



Marketing Strategy Analysis Of Consumer Purchase Interest In The Covid-19 Pandemic Laksmi Kebaya Store Lampung

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ABSTRACT

Marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and its references and allocations, especially as the company's response to the changing environment and competitive conditions. This study aims to analyze marketing strategies in increasing consumer buying interest at the Laksmi Kebaya store in Lampung. The research method used is descriptive qualitative research method using SWOT analysis technique. The data collection method used is using observation and interviews. The benefit of this research is to add insight into the importance of understanding marketing concepts, as a reference in dealing with the same problem later and become important input for companies in knowing marketing strategies for consumer buying interest. Based on the results of the SWOT analysis, it can be concluded that the strength factor analysis of the Laksmi Kebaya store has a score of 1.92 and the weakness factor has a score of 1.27, so that the total internal score of the company is 3.19 while the results of the opportunity factor of the Laksmi Kebaya shop have a score of 1.58 and threats have a score of 1.37 so that the total score on external factors is 2.95. From the results of the analysis of these factors, the Laksmi Kebaya shop is in the first quadrant position, namely the Growth strategy (development strategy).

INTRODUCTION

Along with the advancement of the times, consumer tastes change more rapidly and consumers are increasingly selective in determining where to shop. The development of the times has also led to increasingly fierce trade competition in the retail sector. This makes retail entrepreneurs to mobilize all their capabilities and strategies in order to be able to win the competition. In order to grow and develop, a company needs to understand consumer behavior in order to foster consumer buying interest so that it can compete with other companies. Laksmi kebaya Lampung is a kebaya shop that sells a variety of traditional Balinese clothing. Laksmi kebaya has opened a shop since 2016. Laksmi kebaya is located at Jalan Perumahan Pramuka Garden Residence C.18 Rajabasa, Bandar Lampung. This shop sells various types of kebaya, from plain semifrance kebaya, sequin kebaya, obi or shawl, kamen, and accessories needed by the community, especially Balinese.

From table 1 it can be seen that the number of sales at the Laksmi Kebaya Lampung Store has fluctuated. The data on the number of buyers above was obtained from the cashier data of the Laksmi Kebaya store. It can be seen from the sales table that the most sales were in December with sales of 734 pcs with 587 buyers. The number of visitors and sales at the Laksmi Kebaya shop increased during graduation ceremonies and Hindu religious holidays such as Galungan and Kuningan holidays.

The goal that the author wants to achieve from the research conducted is to find out the marketing strategy that influences consumer buying interest at Laksmi Kebaya Lampung. Marketing strategy is basically a plan that is comprehensive, integrated and unified in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing goals of a company. One of the elements in an integrated marketing strategy is the marketing mix (Marketing Mix), which is a strategy carried out by the company, which is related to determining how the company presents its product offerings to certain market segments, which are its target market. Marketing mix is a combination of variables or activities that are the essence of the marketing system, variables that can be controlled by the company to influence the reactions of buyers or consumers. The four elements of the marketing mix are product, price, place and promotion.

Table 1. Sales Data at the Laksmi Kebaya Lampung Store, Bandar Lampung City June 2020 – August 2021

Month	Number of Consumers (People)	Development %	Quantity (pcs)	Development %
June	365	-	523	-
July	373	2,2	569	8,8
August	296	-20,6	483	-15,1
September	307	3,7	548	13,4
October	348	13,3	452	-17,5
November	506	45,4	653	44,5
December	587	16	734	12,4
January	598	1,8	721	-1,8
February	541	-9,5	683	-5,3
March	498	-7,9	527	-22,8
April	474	-4,8	498	-5,5
May	502	5,9	548	10
June	463	-8,4	503	-8,2
July	519	12,1	573	13,9
August	569	9,6	601	4,9
Amount	6.946	58,8	8.616	31,7
Rate-rate	463,07	3,92	574,4	2,11

Source: Cashier data at Laksmi Kebaya Store, Lampung

According to Fredy Rangkuti (2004:18) states that SWOT analysis is the identification of various factors systematically to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats.

RESEARCH METHOD

The research method used is a qualitative descriptive research method using the SWOT analysis technique. The analytical method used in this study is the SWOT matrix. Data collection methods used are observation and interviews. The object of this study is the Laksmi Kebaya Lampung store which is located at Jalan Perumahan Pramuka Garden Residence C.18 Rajabasa, Bandar Lampung.

DISCUSSION AND RESULTS

Laksmi Kebaya Lampung is a business activity unit that sells various types of Balinese traditional clothing. It was founded in 2016. Starting from being a dropshiper while in college, then starting stock at boarding houses and starting to make a mini 2x3 studio style at home, followed by making a 2-floor boutique. The opening took place in a boarding house with the founder, Ni Made Arianingsih, S.ST., M.KES. and officially opened a boutique on Jl. Housing Pramuka Garden Residence C.18, Rajabasa, Bandar Lampung.

The application of the marketing strategy carried out by Laksmi Kebaya Lampung, namely:

- Maintain Product Quality
- Utilization of Social Media
- Providing Attractive Promos

Toko Laksmi Kebaya Lampung sells a variety of products, which can be seen in the table below:

Table 2 Laksmi Kebaya Lampung Products

No.	Product	No.	Product
1.	Plain Semifrance Kebaya	5.	Hair Accessories
2.	Payet Kebaya	6.	Bros
3.	Came	7.	Longtorso
4.	Obi or Shawl	8.	After

Source: Laksmi Kebaya shop, Lampung

SWOT analysis is a qualitative research technique tool to identify various factors to formulate a strategy to increase consumer buying interest in a company. This analysis is based on logic that can maximize strength (*Strength*) and chance (*Opportunities*), but at the same time can minimize weaknesses (*Weakness*) and threats (*Threat*). The model used at this stage consists of an internal strategic factor matrix and an external strategic factor matrix.

The results of filling out Laksmi Kebaya's SWOT analysis obtained the conditions of internal factors (strengths and weaknesses) and external factor conditions (opportunities and threats) as follows. Internal Factor Conditions:

- a. Strength (Strength);

- The product raw materials used are of high quality
 - Laksmi Kebaya sells modern fashion brands wholesale and retail
 - Laksmi Kebaya Lampung provides attractive promos
 - Laksmi Kebaya Lampung provides good service to consumers
 - The strategic location of Laksmi Kebaya Lampung
- b. Weakness (Weakness) ;
- Unprofessional human resources
 - The concept of the Laksmi Kebaya Lampung Store is lacking
 - The promotion carried out by Laksmi Kebaya Lampung has not been maximized
 - The price offered is still too high

Conditions of External Factors:

- a. Opportunity ;
- The people of Lampung Province are consumptive
 - Strong and good relationship from Toko Laksmi Kebaya Lampung
 - Development of E-commerce media
 - Development of promotional support technology
 - There are still many and wide opportunities for innovation
- b. Threats ;
- Comparison of product quality with competitors
 - Unstable raw material prices
 - The emergence of new competitors by selling similar products
 - There is price competition between competitors
 - The Covid-19 virus is still spreading

The weight, rating and score for internal strategic factors is 3.19 and the external strategic factor score is 2.95. This indicates that Toko Laksmi Kebaya Lampung is indeed still a business that is still developing. Even though the Laksmi Kebaya Lampung Store is still in the developing stage, Laksmi Kebaya must pay attention to the opportunities and threats that will occur both internally and externally. The next step is to incorporate internal and external strategic factors into the SWOT matrix.

Table 3. Internal Strategy Factor Analysis

Internal Strategy Factors	Weight	Rating	Score
STRENGTH			
1. The product raw materials used are of high quality	0,134	3,5	0,47
2. Laksmi Kebaya sells modern fashion brands wholesale and retail	0,104	3	0,31
3. Laksmi Kebaya Lampung provides attractive promos			
4. Laksmi Kebaya Lampung provides good service to consumers	0,119	3	0,36
5. The strategic location of Laksmi Kebaya Lampung	0,104	3,5	0,36
	0,119	3,5	0,42
Amount	0,58		1,92
WEAKNESS			
1. Unprofessional human resources	0,09	2,5	0,22
2. The concept of the Laksmi Kebaya Lampung Store is lacking	0,119	3,5	0,42
3. The promotion carried out by Laksmi Kebaya Lampung has not been maximized	0,104	3	0,31
4. The price offered is still too high	0,107	3	0,32
Amount	0,42		1,27
TOTAL	1		3,19

Source: Data at Sports 2021

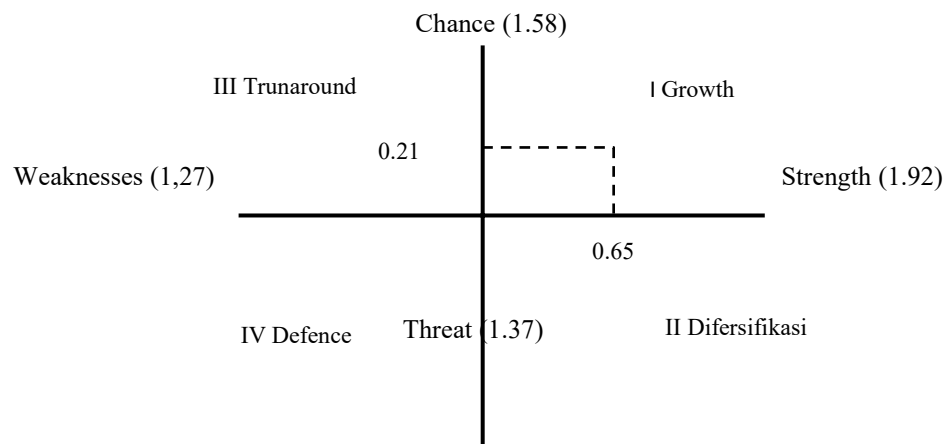
Based on table 2 regarding the IFAS Matrix above, it shows that the strength factors have a score of (1.92), while for weakness factors the score is (1.27). So it can be seen that the strength value is greater than the weakness value with a difference of (0.65).

Table 4. External Strategy Factor Analysis

Internal Strategy Factors	Weight	Rating	Score
OPPORTUNITY			
1. The people of Lampung Province are consumptive	0,099	2,5	0,25
2. Strong and good relationship from Toko Laksmi Kebaya Lampung	0,099	2,5	0,25
3. Development of E-commerce media	0,127	3,5	0,44
4. Development of promotional support technology	0,113	3	0,34
5. There are still many and wide opportunities for innovation	0,099	3	0,3
Amount	0,537		1,58
THREAT			
1. Comparison of product quality with competitors	0,085	2,5	0,21
2. Unstable raw material prices			
3. The emergence of new competitors by selling similar products	0,099	3	0,3
4. There is price competition between competitors	0,113	3,5	0,4
5. The Covid-19 virus is still spreading	0,085	3	0,26
	0,081	2,5	0,2
Amount	0,463		1,37
TOTAL	1		2,95

Source: Data at Sports 2021

Based on table 4.3 regarding the EFAS Matrix above, it shows that the opportunity factors have a score of (1.58), while for threat factors the score is (1.37). So it can be seen that the opportunity value is greater than the threat value with a difference of (0.21). From the results of the identification of these factors, it can be described in a SWOT Cartesian diagram, the diagram can be seen in the image below:

Figure 4.3 Cartesian SWOT diagram

From the picture above it can be seen that the Laksmi Kebaya Lampung Store has been on the right track by implementing a development strategy (growth) that can increase consumer buying interest. Toko Laksmi Kebaya Lampung is still classified as a business that is still developing. Even though the Laksmi Kebaya Lampung Store is still in the developing stage, Laksmi Kebaya must pay attention to the opportunities and threats that will occur both internally and externally.

Based on the Cartesian diagram analysis above, the Growth strategies that Laksmi Kebaya Lampung Store can use are as follows:

- Toko Laksmi Kebaya Lampung needs to carry out a product development strategy by launching innovative and unique products that are different from other competitors such as making more modifications to the sequin kebaya and of course providing the best service to customers in order to increase consumer confidence especially to new consumers such as during a pandemic These employees apply health protocols and consumers can also check their temperature before entering the shop area.
- Toko Laksmi Kebaya needs to carry out a market penetration strategy to increase market share through greater marketing efforts. This can be done by increasing promotional activities through social media

and maximizing technological developments by using influencers on Instagram or other social media. Promote more sales strategies with various promos on social media such as holding discounts at each minimum purchase and creating giveaways using challenges that are currently hits.

- Toko Laksmi Kebaya continuously improves product quality so that products in circulation are above competitors' products, products offered on social media must also be in accordance with what is available in order to increase consumer confidence.
- Laksmi Kebaya stores can also implement a diversification strategy, namely by inviting cross-business collaboration both in the form of products and well-known brands so that there are new things that attract consumer interest or keep old customers from getting bored.

Analysis with the SWOT matrix model uses data obtained from the table of internal and external strategic factors at Toko Laksmi Kebaya Lampung.

DELETE	IFAS	STRENGTH (S) <ul style="list-style-type: none"> - The product raw materials used are of high quality - Laksmi Kebaya sells modern fashion brands wholesale and retail - Laksmi Kebaya Lampung provides attractive promos - Laksmi Kebaya Lampung provides good service to consumers - The strategic location of Laksmi Kebaya Lampung 	WEAKNESS (W) <ul style="list-style-type: none"> - Incompetent human resources - The concept of the Laksmi Kebaya Lampung Store is lacking - The promotion carried out by Laksmi Kebaya Lampung has not been maximized - The price offered is still too high
	OPPORTUNITY (O) <ul style="list-style-type: none"> - The people of Lampung Province are consumptive - Strong and good relationship from Toko Laksmi Kebaya Lampung - Development of E-commerce media - Development of promotional support technology - There are still many and wide opportunities for innovation 	SO STRATEGY <ul style="list-style-type: none"> - Improving product quality continuously and selling modern fashion brands in retail or wholesale - Providing attractive promos by relying on existing relationships and making the most of social media to support current promotions - Carry out new innovations that are not owned by competitors regarding products and places of business 	WO STRATEGY <ul style="list-style-type: none"> - Utilizing the development of online media to maximize promotions and take advantage of existing relationships - Capture existing innovation opportunities, be it product innovation or place of business by utilizing online media to find references
	THREATS (T) <ul style="list-style-type: none"> - Comparison of product quality with competitors - Unstable raw material prices - The emergence of new competitors by selling similar products - There is price competition between competitors - The Covid-19 virus is still spreading 	STRAEGI ST <ul style="list-style-type: none"> - Trying to continuously improve product quality and pay attention to competitor developments - Providing the best service to consumers by complying with health protocols that apply during a pandemic 	WT STRATEGY <ul style="list-style-type: none"> - Improving the quality of human resources in order to increase competition among competitors selling similar products - Pay attention to the price offered with the price of existing raw materials

Based on the results of the SWOT analysis, Toko Laksmi Kebaya Lampung has pretty good strengths and opportunities so that it can minimize or avoid existing weaknesses and threats. In this position it is very profitable for the Laksmi Kebaya Lampung Store by improving conditions above the average ability so that it can outperform even strong competitors and competitors.

CONCLUSION

Based on the results of research and discussion, it can be concluded as follows:

1. Based on the results of the SWOT analysis, it shows that Laksmi Kebaya Stores have strength factors that are stronger than their weaknesses, namely (0.65) and Laksmi Kebaya Shops also have better opportunities than threat factors (0.21).).
2. Based on the results of the Cartesian SWOT diagram, it is known that Toko Laksmi Kebaya is in position I, namely the Growth position. Thus, the strategy that can be implemented is an aggressive strategy that can develop strengths and increase them and make the most of existing opportunities.

SUGGESTION

Based on the conclusions above, the following suggestions can be given:

1. To increase consumer buying interest, the steps that must be taken are to actively carry out promotions both directly and indirectly by utilizing social media as the main means of promotion while continuing to improve product quality and business locations.
2. Shows more quality of products that are owned compared to competitors so that the products we have look superior and above competitors.

In order to be able to compete in an increasingly competitive market, Laksmi Kebaya shops must rejuvenate their business premises by adding accents and repainting faded parts.

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