

Marketing Strategy Analysis in Increasing the Volume of Package Delivery Services PT. Xyz

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ABSTRACT: Logistics is one of the main needs and various efforts are being made to fulfill it. These efforts include trading and exchanging goods and conducting social relations, namely by sending goods by individuals, companies and social groups. PT. XYZ is present as an expedition service startup company that offers various types of services with digital technology-based selling points that can be accessed via smartphones to make it easier for consumers. However, the very tight competition makes the company must determine an effective and efficient marketing strategy in increasing the volume of package delivery. This is what makes the author want to know how the right marketing strategy in increasing package delivery, the obstacles encountered and the solutions made by PT. XYZ. In this research method is descriptive qualitative approach, with data collection techniques through interviews, observation and documentation. Based on the results of marketing strategy research conducted by PT. XYZ is doing quite well in increasing the volume of package delivery, by collaborating with the marketing mix in the form of product, price, promotion and place to the fullest. Which at the same time can be used to overcome obstacles and present the solutions needed for companies.

Keywords: Marketing Strategy, Increasing Package, Delivery Volume



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INTRODUCTION

With the current increasing conditions in the world trade and economic sector, especially in Indonesia, it is encouraging increased development in various sectors, which is caused by the development of information technology and transportation. So it requires business people to face challenges in the form of tight business competition.

Conceptualizing a business plan first before implementing it is a good first step in minimizing future risks and knowing what we should do to compete with competitors considering economic developments. Especially in big cities in Indonesia which are strategic areas for the business world, seeing the current turbulent global developments in technology, selecting strategies is a complex

challenge for company management where in making company decisions, they need knowledge about market needs and market trends. in the business competition they are involved in.

Goods and services are the most important needs and various efforts are made to fulfill them. These businesses include buying and selling and exchanging goods and carrying out social relations, namely by sending goods by individuals, companies and social groups.

PT. XYZ is present as a private company engaged in shipping services, in the field of shipping services by sea with various facilities and focuses on three main services such as the example below:

Regular: Packages remain safe at a comfortable price with a delivery time of 1-2 days.

Next day: Without waiting long, after 1 day the package was received.

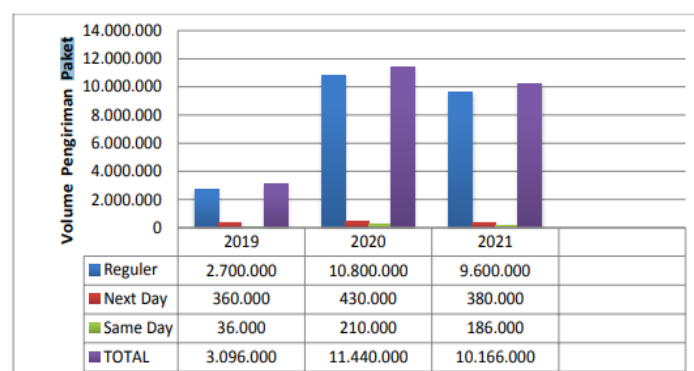
Same day: The date has not changed, the package has arrived.

In order to ensure smooth delivery of the goods to be sent, the owner of the goods must first complete the documents for the goods to be sent, namely by using the XYZ application or the owner of the goods can also deliver them to the nearest staging store or branch location. As a company operating in the service sector, the company always strives to increase the volume of service sales, for this reason the company needs to implement good marketing strategies such as implementing competitive service rates, improving the quality of expedition services, and implementing appropriate promotional policies.

Apart from increasingly fierce competition, less effective marketing strategies can also be a factor in not achieving maximum expedition service revenues. This marketing strategy can include product/service policies, promotions, pricing and service (Mu et al., 2023; Shafiee, 2023). Currently the company has implemented various promotional methods to increase service sales such as making employee uniforms, especially pick-up and delivery sections so that the company's services can be more widely known by the public.

Moreover, as a newcomer to the field of expedition delivery services, PT. XYZ also experienced problems, namely the marketing strategy chosen and used by the company. The author feels that it is still not effective and efficient enough (Njoku et al., 2023; Thu & Binh, 2023; Williams-Sanchez, 2023). So, often the load delivery volume cannot meet the company's minimum target of 2,100 package deliveries per month, per courier (Mehta et al., 2022; Santos et al., 2022). This results in a decrease in revenue turnover for the company, while couriers do not receive incentives.

Graph 1
Comparative Data on Package Delivery Volume PT. XYZ



Based on the problem identification above, the author wants to limit the scope of the problem in this research regarding the analysis of marketing strategies in increasing the volume of PT package delivery services. XYZ

Research question :

1. What is PT's marketing strategy? XYZ in increasing package delivery volume?
2. What are the obstacles to PT's marketing strategy? XYZ in increasing package delivery volume?
3. What solution did PT. XYZ to increase package delivery volume?

Research purposes :

1. Know and analyze what kind of marketing strategies PT uses. XYZ in increasing package delivery volume.
2. Know and analyze the obstacles to PT's marketing strategy. XYZ in increasing package delivery volume.
3. Know and analyze the solutions carried out by PT. XYZ in increasing package delivery volume.

Logistics

The word logistics comes from the Greek word logos which means "ratio, word, calculation, reason, conversation, oration". The word logistics comes from the French word loger which means to lodge or provide. Its original use is to explain the science of movement, supply & maintenance of military troops in the field. Later used to describe the management of the flow of goods in an organization, from raw goods to finished goods.

Ballou in Sutarman (2017) said Logistics is the process of planning, implementing and controlling effectively and efficiently the flow and storage of raw materials, inventory in process, and finished goods connected with information from the point of origin to the point of consumption, to meet customer needs.

Walters in Sutarman (2017) explains that logistics is a function that involves moving, managing the movement of goods, and storing materials on their way from the initial sender, through the supply chain and to the final customer.

Meanwhile, according to Burg in Sutarman (2017), logistics is the integration of procurement, transportation, inventory management and warehousing activities in providing cost-effective tools or methods to meet customer needs, both internal and external.

Transportation

According to Gunawan (2014), transportation comes from the Latin word "transportare", trans means across or on the other side and portare means to transport or carry. So transportation means transporting or carrying (something) to another side or one place to another. In the transportation system there are five main elements, namely:

- 1) People/things in need
- 2) Vehicle as a means of transportation
- 3) Roads as transportation infrastructure
- 4) Terminal
- 5) Organization as transport manager.

Sutarman (2017) The transportation system is an integral part of human life, even though most people do not realize how important transportation is, it feels painful if the existence of this transportation has a decline in function. For example, the company's transportation system is very weak, which will result in delays in product delivery to customers.

Distribution

According to Siahaya (2016), it is an activity to distribute goods or services as a result from producers to consumers so that the economic value of the goods or services becomes real. Production activities can take place thanks to the existence of producers.

Marketing

In the book Marketing Management and Services Marketing (Alma, 2016). The definition of marketing strategy is a fundamental plan to achieve company goals (Fadhli et al., 2023; Papadopoulou et al., 2023; Solberg & Durrieu, 2023). Several companies may have the same goals but the strategies used to achieve the same goals but the strategies used to achieve these goals may be different.

Strategy created based on agreement. Defining strategy as a process of determining plans by top leaders that focus on the long-term goals of the organization, accompanied by the preparation of a method or effort on how to achieve these goals. Andrews (2016) states that corporate strategy is a pattern of decisions within a company that determines and expresses goals, aims or objectives that produce key policies and plans for achieving goals and details the range of business that will be pursued by the company.

Thompson (2016) defines strategy as a way to achieve final results. The end result concerns the goals and objectives of the organization. Bennett (2016) argues, describing strategy as the direction an organization chooses to achieve its mission.

METHOD

The method used in this research is a type of qualitative research. Sugiyono (2012) said in his book entitled *Quantitative Qualitative Research Methods and R&D: Through research*, humans can use the results.

By using qualitative research methods, researchers will obtain information according to the informant's knowledge. Therefore in terms of sampling it is necessary to process as much information as possible from various sources.

Information obtained from informants. The selection of informants as data sources in this research is based on the principle of subjects who master the problem, have data, informants who act as sources of data and information must meet the requirements.

In this research, informants will be interviewed to strengthen the author's research regarding Marketing Strategy Analysis in Increasing the Volume of PT Package Delivery Services. XYZ is:

1. Mr Andri Hidayat, S.E. M.M As V.P Marketing & Sales PT. XYZ
2. Mrs. Rosa as Consumer of PT. XYZ
3. Mrs. Marvita Sari as Consumer of PT. XYZ
4. Mr. Ardi as a consumer of PT. XYZ
5. Mrs. Yohana as Consumer of PT. XYZ
6. Mrs. Resista Vikaliana, S.SI, M.M as Academician and Lecturer
7. Logistics Management STIAMI Institute of Social Sciences and Management

In this research, information was taken from informants using the techniques used by researchers, namely: Field Research (Field Research) is data collection carried out in order to obtain primary data from the object under study.

RESULT AND DISCUSSION

Description of Research Informants

This research requires informants to obtain information about the situation and conditions of the research background as well as information about the marketing strategies carried out by the Marketing and Sales Division of PT. XYZ in increasing package delivery volume (Gong et al., 2022; Nomura et al., 2022). The informants in this research consisted of 6 people who were directly the research subjects. Information provider as key informant from the Marketing and Sales Division of PT. XYZ, namely the first informant, is Mr. Andri Hidayat, S.E, M.M as V.P Marketing and Sales whose role and responsibility is in planning, supervising, managing and evaluating marketing

strategies that will be and have been carried out by PT. XYZ especially in increasing the volume of PT package deliveries. XYZ.

Marketing Strategy PT. XYZ in Increasing Package Delivery Volume(Bresesti et al., 2023).

Marketing strategy is one of the determining factors for the success of a product or service in being well received by the market(Moreno-Gómez et al., 2023; Singh & Agrawal, 2023). No matter how high-quality a product or service is, if consumers rarely or have never heard of it, consumers will most likely not use the product or service. In essence, marketing strategy is a form of marketing communication, namely marketing activities that seek to disseminate information, influence and remind the target market of a product or service that the company is trying to offer and sell so that consumers can accept, buy/use and be loyal to the product or service. services sold by the company(Guridno, 2023; Hidayatullah et al., 2023).

The Marketing Strategy chosen and implemented by PT. XYZ is increasing the volume of package deliveries by collaborating on the 4.P Marketing Mix in a planned, measurable manner and regularly evaluating it to assess the effectiveness and results of the Marketing Strategy that has been implemented as described below(Adwan & Altrjman, 2024; Fareniuk & Chornous, 2023):

a. Product (Product)

By focusing on 3 main types of services PT. XYZ provides expedition services that can be selected according to consumer needs, namely Regular, Same-day and Next-Day with differences in the duration of delivery of packages to reach the destination address. And at the beginning of 2022, we will launch 2 new services that consumers can choose from, namely Frozen and Cargo, with the Frozen service specifically for sending all types of frozen food (Frozen Food) that require special handling both in terms of packing and delivery time. Meanwhile, Cargo is specifically for consumers who are used to sending packages that have very large dimensions/heavier than regular packages at more affordable costs (flat prices up to the first 30 Kilograms and multiples of 5 Kilograms).

Also supported by services that are easily accessible to consumers via smartphone applications with various features such as package pick-up directly to home without the need to deliver it to PT staging. XYZ, Check shipping costs and Tracking and Tracing in real-time via the PT application. XYZ. It's also safe, arrives quickly and comes with a replacement policy guarantee of 10X the shipping cost if the package sent is damaged/lost.

b. Price (Price)

PT. XYZ offers expedition services with shipping prices that are more affordable than its competitors. The prices offered are according to the type of service that can be selected according to consumer needs with different package delivery times for each type of service. Also with flat rates for PT Cargo services. XYZ for each weight of the first 30 kilograms can then be added at a flat rate for every subsequent multiple of 5 kilograms if the cargo package sent exceeds the weight of 30 kilograms.

c. Promotion (Promotion Strategy)

As a newcomer in the field of expedition services (3.5 years) PT. XYZ always offers attractive promotions/marketing strategies for consumers so that they can compete with competitors who have already been in the business of providing expedition services. This was done to increase Brand Awareness and Brand Image promoted by PT. Since its inception, XYZ has been alert, safe, trustworthy, friendly, with integrity and trustworthiness. So that the number of consumers who know, are loyal and loyal to use PT. XYZ will increase in the future. This is also in line with the Growth Strategy which is felt to be most suitable for new entrants in each type of business.

PT. XYZ also often offers discounts on the services it provides by entering certain promo codes in the PT application. XYZ, which is usually held during special events such as National Shopping Day or other major holidays, solely to support the need for consumer expedition services which increases during the peak season.

PT XYZ to consumers who have used its services (increasing consumer engagement and trust).

d. Place (Easy to reach location)

Currently PT. XYZ is spread across 34 provinces in Indonesia, supported by distribution centers, staging, which can be found evenly in every city. Plus smart boxes are available in shopping centers and Mitraaja franchises for MSMEs who want to collaborate with PT. XYZ especially for more remote / harder to reach areas.

Obstacles to PT's Marketing Strategy. XYZ in Increasing Package Delivery Volume.

As a newcomer in the field of expedition services, our goal is to build Brand Awareness so that PT. XYZ can be known more widely by consumers. Likewise in terms of PT competition. XYZ must compete with expedition service providers that have already been in business so that they already have a large market share and more & loyal consumers, as well as new competitors that continue to emerge. Apart from that, the policy is to manage the budget for large and expensive marketing strategies so that they are right on target according to the market segmentation targeted by PT. XYZ.

Solutions carried out by PT. XYZ in Increasing Package Delivery Volume.

Armed with an evaluation of the Marketing Strategy which is carried out periodically, PT. XYZ always strives to improve the expedition services it provides by conducting customer satisfaction surveys and criticism/suggestions which can be conveyed through 24-hour customer service (Anggraeni et al., 2023; Huang et al., 2023; Shubita, 2023). Don't miss out on continuing to innovate in presenting new services that are currently needed by consumers that are in line with the values: Alert, Safe, Trusted, Integrity, Trustworthy.

CONCLUSION

Based on the results of analysis and discussion from research regarding "Marketing Strategy of PT. XYZ In Increasing the Volume of Package Delivery" the conclusions obtained are:

1. In increasing the volume of package deliveries, use a Marketing Strategy that combines the 4.P Promotion Mix (Product, Price, Promotion & Place) to the maximum in order to obtain an

- effective Marketing Strategy (in accordance with the market segmentation targeted by PT. (Cheap and Economical) considering that the budget used for the Promotion Strategy is relatively large and expensive, which also includes investment funds from investors(Al Azzam et al., 2023; Yuliarni et al., 2023).
2. Obstacles to PT's Marketing Strategy. XYZ is consumer Brand Awareness which still needs to be continuously improved, especially in facing intense competition, both with old competitors who already have a large market share and are leading the market and with new competitors which continue to emerge(Cai & Choi, 2023; Guridno, 2023; Zheng et al., 2023).
 3. The solution carried out by PT. XYZ increases the volume of package deliveries by continually improving the quality of service provided through customer satisfaction surveys and suggestions/criticism that can be conveyed through 24-hour customer service. Don't miss out on continuing to innovate in providing the services that consumers currently need most while still upholding the values: Alert, Safe, Trustworthy, Integrity, Trustworthy.

Suggestion

1. Continuously improve the services provided from all aspects, especially in the face of tight competition.
2. Updating the application to make it more user friendly and reliable.
3. Providing in-house training and incentives to Satria as delivery lastmen who are the spearhead in delivering packages and interacting directly with consumers.
4. Improve logistics management, especially when there is an overload during special events/peak seasons (National Shopping Day, Promo Day and other major holidays).

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