

Marketing strategy to increase Sales Achievement at PT Mitragama Intiperkasa

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ABSTRACT

This research studies marketing strategy for the increase of house sales at La Palma Grande, PT. Mitragama Intiperkasa according to product, location, price and promotion with several observations and interviews with related parties. Type of research was qualitative descriptive by selecting some information sourced and direct observation to the location. The result of this research state the product, location, price and promotion La Palma Grande greatly affect the increase in sales. The result of observation of the location of La Palma Grande are very strategic, residential locations directly access the main road, near the highway, education facilities, health facilities and hospital, shopping center, industrial area, business and office areas as well as tourist attraction. In terms of price, the results of interview respondents in La Palma Grande are very affordable for factory employees, civil servants, state-owned enterprises, entrepreneurs and private employees, starting price from 400 million in 2022.

Keywords: Marketing Strategy, Increased Sales, Product, Location, Price, Promotions and Promotions

RESEARCH BACKGROUND

In marketing a property project, of course, the main basis for a developer is to choose the location of their project development. Location is the location of stores or retailers in strategic areas so as to maximize profits. Today's consumers are certainly very wise in seeing and choosing the destination location of their purchase. A good location will also have a good effect on sales (Ismiyatiningsih, 2021).

Promoting a product needs to be designed well and as creatively as possible and supported by the benefits that can be felt by consumers when officially becoming buyers. Therefore, business people must be able to convince consumers well through setting house prices (Kalambo et al., 2022). This kind of consideration for consumers is a difficulty or inability for them to buy the house. With so much competition in the property business world in Bekasi regency today, several factors are chosen that support every consumer purchase decision (Sanggetang, Mandey, & Silcyljeova, 2019). Promos and gimmicks are very influential on increasing sales, here is the explanation

1. The highest increase in sales occurred in 2022 reaching 489 units and the highest sales of 92 units in May 2022 due to the Booking Fee program of Rp. 1,000,000

and No Down Payment of 0% in 2022, while from 2017 to 2021 the Booking Fee program of Rp. 2,000,000 with a Down Payment of 10% is valid from 2017 to 2021. This proves that the Booking Fee program of 1 million rupiah and without a down payment is very attractive for the attention of consumers to buy a house in La Palma Grande.

2. The existence of Free Fees (Free KPR, BPHTB, AJB, BBN, Provision, Life and Fire Insurance, and APHT) has increased every year because of this program. Program Free These costs are very attractive to consumers because consumers do not need to pay additional costs to buy a house in La Palma Grande, these costs program is fully borne by the developer of La Palma Grande.
3. In addition, other developer competitors generally rarely use this promo, some of the costs are borne by the developer, some are not at all or these costs are borne by consumers.
4. The increase in sales reached 489 units in 2022 with the presence of 1/2 PK AC in each room and Water Pump Machine, as well as the Booking Fee program of Rp. 1,000,000,- and 0% Down Payment. Compared to the Toren Air prize in 2017 to 2021, this can be 1/2 PK AC in each room and the Water Pump Machine is very attractive for the attention of consumers to buy a house in La Palma Grande.
5. Additional Gimmick Program increased sales to 489 units in 2022 with Flash Sale 50% (Only Booking Fee Rp. 500.000,-), Flash Sale Cash Back 300% (Get Rp. 3.000.000,- from Booking Fee), and Flash Sale Get Gifts (Ricecooker, Dispenser, or Fan). Similar to the Additional Gimmick of Shopping Vouchers in 2017 and 2018, sales increased by 340 units in 2017 and 251 units in 2018. Meanwhile, sales decreased due to the absence of Additional Gimmicks, which occurred from 2019 to 2021.
6. Sales that occurred in 2020 to 2021, decreased total sales of 25 units in 2020 and the lowest occurred in 2021 with total sales of 12 units, even this year experienced sales of only 1 unit of sales and even no sales at all. Apart from the absence of Additional Gimmicks, in 2020 – 2021 there is the Covid-19 Pandemic, the Government decided throughout Indonesia to require the lockdown of an area to close access or exit completely. This is very influential on sales, because consumers find it difficult to visit or buy units in La Palma Grande.

Problem Statements

Based on the limitations of the problem that has been described, the problem is formulated, namely How is the Marketing Strategy of PT. Mitragama Intiperkasa to increase sales of La Palma Grande housing units.

Research Objectives

Departing from the formulation of the problem above, the research objectives to be examined in this study are:

1. To find out the Marketing Strategy of PT. Mitragama Intiperkasa
2. To increase sales of La Palma Grande housing units.

LITERATURE REVIEW

Product

According to Kotler and Armstrong, a product is a unity of goods and services offered by a company in order to be purchased or consumed by the market to satisfy needs. According to Kotler and Keller there are three alternative product strategy developments, namely (Kalambo et al., 2021):

1. Intensive growth with the aim of increasing market share by using market termination strategies.
2. Integrative growth with the aim of creating new products using market development strategies.
3. Growth diversification with the aim of expanding target markets using market development strategies.

Pricing

According to Kotler and Armstrong, price is the amount of money a consumer must pay to obtain a product. There are three pricing strategies that companies generally use, namely (Jaenudin, 2021):

- a. Cost-based pricing with the aim of producing products that use the method of applying prices based on costs incurred.
- b. Pricing based on value with the aim of setting a product price using the judgment or perception of the buyer and not from the cost of sales.
- c. Pricing based on competition is making pricing decisions by considering prices set by competitors first.

Place/Location

According to Kotler and Armstrong, (Hermawan, 2022), place includes the company's activities in producing products available to the target market. Choosing the right location can affect the increase in overall profits of a company.

Factors to consider in site selection are such as (Jaenudin, 2021):

- a. close proximity to industrial estates,
- b. office,
- c. the center of government,
- d. market,
- e. housing,
- f. the number of competitors, and
- g. adequate facilities and infrastructure.

RESEARCH METHODS

Qualitative research methods are often called naturalistic research methods, because the research is carried out in natural conditions; Also called the ethnographic method, because at first this method was more widely used for research in the field of cultural anthropology; referred to as a qualitative method, because the data collected and analyzed are more qualitative (Dr. Sugiyono, 2013).

In qualitative research the instrument is a person or human instrument, that is, the researcher himself. To be able to become an instrument, researchers must have broad theoretical and insight, so as to be able to ask, analyze, photograph, and construct the social situation under study to be clearer and more meaningful. To gain a broader and deeper understanding of the social situation under study, data collection techniques are triangulated, using various data collection techniques in combination / simultaneously. Data analysis carried out is inductive based on facts found in the field and then constructed into hypotheses or theories (Nilam & Aga, 2021).

Qualitative methods are used to obtain in-depth data, a data that contains meaning. Meaning is actual data, definite data that is a value behind visible data. Therefore in qualitative research does not emphasize generalization, but rather emphasizes on meaning.

Generalization in qualitative research is called transferability. Qualitative research methods are research methods based on the philosophy of postpositivism, used to examine natural object conditions, (as opposed to experiments) where researchers are the key instruments, data collection techniques are triangulated (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization (Dr. Sugiyono, 2013).

Research Design

The research model carried out by researchers is using qualitative research, namely data analysis carried out is inductive based on facts found in the field and then constructed into hypotheses or theories. Qualitative methods are used to obtain in-depth data, a data that contains meaning.

Population and Sample

A primary data source is a data source that directly provides data to the data collector. The primary source obtained by the author in this study is an interview with the general manager and admin staff of La Palma Grande Housing (PT. Mitragama Intiperkasa). In research using two data sources, namely:

Population

Sugiyono defines population as a generalized area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. Based on the understanding of population above, the population that will be used as a population in this study is La palma grande Housing (PT. Mitragama Intiperkasa) in increasing sales.



Sample

Sugiyono suggested that the sample is part of the number and characteristics possessed by the population. In this study, the authors used nonprobability sampling techniques with incidental sampling methods to determine the research sample.

According to Sugiyono, nonprobability sampling is a sampling technique that does not provide equal opportunities for every element or member of the population to be selected as a sample. While incidental sampling according to Sugiyono is a sampling technique based on chance, that is, anyone who incidentally / incidentally meets the researcher can be used as a sample, if it is considered that the person who happened to meet is suitable with the data source.

Data Collection Methods

The data collection methods used in this study are:

1. Interview, namely a method of data collection by direct interview with Mr. Ir. Togi Mangapul as general manager and Mrs. yessyca putriyani, S.Pd as admin staff of La Palma Grande Housing (PT. Mitragama Intiperkasa) in the form of a list to collect primary data. Analysis of factors affecting the increase in sales.
2. Observation, namely conducting direct observations of research objects in the field to determine the implementation of housing sales in La Palma Grande (PT. Mitragama Intiperkasa).
3. Documentation, it is to collect data by flowing or taking from data from records, documentation, administration in accordance with the problem under study. Or take pictures or photos of the place where the research was conducted.

Data Analysis Techniques

Data analysis is the process of systematically searching and compiling data obtained from observations, interviews, field notes, and documentation, by organizing data into categories, breaking it down into units, performing synthesis, arranging into patterns, choosing which ones are important and what will be learned, and making conclusions so that they are easy to understand.

The data analysis method used in this study is a qualitative field analysis method, because the data obtained is information in the form of descriptions (Dr. Sugiyono, 2013). This method aims to describe information by referring to various theories with the subject matter of the research conducted. Researchers use the inductive thinking method, which is an analysis based on the data obtained (Dr. Sugiyono, 2013). Inductive thinking is a way of thinking that departs from facts or events that are specifically drawn generalizations that have a general nature. Based on the information above, in analyzing the data, researchers use the data that has been obtained in the form of descriptions, then the data is analyzed using an inductive way of thinking that departs from the information of the Marketing Strategy of PT. Mitragama Intiperkasa to increase sales of La Palma Grande housing units.

Data Validity

In testing the validity of data, qualitative research methods use different terms from quantitative research. So the validity test of data in qualitative research includes tests, credibility (internal validity), transferability (external validity), dependability (reliability), and confirmability (obyekktivitiy) (Dr. Sugiyono, 2013), are as follows:

1. Credibility, is a test of data credibility or trust in qualitative research data, among others, carried out by extending observations, increasing diligence in research, triangulation, discussion with peers, negative case analysis, and member check.
2. Transferability, represents external validity in qualitative research. External validity indicates the degree of accuracy or applicability of the results of the study to the population in which the sample was taken.
3. Dependability, called reliability. A reliable study is if others can reduce/replicate the research process. In qualitative research, dependability testing is carried out by auditing the entire research process.
4. Comfirmability is a comfirmability test similar to a dependability test, so the tests can be performed simultaneously. Testing confirmability means testing the results of research, associated with the process carried out.

Qualitative data analysis is inductive, which is an analysis based on the data obtained, then developed into a hypothesis (Dr. Sugiyono, 2013). Based on the hypothesis formulated based on the data, then the data is searched again repeatedly so that it can then be concluded whether the hypothesis is accepted or rejected based on the data collected. If based on data that can be collected repeatedly with triangulation techniques, it turns out that the hypothesis is accepted, then the hypothesis develops into a theory.

Based on the information above, in analyzing the data, researchers use the data that has been obtained in the form of descriptions, then the data is analyzed using an inductive way of thinking that departs from information about the Marketing Strategy of PT. Mitragama Intiperkasa to increase sales of La Palma Grande housing units.

RESULTS AND DISCUSSIONS

From the results of sales data in La Palma Grande in 2017-2022, it can be analyzed the increase in sales of sales promos by observing sales data, the highest sales in 2022. The highest increase in sales occurred in 2022 reaching 489 units and the highest sales of 92 units in May 2022 due to the Booking Fee program of Rp. 1,000,000,- along with No Down Payment 0% in 2022, while from 2017 to 2021 the Booking Fee program of Rp. 2,000,000,- with a 10% Down Payment valid from 2017 to 2021. This proves that the Booking Fee program of 1 million rupiah and without a down payment is very attractive for the attention of consumers to buy a house in La Palma Grande.

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Free These costs are very attractive to consumers because consumers do not need to pay additional costs to buy a house in La Palma Grande, these costs program is fully borne by the developer of La Palma Grande. In addition, other developer competitors generally rarely use this promo, some of the costs are borne by the developer, some are not at all or these costs are borne by consumers. Increased sales to 489 units in 2022 with the ability to get 1/2 PK AC in each room and Water Pump Machine, as well as the Booking Fee program of Rp. 1,000,000,- and 0% Down Payment. Compared to the Toren Air prize in 2017 to 2021, this can be 1/2 PK AC in each room and the Water Pump Machine is very attractive for the attention of consumers to buy a house in La Palma Grande.

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CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on research that has been conducted by researchers at La Palma Grande Housing are:

1. From the company side, La Palma Grande housing sales have carried out intensive sales activities and sales increased in 2022 due to the Additional Gimmick Program so that sales reached 489 units in January-August 2022 with a 50% Flash Sale (Only Booking Fee Rp. 500.000,-), Flash Sale Cash Back 300% (Get Rp. 3.000.000,- from Booking Fee), and Flash Sale Can Gift (Ricecooker, Dispenser, or Fan). Proven by the addition of the gimmick, La Palma Grande housing experienced a fairly drastic increase in sales.
2. Product units marketed in La Palma Grande housing consist of European concept commercial-cluster types (Frio Type 36/60, Amor 41/72, and Lustre 62/90), as well as simple house concept commercial types (Type 1 36/60, Type 2 38/72, and Type 3 40/78) from interviews with informants who work at La Palma Grande so that it is very suitable for market shares from middle-class income workers such as civil servants to private workers who work in offices, as well as manufacturers, and also entrepreneurs.

3. La Palma Grande housing is marketed starting March 2017 located on Jl. Raya Letjen R. Suprato No.12 Cijengkol, Setu, Bekasi, West Java. Currently PT. Mitragama Intiperkasa. It has a La Palma Grande commercial residential project with a total land area of 32 Ha or 320,000 m², with a total of 2,100 units marketed.
4. For the location of La Palma Grande is very strategic located on the edge of Jalan Raya Setu - Bantar Gebang (Jl. Raya Letjen R. Suprato). La Palma Grande housing is close to the Toll Gate.
5. Tambun and around La Palma Grande there are several public facilities such as: Public / Private Schools, Hospitals, Mushollah / Mosque, Swimming Pools, and others
6. In terms of La Palma Grande prices for affordable prices for factory employees (MM2100), civil servants, SOEs, Entrepreneurs and Private Employees, because prices start at 400 million, and are equipped with promos such as Booking Fee only 1 million without DP and free of charge.
7. For the promotion of La Palma Grande Housing has used social media such as advertisements on (Facebook, Instagram and OLX, Canvassing), as well as installing banners at several points of the place.
8. In terms of sales, based on reports from 2017-2021, there have been ups and downs and there have been several months of no sales, and in 2022 there has been an increase in sales accompanied by many contracts and accompanied by a mass agreement from Developer with the Bank which raises the interest of potential consumers to buy a house in La Palma Grande Housing.

Suggestions

Suggestions that researchers can give to La Palma Grande Housing to increase sales are, among others, public facilities are provided, in order to attract the attention of potential buyers such as: Parks, children's playgrounds and Food Courts. There is a separate place for people selling and food buyers, so as not to disturb residents of housing in La Palma Grande.

In terms of promotion, in addition to using social media and flyer / canvassing distribution, in order to add Open Table activities in markets, malls, gas stations, or in other places that allow many people and according to the target market. Added bonuses or discounts to attract the attention of potential buyers. Suggestions for future research, it is hoped that other researchers can use quantitative methods in researching this study, with a larger and wider number of respondents.

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