

4P MIXED MARKETING STRATEGY OF LOGIN STORE

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ABSTRACT

This study was conducted in CV Login Store Surabaya and Lumajang. It was aimed to determine the right 4P marketing strategy for Login Store Company. The researchers used qualitative approach with in-depth interview method. The numbers of informants in this study were 6 persons with details: Login Store's customers who buy products at least 3 times a week, Login Store's customers who buy products at least once a week and Login Store's market target. Whereas, the data were analyzed by using descriptive technique which uses more details from interview result and documentation study. The results of this study were in the form of marketing strategy, such as (1) In the aspect of products, Login Store should produce additional products which will be sold to make the products more complete (2) In the aspect of price, customers of Login store said that the offered price was more expensive and Login Store should always be consistent in giving cheap price to ingratiate customers (3) In the aspect of place, Login Store had very strategic locations and easy to be found by customers (4) In the aspect of promotion, Login Store was considered to a company which did less promotion compared to the competitors and less active in creating new strategies.

Keywords: Mixed marketing, 4P Marketing strategy (Price, Place, Promotion, dan Product)

INTRODUCTION

In this modern era, we cannot be avoided from all digitalized technology. Technology development is getting forward day by day and indirectly forces human to keep adapting with the development. In fact, human is social creature which means every person needs another one to communicate, interact, and do another activity. The development of technology makes every person is possible to communicate with another one although they are in different places. Various technologies began to facilitate human needs; one of them is a hand phone.

Hand phone is a primary need which can be said as a must-have thing to every individual; either they come from the top or lower classes. Nowadays, human cannot be separated from this small thing to communicate since Indonesians have high level of dependency toward this thing. The dependency rate is almost every individual has more than one hand phone to himself. It was proven by various conducted surveys which showed that the numbers of distributed hand phones in Indonesia is more than the numbers of Indonesian population itself. Below is the survey result on March 2015.



Picture 1. Hand Phone and Internet Users Information in Indonesia, March 2015

Source: <http://wawankurniawan.com/1042/pengguna-internet-indonesia-lahan-empuk-untuk-para-investor.html>

Based on the data above, the numbers of hand phone users in Indonesia are very high in terms of users' age either they are adults or youth. Different to the SIM card users in Indonesia according to id.techinasia.org that every hand phone user has three SIM cards in average, the numbers of SIM card users which pass over and over again in this country have reached 300millions or more than the numbers of the population. Yet, if it is seen from the hand phone user, it is approximately 170millions only. It means, the numbers is the real numbers of mobile devices in Indonesia.

Marketing is the most important thing and become main attention in every company. Mixed marketing is a group of variables which can affect market condition and categorized in 4 categories, such as: product, place, promotion, and price which is well-known as 4P. Kotler defines mixed marketing which is transliterated by Molan (2010:23) as mixed marketing is a set of marketing tools which is used by companies continuously to reach their marketing target in the targeted market. Mixed marketing strategy comes from a study about marketing in a business to customers in development country market which is based on idea that the 4P strategy is a helping tool to make a marketing manager possible to use it in affecting and manipulating customers (Hollensen, 2011). Mixed strategy is the main strategy which is the most needed in an achievement of what the companies' aims are, since there are key elements in integrating bargains, logistics, and communication to products and services.

This year is the first year of CV Login Store and it has three branches; two branch offices in Surabaya and one branch in Lumajang. Market segmentation of Login Store is divided into two customers groups, the first group is high end sector and the second one tends to middle end users sector. After some months involving in retailing, the selling number did not increase

significantly even the number tended to decrease. It cannot be denied that marketing is the most important point of a company's strategy in promoting their products, since a good and qualified marketing strategy will have very big influence in the selling of a company's products. There are much processes and obstacles which have to be faced in the process of starting a company, only a few companies which can survive in this stage. Marketing is a very basic thing; it is proven by the 3 branch offices and only two branches which can survive in the global crisis today. Marketing is the whole system of various business activities or the effort which is aimed to plan products or services, determine the price of products or services, promote the products or services, and distribute them to the customers and also gratify the customers (Stanton, 2013:6).

LITERATURE REVIEW

Marketing

Marketing is a social process which engages either individual or group, to fulfill the things they need through a value exchange with the other (Kotler and Keller, 2011:6).

Mixed Marketing

Kotler defines mixed marketing which is transliterated by Molan (2010:23) that "Mixed marketing is a set of marketing tools which is used by companies continuously to reach their marketing target in the targeted market". According to Sumarmi and Soeprihanto (2010:274) mixed marketing is "a combination from variables or activities which are the main of a company's marketing system that are products, price structure, promotion activity and distribution system". From the definition above, it can be concluded that mixed marketing is a combination of marketing variable elements which can be controlled and used by a company to reach the targeted marketing.

RESEARCH METHODS

Data Collection

The data collection of this study was conducted by doing an in-depth-interview to Login Store's customers as the subject of the study. The interview was done to the informants one by one with details:

Table 1. Data Collection Method

No	Subject	Indicator	Data Source	Technique of Data Collection
1.	Login Store's customers who buy products at least 3 times a week	4P : 1. Product 2. Price 3. Place 4. Promotion	Primary	Interview
2.	Login Store's customers who buy products at least once a week		Primary	Interview
3.	Login Store's market target which is randomly chosen		Primary	Interview

Source: Processed Data

According to Indriantoro and Supomo (2014:145) "the data types of a study are related to the data source which is used by the researcher in collecting the data of the study". This study used

subject data type in the form of opinion, attitude, and experience from someone who becomes a study object.

Data analysis of the study was done by analyzing every aspect of various things related to the aspects, such as product, price, place, and promotion. The analysis of 4P strategy was done by matching the interview result of 9 Login Store's customers and the interview result of Login Store's targeted market to gain a marketing strategy which can be applied to Login Store.

TECHNIQUE OF DATA ANALYSIS

Below were the steps in doing the study:

1. Preparing the data which will be analyzed from some chosen informants before processing them by using materials system scanning and arranging them based on the information sources.
2. Building general sense toward the gained information and reflecting the means totally.
3. Categorizing the processed data into determined codes based on 4P mixed marketing theory. The applied coding can be in the form of numbers or colors, such as:
P-1 = Code for product
P-2 = Code for price
P-3 = Code for place
P-4 = Code for promotion
AB = Initial code for informants
1 = Series of informants' answers from the question
4. Presenting the coded data in the form of narration description or qualitative report, based on descriptive qualitative approach of this study. Narration description which was done will be adjusted to 4P mixed marketing theory into 4 categories, such as: products, price, place and promotion.
5. Four 4P categories were analyzed by using analysis tools which was explained before.
6. The result of 4 informants' data which were analyzed will be implicated with the data from one interviewed target market and will gain mixed marketing which can be applied to Login Store.

RESULT OF DATA ANALYSIS

Below are the discussion of the data analysis process which was used in the study:

Login Store Surabaya

Product: Various products which were available in Login Store are almost same with products in competitors. Yet, according to some informants' opinion that some competitors have more various products and more complete. In perceiving this complain, Login Store has to add some products which are often requested by customers, and add various products which are not available in competitors.

Price: based on the interview result with some informants, it can be concluded that Login Store's offered price was still more expensive than the competitors', especially price of big retailers which are old players and had good reputation in the market. The strategies which have to be applied by Login Store to increase their income are by lowering the price approached HPP price and retailing more products to get bigger discount so that Login Store can sell products with competitive price.

Place: Login Store lay out and location were strategic if it is compared to the competitors'. The location is right beside of the main road become one of the positive values, yet it needs repairing in the aspect of spatial planning, display, lighting, and also additional

facilities to make Login Store's customers more comfort, such as installing additional fans or air conditioners, installing air freshener, adding the lighting quality to make the store brighter, and also enlarging the parking area.

Promotion : Promotion of Login Store products was less than what competitors did. Moreover, the competitors had good reputation among costumers. It needs a new strategy to reach larger market and implant Login Store in the customer's subconscious so that will affect the increase of new customers. The strategies which can be done by Login Store are by using social media which is often used by Surabaya people, making a big banner with easy to be read writing yet simple and easy to be understood. Moreover, Login Store can engage some provider and producers companies to work together in making event to introduce and promote Login Store and providers' products or the producers'.

Login Store of Lumajang

Product : Various products which were available in Login Store are almost same with products in competitors. Yet, it needs to give additional products which are not available in competitors, especially in adding hand phone accessories which were not produced again since there are many Lumajang people who use old type hand phone. Actually, this is one of Login Store Lumajang opportunities considering that the competitors do not provide accessories products for old type hand phone.

Price : In the aspect of price, it can be concluded that Login Store's offered price is in the average limit, which means that Login Store's price is cheaper than competitors' yet also more expensive. This becomes home work for Login Store considering that most of customers in Lumajang pay attention to the price difference among counters. The strategy which can be done by Login Store is by lowering profit margin yet increasing the selling quantity so that the income will increase.

Place : Login Store's location is strategic than competitors'. It is located near central of the town and town square and also right in front of one of the crowds, it becomes one of positive values. Yet, some informants said that Login Store needs to repair in the aspect of spatial planning, lighting, display, and customers' pleasure. In responding informants' suggestion, Login Store needs to repair the store by adding lighting items, installing more fans to increase customers' pleasure when shopping in Login Store, rearrange the accessories and products display to make them more interesting and better.

Promotion : Promotion which was done by Login Store is less than what competitors did. Login Store needs to do new strategy in reaching larger market and inviting new customers. Login Store should do broadcast message system or message chain, engage providers and producers to make an interesting event in introducing Login Store and providers' and producers' products.

Besides advantages for further researcher, the researchers also give practical managerial implication for effective strategy in managing Login Store's marketing to reach visions and missions and also minimize the failure in Login Store's operational. From the result, the researchers got some implications that can be used to create Login Store's marketing strategy especially in 4P aspects (Products, Price, Place, and Promotion).

MANAGERIAL IMPLICATION

Table 2. Managerial Implication in Aspect of Product

Before Research	After Research
1. According to some informants, products in Login Store is less various than in competitors.	1. Login Store should provide more various products so that the customers will not move to the competitors.
2. Some informants said that products in Login Store are less complete.	2. Login Store should add additional products as said by the customers, such as adding rare products which are not available in the market.

Source: Processed Data

Table 3 Managerial Implication in Aspect of Price

Before Research	After Research
1. According to some informants, Login Store's price is expensive so the customers will tend to choose the cheaper one since price is a sensitive aspect.	1. Login Store should be consistent in giving cheap price so the customers will keep shopping in Login Store.
2. Login Store is less in giving discount to customers and not continuously so Login Store's target market will not be maximum.	2. Login Store should give more discount as additional value and to attract Login Store's market.

Source: Processed Data

Table 4. Managerial Implication in Aspect of Place

Before Research	After Research
1. According to some informants, Login Store is located in the easy to be found and strategic place so it will be easy to customers in finding and getting there.	1. The researcher will be more selective in choosing next Login Store outlet location to minimize experience in closing of one of Login Store branches since the location is difficult to be found and in the fast track.
2. According to some informants, the lighting is less and store's temperature is hot.	2. Login Store should install additional lighting and air conditioners so that customers will feel comfort.

Source: Processed Data

Table 5. Managerial Implication in Aspect of Promotion

Before Research	After Research
1. The banners and the promotion writing are less interesting so it cannot attract customers' attention.	1. Login Store should replace the banners periodically so that customers will be more enthusiastic and interested and also give easy to be read and understood letter so that customers will

	be attracted to shop and easy to be read.
2. There is no standard service for customer so the customers' pleasure is less.	2. Login Store should give training and standardization for shop keeper so the customers will be interested and attracted to shop.
3. The promotion is less interesting since the promotion only in the form of discount.	3. Login Store should make marketing strategy system to guide many customers by selling one of product in HPP price, holding an event to attract customers, using social media as promotion tool, and also spreading pamphlets and leaflets.

Source: Processed Data

CONCLUSION

Based on the research, it can be concluded that Login Store need to make new marketing strategy in all aspect of 4P, such as:

Login Store of Surabaya

Product :

Various products which were available in Login Store are almost same with products in competitors. Yet, according to some informants' opinion that some competitors have more various products and more complete.

Price :

Login Store's offered price was still more expensive than the competitors', especially price of big retailers which are old players and had good reputation in the market.

Place :

Login Store's lay out and location were strategic if it is compared to the competitors'. The location which is right beside of the main road becomes one of the positive values.

Promotion :

Promotion of Login Store's products was less than what competitors did. Moreover, the competitors had good reputation among costumers.

Login Store of Lumajang

Product :

In aspect of product, various products which were available in Login Store are almost same with products in competitors.

Price :

In aspect of price, it can be concluded that Login Store's offered price is in the average limit, which means that Login Store's price is cheaper than competitors' yet also more expensive.

Place :

Login Store's location is strategic than competitors'. It is located near central of the town and town square and also right in front of one of the crowds, it becomes one of positive values. Yet, some informants said that Login Store needs to repair in the aspect of spatial planning, lighting, display, and customers' pleasure.

Promotion :

Promotion which was done by Login Store is less than what competitors did. Login Store needs to do new strategy in reaching larger market and inviting new customers.

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