

Marketing Strategy in Increasing High Class Motorcycle Sales Volume at PT. Astra Motor Palembang

Winda Winarti, Sulaiman Helmi & Muji Gunarto

Universitas Bina Darma

Email: windaarra4@gmail.com

Abstract

This study aims to determine marketing strategies to increase sales volume in High Class Motorbikes at PT. Astra Motor Palembang. This research method is descriptive qualitative based on experts is a thought that describes the situation or direction of events, does not test hypotheses or make predictions. Descriptive research aims to describe systematically and accurately the facts about a particular field. In this research process, researchers use 4 factors that need to be considered, namely product, promotion, price, and place. The results of this study are the factors that inhibit sales are high motorbike prices, although very efficient with product quality, finding the right target is quite a challenge. The second is the number of viewers, or followers who fluctuate tend to be small because of content competition with various existing content.

Keywords: strategy, marketing, high class

1. Introduction

In an era of increasingly complex global competition, an effective marketing strategy is the main key to the success of a product or service in the market. One of the important elements of a successful marketing strategy is the development of an appropriate target positioning strategy. This strategy helps companies to identify and establish a unique and relevant position for their products or services in the minds of consumers, thereby differentiating them from competitors and meeting the needs and wants of the market. By understanding the target positioning strategy in depth, companies can leverage their strengths, strengthen their brand image, and build strong relationships with potential consumers. Therefore, understanding the various elements involved in formulating an effective target positioning strategy is crucial to successful marketing planning. (Khairi et al., 2024)

Strategy is very important for a company where strategy is a way to achieve the goals of a company. Strategy is a series of grand designs that describe how a company should operate to achieve its goals. Marketing according to Kotler and Armstrong is a managerial social process, where individuals and groups get what they need and want, through the creation and exchange of products and values with other parties. The purpose of marketing is to understand the desires and needs of consumers so that products or services are suitable for consumers so that the products or services can be sold by themselves. Therefore, marketers are required to be able to understand the main problems in their fields. Can provide a clear and focused picture of what the company is doing and develop strategies to achieve company goals. Marketing strategy has an important role in achieving business success, therefore the marketing sector plays a major role in realizing business plans. This can be done if the company wants to maintain and increase sales of the products or services they produce. (Hilmi et al., 2018)

PT Astra International Tbk- Honda is one of PT Astra's Corporate Operations International Tbk. which is engaged in the distribution and retail sales of vehicles two-wheeled Honda brand. Since 1990 to 2013, the role of Honda Sales Operation as the largest official Honda motorcycle dealer in Indonesia has spread across 21 provinces with more than 160 official dealers, 80 authorized workshops and the number of sales points is more than 100 outlets and has more than of 3,550 employees with monthly sales reaching 30,000 units. PT Astra Internasional Tbk- Honda various categories of motorcycle types and engine capacity of 150 CC, 160 CC and 250 CC. Products marketed in sales of sport, matic, cub, EV and Bike types.

As for marketing strategy, marketing mix is needed. Marketing mix is a collection of controlled marketing tools that are combined by the company to produce the desired response in the target market. Marketing mix consists of all the things that can be done by the company to influence the demand for its products. Which are grouped into four variables known as 4P, namely, product, price, place, promotion.(Lestari, 2021)

Research conducted by(Junaidi et al., 2022)The results of the research and data analysis carried out show that the marketing strategy to be carried out by PT. Astra International Auto 2000 Banjarmasin in increasing its service volume by using a service marketing mix (7P) based on the results of interviews, observations and documentation with several informants: 1. Good products, 2. Affordable prices like competitors' prices, 3. Promotions carried out through digital, print media and social media such as Instagram, 4. Place is quite strategic because it is on the side of Ahmad Yani Street, it's just that there are customers who live in Banjarmasin who feel too far to come to the Workshop, 5. The process is quite good, but there are customers who are still dissatisfied with the Workshop's services, 6. People or human resources who lack initiative in exploring customer complaints, 7. Physical Evidence that is already good and complete, and assisted by the right Segmentation such as middle-class customer targets with an average income of 5-10 million per month, Appropriate Targeting such as the Company segment and Government agencies that have official vehicles and even private vehicles, The right Positioning such as products that are already known in the eyes of customers for various cities and districts about Toyota Products provided by Auto 2000 Banjarmasin especially the South Kalimantan and Central Kalimantan regions, and SWOT analysis, then becomes a dynamic action to respond to internal and external forces.

Based on research(Maliah, 2019)which also obtained research results that in order to seize opportunities outside the company, the strategy that can be carried out is Market Development Strategy, while to avoid or reduce the impact of threats originating from outside the company is Product Development Strategy, a strategy carried out to reduce the company's internal weaknesses and taking advantage of opportunities outside the company is Brand Image Strategy and the strategy to survive and avoid threats is Market Penetration Strategy.

From the previous research above, researchers are interested in researching marketing strategies. In Increasing High Class Motorcycle Sales Volume at PT. Astra Motor Palembang, which aims to find out what strategies can be effectively used to increase Sales Volume.

2. Literature Review

Marketing. Marketing is a social process by which individuals and groups obtain what they need and want by creating, developing, and freely exchanging products and services of value with others (Kotler, 2009). Meanwhile, according to Stanton as quoted by Swastha and Irawan

(2003), Marketing is a whole system of business activities aimed at planning, pricing, promoting, and distributing goods and services that satisfy needs based on existing and potential buyers. (Rusdi, 2019)

Marketing strategy. To create positive value for customers, it requires the right marketing strategy. According to Kotler & Armstrong (Setiawan et al., 2023) Marketing strategy is the marketing logic used by companies to create customer value and achieve mutually beneficial relationships. According to Tjipton (Setiawan et al., 2023), marketing strategy is seen as a general statement regarding the direction or guidelines in selecting target markets and designing and implementing the marketing mix. The three aspects covered are determining the market chosen by the company, developing products and services, and timing of entering the market and market development activities. Marketing strategy is a measurable action intended to introduce the company's products to the wider community. Marketing strategy is a collection of business steps that have been combined both at the product introduction level and to make consumers make purchases. There are four main lines that can explain the function of marketing strategy. Here is the review: 1. There are standards for assessing the performance of members in the business field or company. With this standard, quality and quality supervision can be more effective. 2. As a tool in achieving various company goals in the long and short term. 3. To regulate the course of business. So, marketing team coordination can run effectively and in accordance with the target. 4. Will increase motivation in the business being carried out. Marketing strategy requires business actors to be able to predict the course of business in the future. And can provide business enthusiasm so that the business can run optimally.

Sale. Selling is part of marketing as a whole, because the marketing process begins long before the goods are produced, does not begin when production is complete, and does not end after the sale. Indeed, the understanding of marketing has various definitions that seem different, but the meaning intended in each definition put forward has almost the same orientation, depending on which side the understanding is more emphasized (Pasigai, 2022).

3. Research Method

The method used by the researcher in this study is the Method Qualitative, According to Pawito (2018) "Qualitative methodology is a procedure research that produces descriptive data in the form of written or spoken words from people and observable behavior" while according to Kriyantoro (2010), Qualitative descriptive research is a research that describes a situation. or course of events, does not test hypotheses or make predictions. Research Descriptive aims to describe systematically and accurately about facts about a particular field.

According to Sugiyono in (Sahir, 2021) Data collection techniques is the most strategic step in research, because the main objective of the research is to obtain data. The technique used by the author to compiling this chapter are interviews, observations and documentation. There are two sources of data used, namely primary and secondary data. Primary data is data obtained from the owner and employees of Astra Motor through interviews with 4 people consisting of consumers and team leaders. While secondary data is obtained from books, journals and scientific works related to marketing strategies.

4. Findings and Discussions

Sales Volume Analysis. One of the most important analysis conducted by the company is sales volume analysis. This is intended to determine the progress or decline of the company in marketing the products produced. With this analysis, it can be revealed whether the company's product sales have increased or decreased. In relation to this study, the author tried to analyze the development of the sales volume of the Genteng UD. Berkah Jaya company during 2016-2018. The data obtained is data on the number of products that sold during 2016-2019 looking at the data can be revealed, whether the sales volume increased or decreased. The following is the total sales volume of PT. ASTRA MOTOR PALEMBANG

Table 1. Sales of High Class Motorbike Types - Dealer of PT Astra International Tbk-Honda Sukarami Branch

Type	Year			Amount
	2021	2022	2023	
ADV 160 CBS & ABS	-	17	19	36
ADV 150 CBS & ABS	13	5	-	18
CRF 150 l	51	76	31	157
C6X 150	-	2	2	4
Total				215

Source: Sales Data of PT Astra International Tbk-Honda Sukarami Branch 2023

Table 2. Sales of High Class Motorbike Types Dealer PT Astra International Tbk-Honda Sako Branch

Type	Year			Amount
	2021	2022	2023	
ADV 160 CBS & ABS	-	38	22	60
ADV 150 CBS & ABS	16	10	8	34
CRF 150 l	63	68	40	171
C6X 150	-	6	2	10
Total				275

Source: Sales Data of PT Astra International Tbk- Honda Sako Branch 2023

From the data in table 1 of PT Astra Internasional Tbk- Honda Sukarami Branch dealer, it can be seen that the CRF 150 l type is the most in demand in sales from other types of motorbikes. The selling price of the ADV 150 cbs motorbike type is IDR 36,980,000, ADV 160 ABS selling price is IDR 39,880,000, CRF 150 l selling price is IDR 37,110,000 and the price of the Cbx 150 X type is IDR 35,500,000 from the high selling price of the motorbike type is said to be high class. While from the data in table 2, it can be seen that the CRF 150 l type is also the most in demand in sales from other types of motorbikes. Judging from the two tables, the PT Astra Internasional Tbk- Honda Sako Branch dealer has more sales with a total of 275 units while PT Astra Internasional Tbk- Honda Sukarami Branch only has 215 units.

From table 1 and table 2 from 2021-2023 sales are decreasing and are far from the sales target which remains at 50% of sales. Meanwhile, marketing personnel are increasing, promotions are often carried out.

How a company can influence consumers is something that requires careful planning and supervision and requires actions consisting of 4 types, namely:

Product. A product is anything that is offered to a market to be noticed, used, and consumed so that it can satisfy the desires/needs of consumers. Products can also be defined as physical, psychological, and symbolic attributes that can produce satisfaction or benefits for consumers. A group of important attributes in a product will influence the attitude of consumer satisfaction/dissatisfaction towards a particular product or service. With good and reliable quality, the product will always be embedded in the minds of consumers because consumers are willing to pay a certain amount of money to buy quality products. (Maria & Anshori, 2016) The products provided by PT. ASTRA Motor Palembang are of very high quality and very good.

Price. Price is another unit of measurement (including other goods and services) exchanged to obtain the right to own or use a good or service (Tjiptono, 2006:81). Price is a certain nominal value that is a measure of the appropriateness of purchasing a product or service (Kotler and Armstrong, 2014). Companies must set prices appropriately in order to be successful in marketing goods or services. (Rufliansah & Daryanto Seno, 2020) The premium quality and technology offered certainly also affect the price, so this price becomes a challenge for the team to find the right target market, by convincing consumers that the price they buy is very efficient with the unit they get. But sometimes not a few consumers cancel because they doubt their ability to buy a High Class motorcycle unit.

Promotion. Promotion is one way that companies do to attract the attention of buyers. Promotion is also a flow of information or persuasion that is made to direct someone in making a buying and selling transaction, and promotion is done to make consumers remember all the products offered (Mayasari et al., 2021). Research Results at PT. ASTRA Motor Palembang is to Adjust the displayed advertisements or information with High class products that are specially designed and intended for consumers who want premium products. For example, product design, product design is a major reason for consumers to decide to buy it or not because of that PT Astra Motor Tbk has a commitment.

Place. Location is one of the things that must be considered in running a business, a strategic location can influence sales (Mayasari et al., 2021). Research Results One of the important factors in determining a company is the location of the company, where the location of the company must be strategic and accessible to consumers, and the entry of transportation access to the company. Place can be interpreted as the selection of a place of business and the selection of a place for service.

5. Conclusion

The marketing strategy carried out by PT Astra Motor Tbk to attract customers, requires the right promotional strategy, so that what the company wants can be achieved, namely increasing sales volume. Choosing the right media, this strategy is choosing the right media for an advertising campaign in order to make customers know, understand, determine attitudes, and buy products produced by the company. The factors that inhibit sales are the high price of motorbikes, although very efficient with product quality, finding the right target is quite a challenge. The

second is the number of viewers, or followers who fluctuate tend to be small because of content competition with various existing content. In an effort to increase sales of high-class motorcycle products, the author suggests that PT Astra International Tbk-Honda provide regular public speaking training, especially on product knowledge about high-class motorcycles, so that marketing has broad insight in order to create good communication and give the impression of professionalism. Companies should continue to promote and support regional events as promotional media. Increase customer trust by conveying customer aspirations and enthusiasm for the desired Honda products.

References

- Hilmi, RZ, Hurriyati, R., & Lisnawati. (2018). ANALYSIS OF MARKETING STRATEGY IN INCREASING PRODUCT SALES VOLUME AT PT. PRODERMA SUKSES MANDIRI. 3(2), 91–102.
- Junaidi, M., Dewi, S., & Mayvita, PA (2022). Marketing Strategy of PT. Astra International Auto 2000 Banjarmasin with SWOT Analysis Approach to Increase Service Volume. Islamic University of Kalimantan, 2–9.
- Khairi, UA, Hasibuan, N., Zidan, APR, & Suhairi. (2024). Marketing Strategy and Target Positioning as the Key to Business Success. Jurnal Masharif Al-Syariah: Journal of Islamic Economics and Banking, 9(204), 9–17.
- Lestari, I. (2021). Marketing Strategy in Increasing Used Motorcycle Sales at Doyok Motor, Kebonsari District, Madiun Regency. Pharmacognosy Magazine, 75(17), 399–405.
- maliah. (2013). Marketing Strategy of Honda Motorcycles at CV. Astra Kencana Motor Muara Enim. Journal of Media Wahana Ekonomika, 9, 64–79.
- Maria, M., & Anshori, MY (2016). The Influence of Product Quality and Service Quality on King Cake Consumer Satisfaction. Journal of Theory and Applied Management, 6(1), 50–51. <https://doi.org/10.20473/jmtt.v6i1.2654>
- Mayasari, N., Qomariyah, E., & Purwati, NE (2021). Marketing Strategy in Increasing Clothing Sales Volume at Zoya Store, Kendari City. Business UHO: Journal of Business Administration, 5(2), 462. <https://doi.org/10.52423/bujab.v5i2.16689>
- Pasigai, MA (2022). The Importance of Marketing Concepts and Strategies in Facing Business Competition. Journal of Development Studies Economics, 1(1), 51–56.
- Rufliansah, FF, & Daryanto Seno, AH (2020). The Influence of Price and Product Quality on Consumer Satisfaction (Study on Rainbow Creative Semarang Consumers). Journal of Business Administration, 9(4), 389–401. <https://doi.org/10.14710/jiab.2020.28226>
- Rusdi, M. (2019). Marketing Strategy to Increase Sales Volume at Genting Company UD. Berkah Jaya. Journal of Management and Business Studies, 6(2), 83–88. <https://doi.org/10.21107/jsmb.v6i2.6686>
- Setiawan, IN, C. Tri Widiastuti, & Wahyu Puspitasari. (2023). Analysis of Product Marketing Strategy in an Effort to Increase Profit and Sales. Scientific Horizon Journal, 2(7), 2893– 2904. <https://doi.org/10.53625/jcijurnalcakrawalailmiah.v2i7.5273>
- Sahir, SH (2021). *Research methodology*. KBM Indonesia Publisher.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>)