

Marketing Strategy in an Effort to Attract Customer Interest in PT Pegadaian Kenten Branch

Nabila Ayu Lestari, Sulaiman Helmi & Muji Gunarto

Universitas Bina Darma Palembang

Email: nabilaayulestari914@gmail.com

Abstract

This research aims to find out how the marketing strategy is carried out by Kenten Branch Pawnshop, in marketing pawnshop products, and whether the marketing strategy is implemented This can influence the development of the number of Pegadaian customers. This research data using primary data from interviews with customers using secondary data from literature, books and other sources relevant to this thesis. Based on results interviews with customers, it can be concluded that the marketing strategy carried out by Pegadaian Kenten branches are as follows: 1. Product Strategy 2. Price Strategy 3. Location Strategy 4. Strategy Promotion. The implementation of the marketing strategy carried out by Pegadaian Kenten Branch turned out to be successful influencing the development of the number of customers, this is proven by achieving targets and increasing turnover from business and the increasing number of customers from year to year.

Keywords: marketing strategy, customers, products, pawn shops

1. Introduction

Human needs always increase every day, especially financial needs. Therefore, to be able to meet these needs, you should be able to make a very effective plan for a good future. Islam also encourages people to always use their wealth. Owned resources must not only be stored, but must be used as productive assets to provide benefits to fellow human beings. In the economy, saving activities are very necessary. However, this urge is not without limits, saving means that as a human being you should not be greedy by only thinking about personal interests. Business and savings ethics must also remain based on norms, ethics and sharia guidance sourced from the Koran and Al-Sunnah. Strategy in marketing is a way to win the "war". (Hasni et al, 2022)

Like business and competition between companies, it definitely requires good strategies and plans to fight other companies, in this case a marketing strategy or management strategy is needed that must be implemented by the company for the company's development. Along with the times, technological advances are getting faster, competition in the business world is getting tighter. Companies compete with their respective strategies to get consumers who are anticipated to be loyal to the company. (Rambe et al, 2021)

Strategy is very important and necessary in business, provided that the strategy does not violate the rules of Islamic law, such as not committing lies and fraud, not using false methods to justify something related to business and not harming other parties. Therefore, there is a need for an appropriate marketing strategy to be implemented in gold savings products to attract customer interest at the Kenten branch of Pegadaian. Marketing strategy is the ability to sell or distribute existing products so that the company's targets can be achieved. The aim is for pawnshops to know the right strategy to attract customers and pawnshops can gain a higher advantage compared to other competitors.

Marketing strategy is a key element in winning the competition. In a business context, this strategy must be in line with sharia principles, such as avoiding lies, fraud and inappropriate

practices. Therefore, it is important to design an effective marketing strategy for gold savings products to attract customer interest at the Kenten branch of Pegadaian. This strategy must be able to support optimal product sales and distribution so that the company's targets are achieved. The main goal is to help Pegadaian find the right approach to attract customers while gaining a competitive advantage over competitors. (Hasni et al., 2024).

The right marketing strategy is a very important factor in dealing with the problems that exist at PT. Kenten branch pawn shop Marketing strategy is included in the determining concept in the success of marketing programs, and of course is also included in the most effective means for the company to be able to attract and retain customers. There are several programs carried out at PT Pegadaian Kenten branch, namely in the form of distributing brochures, banners and also outreach through webinars between agencies or between companies. (Rahmatillah et al, 2020)

PT. Pegadaian (Persero) is a state-owned non-bank financial institution that focuses on providing financial services, especially through providing funds to the public based on the pawn principle. Pegadaian is present with a commitment to meeting people's financial needs, carrying the motto "Solving Problems Without Problems," which reflects their efforts to provide financial solutions that do not burden customers. Pegadaian offers access to funds with simple requirements, customers only need to provide collateral that has economic value. Pegadaian is a very effective funding alternative because it does not require complicated requirements that can make it difficult for customers to provide funds, simply by bringing collateral with economic value, people can get funds for their needs, both productive and consumptive. Apart from that, the process of disbursing funds is relatively fast and easy. During the crisis, Perum Pegadaian had the opportunity to play an increasingly important role in financing, especially for small businesses, and it turned out that during the period of the national economic crisis, Perum Pegadaian was able to show satisfactory performance and became one of the companies that was not significantly affected by the crisis. (Damayanti et al, 2024)

This research aims to analyze the influence of marketing strategies in an effort to attract customer interest in the Kenten branch of PT Pegadaian. Through this research, it is hoped that effective marketing strategies can be found to increase competitiveness and business sustainability amidst ever-changing market dynamics.

2. Literature Review

2.1 Marketing strategy

The term strategy comes from the Greek *strategia* (*stratos* = leading), which means the art or science of being a general. This concept is relevant to situations in the past which were often characterized by war, namely that generals were needed to lead an army in order to achieve victory. Apart from that, the meaning of another strategy is something that is planned for the distribution and use of military forces and materials in areas and to achieve certain goals. Meanwhile, marketing is a social and managerial process in which individuals and groups obtain what they need and want by creating and exchanging products and services as well as value between one person and another (Hasni et al, 2022). The marketing strategy has the following indicators. (Pratama et al, 2024): (1) Determining product strategy; (2) Pricing; (3) Sales Location Strategy; (4) Promotion.

2.2 Customer Interest

Consumer interest is a psychological aspect that has quite a big influence on behavior and interest is also a source of motivation that will direct someone in doing what they do. Purchase interest is part of the consumer behavior component in consumption attitudes, the respondent's tendency to act before the purchase decision is actually implemented. The definition of customer is a number of people who usually interact with financial institutions, which means they are customers or consumers. So customer interest is the determination of several people to choose between liking or disliking an object, experience values, actions, pleasure, interests, and a person's participation in an activity they like (Pai et al, 2023).

3. Research Method

In this research, the author will discuss marketing strategies to attract customer interest in the Kenten branch of PT Pegadaian. The method used in this research type is a qualitative research approach that explains in depth the phenomena and social conditions of the research subjects to be studied. This research produces data in descriptive form, such as words spoken or written from people or observed behavior. Qualitative methods emphasize observing phenomena and researching the substance of the meaning of these phenomena. Qualitative research does not use statistics but rather data collection, analysis, and then interpretation. This research uses field research, where researchers go directly to the field to obtain correct and reliable data as material for research studies. The types of data used in this research are primary and secondary data. Primary data is data obtained from interviews with customers of the Kenten Branch of Pegadaian. Meanwhile, secondary data is a collection of documents related to the mission of the Kenten Branch Pawnshop and other supporting information. The location of the research was at the Kenten Branch Pawnshop office. The data collection methods used in this research include: Interview Method, the definition of in-depth interview is the process of obtaining information for research purposes by means of question and answer face-to-face between the interviewer and the respondent or interviewee, with or without an interview guide where the interviewer and The informant has been involved in social life for a relatively long time. Someone's writings, drawings, or monumental works. Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organizing data into categories, describing it into units, synthesizing it, arranging it into patterns, choosing what is important and what will learned by oneself or others.

4. Findings and Discussions

Marketing Strategy Effectiveness:

- ✓ The marketing strategy implemented by Pegadaian Kenten Branch (product, price, location and promotion) has proven to be effective in increasing the number of customers consistently every year.
- ✓ Use of brochures, banners and webinars as promotional tools gives positive results.
- ✓ The strategic location of Pegadaian Kenten Branch supports customer accessibility, contributing to increasing customer interest.

Customer Favorite Products:

- ✓ Gold pawning and gold savings are the two most popular products. Its popularity is

supported by a simple process and financing flexibility.

- ✓ Products such as sharia financing also attract customers who prioritize sharia principles.

Implementation Impact:

- ✓ The marketing strategy was successful in encouraging growth in the number of customers, meeting company targets, and increasing turnover in a sustainable manner.

Strategy Strengths:

- ✓ Price adjustment strategy based on customer segmentation.
- ✓ Education through webinars and marketing agents to increase customer trust.

Implementation Limitations:

- ✓ Promotion on traditional media such as brochures and banners is less effective
- ☐ reach a younger, more digitally literate audience.
- ✓ Data regarding the effectiveness of loyalty and discount programs to attract new segments is still limited.

Recommendation:

- ✓ Integrate digital-based promotions to reach more audiences.
- ✓ Increase price transparency and personalize strategies to attract more potential customers.

1. Pegadaian Product Strategy

Customer: Elisha Sapta (32 years old) The products at Pegadaian can vary depending on their financial needs. Based on my various experiences, the following are Pegadaian products that are frequently used and considered important:

- ✓ ☐ Trustworthy
- ✓ ☐ Kupedes
- ✓ ☐ Hajj Hall
- ✓ ☐ Gold Savings
- ✓ ☐ KUR
- ✓ ☐ Pawn KCA/Flexi
- ✓ ☐ Rahin tasjily land

2. Strategy in the field of pricing

Customer: Sindi Ratih (29 years) In my opinion, the pricing strategy in Pegadaian services is very much influenced by the customer's needs and expectations for the products offered. For Pegadaian, setting the right price is the key to attracting and retaining customers. Here are some pricing strategies to consider from my perspective:

- ✓ ☐ Transparent and Clear Pricing
- ✓ ☐ Competitive Prices

- ✓ ☐ Flexible Pricing Scheme
- ✓ ☐ Prices Based on Customer Segmentation
- ✓ ☐ Competitive and Easy to Understand Interest
- ✓ ☐ Prices in accordance with the Guarantee Value

3. Location Strategy

Customer: Ros Diana (35 years old) In my opinion, Pegadaian's location strategy really depends on several important factors that influence customer comfort, accessibility and trust in using the service. The following are several Pegadaian location strategies that need to be considered from my perspective:

- ✓ ☐ Accessibility and ease of transportation
- ✓ ☐ Location Security and Comfort
- ✓ ☐ Population Density Level
- ✓ ☐ Close to Business and Community Centers
- ✓ ☐ Location in an area that has a high need for pawning
- ✓ ☐ Spreading Branches in Unreached Areas
- ✓ ☐ Use of Technology to Provide Virtual Locations

4. Promotion Strategy

Customer: Rima Mara Syuga (37 years) In my opinion, the promotional strategy used by Pegadaian generally focuses on approaches that can increase awareness, attract attention and provide added value for customers. Based on my experience and perception, here are several promotional strategies that Pegadaian should implement:

- ✓ ☐ Providing Discounts and Cashback Programs
- ✓ ☐ Special Promo for New Users
- ✓ ☐ Loyalty Program and Reward Points
- ✓ ☐ Seasonal Promotions or Certain Events
- ✓ ☐ Product Socialization and Education
- ✓ ☐ Referral and Affiliate Program
- ✓ ☐ Special Offers for Specific Segments

The marketing strategies implemented by Pegadaian Kenten Branch, such as product, price, location and promotion strategies, have proven to be effective in attracting customer interest. Implementation of this marketing strategy results in a consistent increase in the number of customers every year.

Effectiveness of Digital and Traditional Promotions: The use of brochures, banners and inter-agency webinars as promotional tools provides positive results. Pegadaian's strategic location in the center of the city supports an increase in customers because of its accessibility.

Favorite Products at Pegadaian: Gold pawning and gold savings are the products most sought after by customers. The simple process and flexibility of financing are the main reasons for the popularity of this product.

Strengths of Marketing Strategy: Integrated marketing strategies, such as price adjustments based on customer segmentation, strategic location, and direct promotions, show significant results. Education about Pegadaian products through webinars and marketing agents also increases customer confidence.

Limitations in Strategy Implementation: Promotional focus on traditional media such as brochures and banners has limitations in reaching younger and digital savvy audiences. Lack of data regarding the effectiveness of loyalty programs and special discounts to attract new segments.

Improvement Opportunities: Integrate more digital technologies in promotions to reach a wider audience. Increase transparency and personalization in pricing strategies to attract more potential customers.

The uploaded article reviews the marketing strategies used by Pegadaian Kenten Branch to attract customer interest, especially through approaches such as product strategy, price, location and promotion. The following is an in-depth discussion based on the content of the article:

1. Product Strategy

Pegadaian offers various products such as gold pawning, sharia financing, gold savings, and unsecured credit. Products that suit customers' financial needs, such as gold pawning with simple requirements, are the main attraction. The focus on flexibility and product innovation, for example gold savings in small denominations, helps meet the needs of various segments of society.

2. Pricing Strategy

Price transparency is important to build trust, so that customers know about administration fees, interest or other costs. Competitive prices compared to other financial institutions provide competitiveness for Pegadaian. Discount or promotional programs for new customers are an additional attraction.

3. Location Strategy

Choosing a strategic location, such as in the center of Palembang city, provides easy access for customers. Emphasis on location security and convenience also supports customer trust. The spread of branches in unreached areas opens up new market opportunities.

5. Conclusion

Effectiveness of Marketing Strategy: The marketing strategy implemented by PT Pegadaian Kenten Branch, including product, price, location, and promotion strategies, has proven to be effective in attracting customers. Implementation of this strategy results in growth in the number of customers, increased turnover, and sustainable target achievement. Compliance with Principles: Pegadaian complies with sharia principles in its marketing strategy, such as avoiding fraudulent practices, lies and activities that violate Islamic law. This is an added value in attracting customers, especially those who prioritize Sharia-based services. Focus on Featured Products: Products such as gold savings and pawning are the main attraction because of the

flexibility and ease of access they offer, according to the needs of customers from various segments.

Diversifying Promotional Strategies: Pegadaian can increase digital approaches, such as campaigns on social media and mobile applications, to reach a wider audience, especially the younger generation. **Technology-Based Service Development:** Integrating online services to provide easy access for customers in remote areas and increase transaction efficiency. **Education and Outreach Program:** Holding educational programs regarding the benefits of Pegadaian products, especially gold investment, to build deeper customer awareness and trust. **Increased Security and Comfort:** To ensure the security of branch office locations and additional facilities, such as adequate parking areas and comfortable service spaces, and to provide a positive customer experience.

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