promotion, people, process, and physical evidence. This study analyses the extent of the marketing mix strategy applied by Dikromoshop to increase sales and the factors that play a role in supporting or inhibiting the application of marketing mix strategies to increase sales at Dikromoshop stores. This research uses a qualitative descriptive approach by collecting data directly through observation, interviews, and documentation with the owner, employees, and consumers of Dikromoshop Bandar Lampung. The results of this study indicate that the application of the marketing mix Strategy by Dikromoshop in an effort to increase sales volume has been carried out to the maximum in accordance with the principles of relevant theory, which proved to have a crucial role in increasing sales volume. The supporting factors are quality products at affordable prices, products that are not market, social media promotions, and discounts such as flash sales given on twin dates. Then, the inhibiting factors are competition and lack of innovation in clothing products, followed by the payment process, which only supports payments via cash and transfers to one bank.

**Keywords:** marketing mix, sales volume

### INTRODUCTION

As the business landscape changes, businesses must adapt to increasingly competitive climates. Business actors in the contemporary digital era need to obtain extra benefits in order to grow, outperform competitors, and fulfil the goals of the business owner. In response to increasing competition, business people are now required to implement the right strategy to face competition so that their business can grow, and marketing strategy plays a crucial role in ensuring business sustainability and growth in the long term, (Rinova & Gapur, 2023).

One method that is often applied by retail businesses is the marketing mix. Company owners use a marketing mix as a tactic to influence their target markets. This includes various activities, such as those related to goods, price, distribution, and product placement, in addition to promotion and placement, as well as careful planning, close supervision, and product placement. According to Tjiptono (2020), the physical world contains three types of evidence: people, processes, and people. This concept is a component of a marketing plan, that is very important for business capabilities.

Dikromoshop, as one of the stores engaged in women's fashion such as clothes, flats, shoes, bags and hijab, has implemented a marketing mix strategy consisting of 7 P, namely, 'product, price, place, promotion, people, process and physical evidence' Through the implementation of a marketing mix strategy, Dikromoshop stores try to achieve their business goals, which include getting more customers, retaining customers, and increasing sales volume. By implementing a marketing mix strategy, the company can obtain profits that will be used to ensure business sustainability in the long term.

Dikromoshops experienced an increase in sales in its product marketing activities, especially flats, shoes and bags, but a decrease in sales on clothes and hijabs. This can be observed in the sales volume table from May to August.

TABLE 1. Sales Volume Data

Month	Sales of flatshoes/pcs	Sales of bags/pcs	Sales of clothes/pcs	Sales of hijab/pcs
May	600	450	350	440
June	550	420	400	500
July	650	500	300	450
August	800	550	260	400

Source: Store dikromoshop, (2024)

According to the table above, sales of bags and flatshoes certainly increased from May to August, while sales of clothes and hijabs decreased. The sales of bags and flatshoes have increased because this product is the main product in dikromoshops, and consumers are more interested in this product because of its good quality and low price. As for clothes and hijab, they have decreased because this is the latest product from dikromoshops, and enthusiasts are still lacking due to fierce competition with other stores that sell similar products. Moreover, behind the success of the sales of these two products, there are several problems, such as the layout of the placement of goods, the length of service, and the decline in sales of clothes and hijabs.

In this context, the author intends to examine related problems in Dikromoshop, namely the decline in sales of clothing and hijabs caused by competition with other stores that sell similar products, the layout of the placement of goods that are still poorly arranged, and the length of service. Therefore, researchers intend to examine the extent to which a marketing mix strategy can contribute to increasing sales. By paying attention to the existing background, the problem formulation in this study can be arranged as follows: a) How is the application of the marketing mix to increase sales at Drikromoshop? b) What factors play a role in supporting or inhibiting the application of the marketing mix to sales in Dikromoshops?

## LITERATURE REVIEW

### Marketing Mix

According to Kotler and Amstrong (2020), the marketing mix consists of several interconnected components that come together to form a marketing strategy. To achieve marketing objectives, all elements of the marketing mix-Product, Price, Promotion, Place, People, Process, and Physical Evidence must be used.

### Product

According to Utami (2023), products make a major contribution to the company because, in addition to being the basis for determining marketing strategies, products also reflect the company's image according to the consumer's perspective.

### Price

According to Utami (2023), price is one of the elements that has a direct impact on the sales volume of a business, the price variable affects the quantity of products offered to consumers.

### Place

According to Aris (2020), as one of the components of the marketing mix, the place of business is intended to improve the success of the marketing program. The right site is very important for achieving these goals. On the other hand, poor choice of location hinders the success of the marketing program. all business operations and reduces potential profits.

### Promotion

According to Nurliati (2020), in marketing activities, the promotional element focuses not only on product quality, pricing, and distribution of goods, but also has an important role. Promotion is directly related to efforts to introduce goods to customers, by attracting their attention thorough the delivery of positive effects that consumers can remember and feel.

### People

In the goods or service industry, people, especially high-achieving employees, are major assets. High-achieving workers result in customer satisfaction. Knowledge is an important ability both inside and outside a company (Mahmuda dan Nurani, 2024).

## Process

According to Yanti (2020), process refers to all steps and operations used during marketing actions, from product manufacturing to selling goods to customers.

## Physical evidence

Physical evidence has a major impact on customers' decisions to use and buy products supplied. Tangible evidence encompasses the physical environment, which includes the building, furniture, equipment, branding, color combinations, as well as various other materials that relate to allocated services, such as tickets provided, packaging, and labels. Attention also needs to be paid to interior design, building amenities, including lighting systems, and the layout of large spaces. All of these elements are important, as they have the potential to influence visitors' feelings. Especially for business purposes, the building must be able to produce a supportive atmosphere by paying attention to the comfort and satisfaction of its visitors', (Widarko dan Hairuddin dalam Yanti, 2020).

## Sales

The amount of goods or services that people purchase during an exchange is known as the sales volume. The possibility of profitability for businesses or umkm increases with the volume of products and services sold (Musa and Rotinsulu, 2019).

## RESEARCH METHODS

In this study, a qualitative descriptive approach was applied. This study used both primary and secondary data. Primary data are information generated directly from the original source by researchers using observations, and interviews for specific research purposes. Primary data sources involved interviews with informants based on a list of questions that have been given prepared in advance. Secondary data were used to refine the data needs in ongoing research.

The author of this research uses a data analysis method, namely, systematically compiling data obtained through interviews and observations. Irrelevant data were set aside and, then presented in a brief narrative that explained the important patterns and trends. The author also verified the conclusions by comparing the original data, conducting additional analyses, triangulating data, and conducting follow-up interviews where necessary, to ensure that the conclusions were supported by strong evidence.

## RESULTS AND DISCUSSION

### Results

The data obtained by the researchers in the previous discussion will be analyzed and presented in accordance with the predetermined research focus. The findings will be confirmed to determine whether the theory used is relevant to the research conducted, or contrary to the results of this study.

1. **Analysis of product marketing mix** and, the products to be sold require planning, development, and issuing products that are in accordance with the trends and needs of consumers. Store Dikromoshop strongly emphasizes the conditions and characteristics of products marketed to consumers. The quality of products to be marketed is of great concern and ensures that every product to be sold meets good standards that can satisfy the needs and desires of its customers. The superior products in Dikromosop are flatshoes and bags. The product is the main product launched by Dikromoshops; thus, this product is better known by consumers. This product has its own charm; namely, the product is not market, the price is more affordable than other stores, but still offers optimal quality, and the diversity of products is in great demand by consumers, who can then increase sales in the store dikromoshop.
2. **Analysis of the marketing mix price** shows that Dikromoshop has implemented one of the strategies of the marketing mix, namely price, which is evident from the products that have high quality while still taking into account the costs incurred and prioritizing the company's profits. The price strategy has provided significant benefits to the increase in sales, because with a relatively affordable price but quality products, it plays an important role in influencing consumer decisions to buy at the

Dikromoshop store, which has an impact on increasing sales volume. The price of products in Dikromoshop is considered appropriate and in accordance with market needs, starting from a price of 15,000 for hijab, 35,000 for flatshoes and bags, and 65,000 for clothes they can already obtain the product they want, especially for students. This affordable price is relevant to financial students, who are often looking for quality products at affordable prices. Dikromoshops provide products that can fulfil their daily needs, making them the right choice for people who prioritize quality and balanced prices.

3. **Place marketing mix analysis**, place strategy have provided significant benefits to increasing sales, because with a strategic area and easy to reach, it will greatly influence consumers to shop so that it can contribute to increasing sales volume. Initially, only selling in boarding houses, but the need for more space and the number of product orders, so that the boarding house was inadequate, Finally, the owner decided to open the first store in Sukarame and open the second branch in the Kedaton area, which is in the city center of Bandar Lampung. Dikromoshop's location is strategic because it is in the city center and adjacent to schools and campuses, which can be reached by many consumers.
4. **Analysis of promotional marketing mix**, a series of promotional actions carried out by Dikromoshop using technology, which is managed by the seller to convey interesting and persuasive information about the products sold. It aims to attract new customers, by providing information about products and presenting discounts that have the potential to attract consumers' desire to shop for their products amid increasingly competitive business competition. Dikromoshop runs promotions by utilizing the power of social media to reach consumers, which is carried out by uploading product photos and videos in stories and providing information about flashsales that will be held through social media owned by Dikromoshop, especially on Instagram, which has many followers. This promotion is an integral part of the strategy that has a significant impact on increasing sales, because it is able to convey information about products effectively and encourage more consumers to purchase products in Dikromoshops.
5. **People marketing mix analysis**, this Dichromoshop implements that employees are expected to serve customers in a friendly manner through smiles, and gentle demeanors. They must say thank you politely after completing a transaction. Employees must remain calm, alert, and professional when hearing their customer complaints. This human strategy has been able to attract many consumers to buy products in Dikromoshops, because with good service, consumers will feel satisfied with shopping.
6. **Analysis of the marketing mix process**, the process at Dikromoshop is carried out starting from sorting new products to the warehouse until the product reaches the hands of consumers. In running the Dikromoshop business, one of the processes that must be considered is in terms of products, so the product will be sorted first in the warehouse to ensure the feasibility of the product to be sold. After ensuring that the product is suitable for sale, the next step is to provide a price tag on each product, which can then be displayed to the store and can be directly promoted. The transaction process is more to offline, because Dikromoshop's consumers mostly come directly to the store, and for online it can be, but only in one account. This process strategy has been able to attract many consumers to buy products in Dikromoshop, because of an organized and structured process ranging from product sorting to products to consumers' hands that contribute to operational efficiency and long-term productivity improvement. Without an organized process, a business is at risk of not running optimally and sustainably.
7. **Analysis of marketing mix product physical evidence** shows that Dikromoshop implements that the store must be clean and tidy every day, without rubbish, dirty floors, or dusty glass. Products should be organized and dust-free, and if customers move them, they should be tidied up again. Customers feel comfortable when shopping at a store because the environment is clean and tidy. However for products that sometimes do not fit in place, it is beyond the control of employees because when the store is in a crowded state and many consumers choose products, the products are not placed according to their place. But at the time of opening a store the product must be in a neat and arranged state again. Based on the findings conducted through observations, and interviews that have been carried out, this physical evidence strategy is able to attract many consumers to buy products in Dikromoshop.

8. Supporting factors for the application of the marketing mix are quality products at lower prices than other stores, products that are not market, social media promotions and discounts such as flash sales given on twin dates, and the use of social media can increase a wider market reach. Then for the inhibiting factors in Dikromoshop's business there is competition one of them in clothing products, because there are so many stores that sell similar products then in the payment process, which only supports payment through cash and transfer to one bank only, has not provided a payment process through Qris which is faster and more practical just scan the barcode. However, Dikromoshop still experienced an overall increase caused by the large demand for bags and flatsoes as Dikromoshop's main products. Without an organized strategy, Dikromoshop will be at risk of losing market share and customers, so for this business to grow even more difficult. This suggests the careful planning and implementation of appropriate strategies to maintain a position in a competitive market.

### Discussion

The results of the above findings are in accordance with the Marketing Mix theory of Kotler dan Amstrong dalam Yanti (2020), which consists of a number of interconnected components that come together to form a marketing strategy. To achieve marketing objectives, all elements of the marketing mix-Product, Price, Promotion, Place, People, Process, and Physical Evidence must be used. Overall, the marketing mix strategy implemented by Dikromoshop successfully attracted consumer interest and supported increased sales. Consistent implementation of each element of the marketing mix provides a competitive advantage for dikromoshops in an increasingly competitive market. In addition, the use of social media can increase the wider market reach, and people who already know of the existence of Dikromoshop stores are increasingly interested in following Dikromoshop social media. Information related to product promotions and flashsales is consistently shared through Dikromoshops social media accounts, especially Instagram, which has many followers. Although some challenges still need to be overcome to maintain a competitive advantage, Dikromoshop continues to experience increased sales through mature strategic planning. In conclusion, the company uses the marketing mix as a strategy to achieve the goal of fulfilling customer needs and achieving their goals, namely, increasing sales.

### CONCLUSION

Store Dikromosop implemented a marketing mix strategy consisting of seven elements: product, price, place, promotion, people, process, and physical evidence that can increase sales. The application of the marketing mix Strategy by Dikromoshop as an effort to increase sales volume has been carried out to the maximum in accordance with the principles of the relevant theory; the seven elements are proven to play a crucial role in increasing sales volume, attracting more customers, and generating profits for Dikromoshop businesses by producing quality products and setting the right price and determining effective distribution channels, then introducing their products to consumers through promotions on social media, besides ensuring an efficient sales process from product procurement to distribution to consumers with friendly service and a comfortable place clean and well organized. From the results of the research conducted, it is found that the supporting factors in the Dikromoshop business offer quality products at affordable prices compared to other stores that provide more value for consumers, products that are not market, social media promotions, and discounts, such as flash sales given on twin dates. The inhibiting factors are competition and lack of innovation in clothing products, because there are so many stores that sell similar products in the payment process, which only supports payment through cash and transfers to one bank only, has not provided a payment process through Qris, which is faster and more practical to scan the barcode.

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