

MARKETING STRATEGY ANALYSIS (PLACE, PRICE, PROMOTION, PRODUCT, PEOPLE, PROCESS AND PHYSICAL EVIDENCE) USING SWOT MATRIX AND QSPM (STUDY AT JS CELL TIKUNG COUNTER)

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Article Info	ABSTRACT
Keyword: Marketing strategy, SWOT, and QSPM	This study aims to analyze the marketing strategy of JS Cell Tikung by applying the 7P marketing mix framework Product, Price, Place, Promotion, People, Process, and Physical Evidence integrated with SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and the Quantitative Strategic Planning Matrix (QSPM). The research identifies internal and external factors influencing JS Cell's marketing performance. The SWOT analysis reveals key strengths such as product quality and customer service, weaknesses like limited promotional activities, opportunities including market growth, and threats such as intense competition. Subsequently, the QSPM is utilized to prioritize strategic alternatives based on their attractiveness scores. The findings suggest that enhancing digital marketing efforts and expanding distribution channels are the most viable strategies to improve JS Cell's market position and competitiveness.

INTRODUCTION

The mobile device sales industry in Indonesia, including in the Tikung area, Lamongan Regency, continues to grow rapidly. This development is followed by increasingly tight competition between stores or sales counters that offer similar products (Maria, 2024). One of the counters that competes in this market is JS Cell Tikung, which focuses on selling various types of mobile phones, accessories, and after-sales services. In facing increasingly tight competition, JS Cell Tikung needs to have an effective marketing strategy to maintain and increase its market share

In order to survive and thrive in this highly competitive industry, it is important for JS Cell Tikung to conduct a more structured and data-based marketing strategy evaluation. Therefore, analysis using the SWOT (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) matrices can provide more appropriate solutions to identify factors that affect business performance and formulate more effective marketing strategies.

In the context of competition in the mobile phone counter market in Tikung, there are several main problems faced by JS Cell Tikung, namely JS Cell Tikung still relies on conventional marketing methods such as word of mouth marketing, while digital marketing which is more efficient and reaches a wider audience has not been utilized optimally. Although there are many opportunities that can be utilized, such as the development of the smartphone market and the increasing demand for mobile phone accessories, JS Cell Tikung does not yet have a clear strategy to take advantage of these opportunities. Amidst the many competitors in the Tikung area, there has been no significant effort from JS Cell Tikung to differentiate itself from other counters, either in terms of products, prices, or services. The resources owned by JS Cell Tikung, both in terms of finance, human resources, and technology, have not been fully utilized to increase competitiveness and business sustainability.

RESEARCH METHODS

The rationality of this research focuses on the importance of effective marketing strategy analysis to improve competitiveness and business performance, especially at the JS Cell Tikung counter, which is one of the telecommunications service and product providers competing in the local market, where in this era of increasingly tight competition, companies are required to be able to identify and utilize existing strengths and opportunities, while also overcoming weaknesses and threats that arise, so that the use of analysis tools such as the SWOT Matrix (Strengths, Weaknesses, Opportunities, Threats) and QSPM (Quantitative Strategic Planning Matrix) becomes very relevant and crucial to achieve these goals.

First of all, in the context and relevance of this study, JS Cell Tikung counter operates amidst rapid technological growth and dynamic changes in consumer behavior, which require effective marketing strategies to attract customers and maintain market position, so this study aims to analyze existing marketing strategies and provide data-based recommendations for better improvement and development. Furthermore, the purpose of this study is to identify the strengths and weaknesses of JS Cell Tikung counter through SWOT analysis, explore the opportunities and threats faced by the counter in the market context, and develop and create alternative marketing strategies using QSPM to determine the most effective and efficient strategy in increasing the company's competitiveness in an increasingly competitive market

RESULTS AND DISCUSSION

1. **Product (Produk):**

JS Cell Tikung offers various types of mobile phones from various well-known brands and complementary accessories such as casing, charger, and tempered glass. The products sold have a variety of prices and qualities to meet the needs of various customer segments

2. **Price (Harga):**

The price of products at JS Cell Tikung is competitive with other counters. The pricing strategy takes into account market prices, people's purchasing power, and discounts or promotions at certain times.

3. **Place (Tempat):**

The location of the counter is in a busy center that is easily accessible to customers, with adequate transportation access. The placement of products in the counter is also made strategic so that customers can see and choose products easily

4. **Promotion (Promosi):**

JS Cell Tikung uses promotional strategies through social media, banner installations, and discount programs to attract customers. In addition, there are also bundling package promos to increase purchases

5. **People (Orang):**

Customer service at JS Cell Tikung is quite good with friendly sales staff who are ready to provide information related to the products sold. Employees are also given training to improve communication skills with customers

6. **Process (Proses):**

The sales process is carried out quickly and efficiently to ensure customers get comfortable service. In addition, JS Cell Tikung also accepts online orders for customer convenience

7. **Physical Evidence (Bukti Fisik):**

JS Cell Tikung has an attractive, clean, and comfortable store design for customers. The interior of the counter is arranged in such a way as to reflect professionalism and provide a good shopping experience

Strengths (Kekuatan)	Weaknesses (Kelemahan)
<ul style="list-style-type: none"> - <i>Competitive Price</i> - <i>Friendly Service</i> - <i>Strategic Location</i> - <i>Active Promotion</i> - <i>Varied Products</i> 	<ul style="list-style-type: none"> - <i>Sometimes limited product stock</i> - <i>-Lack of customer facilities</i>
Opportunities (Peluang)	Threats (Ancaman)
<ul style="list-style-type: none"> - <i>The increasing trend of gadgets</i> - <i>The existence of e-wallets</i> - <i>Wider digital promotion</i> 	<ul style="list-style-type: none"> - <i>Tight competition</i> - <i>Price changes</i> - <i>Trend changes</i> - <i>The emergence of large online stores</i>

SWOT analysis helps in identifying internal factors (Strengths and Weaknesses) and external factors (Opportunities and Threats) that affect JS Cell Tikung's marketing strategy. Here is an explanation of each aspect in the diagram

The QSPM (Quantitative Strategic Planning Matrix) is used to determine the most effective marketing strategy based on previously identified internal (IFE) and external (EFE) factors.

Faktor Strategis	Bobot	Strategi 1 Pengembangan Produk dan Layanan (TAS)	Strategi 2 Peningkatan Promosi Digital (TAS)	Strategi 3 Penguatan Manajemen Stok (TAS)	Strategi 4 Diferensiasi Layanan (TAS)
Faktor Internal (IFE)					
Harga kompetitif	1.15	3(0.45)	2 (0.30)	2 (0.30)	3 (0.45)
Pelayanan pelanggan ramah	0.10	4 (0.40)	2 (0.20)	2 (0.20)	4 (0.40)
Lokasi strategis	0.12	3 (0.36)	3 (0.36)	2 (0.24)	3 (0.36)
Stok produk kadang terbatas	0.15	2 (0.30)	2 (0.30)	4 (0.60)	2 (0.30)
Faktor Eksternal (EFE)					
Tren gadget meningkat	0.15	4 (0.60)	4 (0.60)	3 (0.45)	3 (0.45)
E-wallet dan pembayaran digital	0.12	4 (0.48)	3 (0.36)	2 (0.24)	3 (0.36)
Persaingan ketat	0.15	3 (0.45)	4 (0.60)	3 (0.45)	3 (0.45)

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Perubahan tren teknologi	0.08	3 (0.24)	4 (0.32)	3 (0.24)	3 (0.24)
Total Skor Daya Tarik(TAS)	1.00	3.58	3.24	3.02	3.21

Explanation :

- The strategy with the highest TAS score is Strategy 1 (Product and Service Development) with a score of 3.58.
- This strategy is the most attractive because customers want more variants of the latest products, improved payment methods, and faster service.
- The second strategy that is quite strong is Strategy 2 (Increased Digital Promotion) with a score of 3.24, which can help increase the reach of new customers.
- The third strategy is Service Differentiation (3.21), which can strengthen customer loyalty.
- The last strategy is Strengthening Stock Management (3.02), although important, but more supportive than other strategies.

Best Strategy Rekomendasi :

Based on the results of the QSPM analysis, JS Cell Tikung should prioritize the Product and Service Development strategy, supported by Digital Promotion Enhancement and Service Differentiation. Implementation recommendations:

- Adding more complete and up-to-date product variations according to the latest gadget trends.
- Optimizing digital payment methods to speed up transactions.
- Increasing online promotions through social media and marketplaces.
- Offering additional services such as free accessory installation or additional warranties to increase customer loyalty.
- With this strategy, JS Cell Tikung can increase its competitiveness, expand its market, and retain customers amidst tight competition

CONCLUSION

Based on the results of the JS Cell Tikung marketing strategy analysis using the Marketing Mix (7P), SWOT, IFE, EFE, and QSPM approaches, it can be concluded that this business has quite good potential to grow, but also faces several challenges that need to be overcome.

1. Internal factors show that JS Cell has advantages in competitive prices, friendly service, and strategic locations. However, there are still weaknesses such as limited stock, a slow transaction system, and customer facilities that need to be improved.
2. External factors show that the increasing trend of gadgets and the ease of digital payments are great opportunities for business. However, tight competition and the emergence of large online stores are threats that must be anticipated.
3. The results of the IFE and EFE Matrix analysis show that JS Cell is in a fairly good position, but still needs strategic improvements to increase its competitiveness. The IFE score of 2.58

and the EFE score of 2.40 indicate that although this business has the potential to grow, there are still challenges that need to be addressed.

4. Based on the QSPM analysis, the most effective strategy to implement is the Product and Service Development Strategy, with the highest score of 3.58. This strategy emphasizes increasing product variety, better service, and wider implementation of digital payments.
5. In addition to product development, digital promotion strategies and service differentiation are also important to increase business competitiveness. JS Cell needs to be more active in online marketing and offer additional services such as free accessory installation and product consultation to be superior to competitors

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