

Efforts of Dian Abadi Shop In Maintaining Customer Interest

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Abstrack. This type of research is a descriptive qualitative approach while the purpose of the study is to find out firsthand how the efforts of the eternal dian store in maintaining customer interest by using the focus including price, location and availability of goods. Based on the results of the study concluded that; Efforts made by the eternal dian store in Gorontalo city from the aspect of price are quite good because they are still the same as market prices. However, there are also consumers who are not satisfied with this price at Toko Dian Abadi so that they make customers buy at other stores. The location of Toko Dian Abadi is very good and strategic, but when the construction of the central market area becomes an obstacle for the shop owner. Customer access to the building location of Toko Dian Abadi gorontalo city. The availability of goods at Dian Abadi Store is still not optimal, the items needed by consumers are not all available at Dian Abadi Store so that consumers go to other stores. It is recommended for Dian Abadi Store to be able to maintain equal price competitiveness with building stores in Gorontalo, Pay attention to the location of the store during the construction of the central market, Pay attention to the availability of goods at Dian Abadi Store so that customers do not go to other stores.

Keywords: Effort, Interest, Customer.

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INTRODUCTION

Every store has a goal to survive and grow. This goal can be achieved by maintaining and increasing the level of profitability or operating profit of the store. Increase Revenue: One way to achieve this goal is to maintain and increase the revenue of the products or services produced by the store. The mission and capabilities of the store need to be

considered in order to be able to meet customer needs in providing services for each selected segment, especially in the selection of market segments that the store targets.

Dian Abadi Store is a store engaged in the sale of building materials and is located in the southern district of Gorontalo city. To successfully market this store, the store needs to determine a distribution strategy that is suitable for the situation and conditions of its target market. Choosing the right distribution channel will help reach the target market more effectively. Road Access and Location: Having good road access and a strategic location will make it easier for customers to visit the store and shop. An easily accessible location will also increase the visibility and attractiveness of the store. Proper Marketing: Devising an effective marketing strategy is key to attracting potential customers. This could include promotions, advertisements, and presence on online platforms or social media. Target Market Analysis, Stores need to analyse the target market well to understand customer needs and preferences. Thus, the store can provide products that match the market demand. The store must have a clear mission and goal as a guide in its operations.

It is important for the Dian Abadi store to continue to optimise the marketing system, distribution, and store strategy in order to remain competitive and achieve the desired increase in sales volume. By understanding customer needs and adjusting measures to market changes, the store can achieve success in the building materials business. This can be seen with sales at the eternal dian store in Gorontalo city then access to distribution and strategy.

Based on the data in the following table, it shows the number of sales targets that were not met at the eternal dian store in 2022. This is due to, among others, the increasing number of competing stores in the business of buying and selling building materials. The current less strategic location where there is a development of the central market area which makes it difficult for vehicles to enter the area. The availability of building materials is less complete when compared to similar stores. This causes the increase in the sales volume of building materials for a shop or shop to be less effective.

Table 1 Sales data 2022 Dian Abadi Store Gorontalo City

Number	Month Name	Sales target (Rp)	Sales realisation (Rp)	Information
1	January	7.000.000	6.500.000	Not achieved
2	February	8.000.000	8.500.000	Achieved
3	March	15.000.000	15.500.000	Achieved
4	April	14.000.000	15.000.000	Achieved
5	May	7.000.000	6.000.000	Not achieved
6	June	7.000.000	6.500.000	Not achieved
7	July	8.000.000	7.000.000	Not achieved
8	August	7.000.000	5.000.00	Not achieved
9	September	7.000.000	6.600.000	Not achieved

10	October	8.000.000	7.500.000	Not achieved
11	November	7.000.000	7.000.000	Not achieved
12	December	8.000.000	7.000.000	Not achieved
Total 2022		103.000.000	98.000.000	Not achieved

Data source: Toko Dian Abadi Gorontalo City, 2023

The data above is a recapitulation of sales during the year 2022 presented in a table format. The table lists the names of the months, the sales targets in Indonesian rupiah, the actual sales in Indonesian rupiah, and notes on whether the sales targets were achieved or not. The months from January to March successfully achieved the sales targets, while from May to December, the set targets were not met. The total sales throughout 2022 reached 98,000,000 rupiah, falling short of the target of 103,000,000 rupiah. The label "Not Achieved" indicates that overall, the sales targets for the year were not successfully reached. Therefore, research is needed regarding Dian Abadi Store's efforts in maintaining customer interest.

LITERATURE REVIEW

1. Marketing

According to (Harjadi & Dewi, 2015: 148). Marketing is: in the business world, both small, medium and right scale cannot be separated from the name marketing. Therefore, it is a system of all commercial activities that plan, determine prices, promote, and distribute goods and services to meet consumer needs.

2. Marketing function

According to (Mendo et al., 2022:23), marketing function, often referred to in the field of marketing, is one of the forefronts that aids companies in generating profits or gains. Thus, the effectiveness of a business's marketing function performance determines its positioning in competition, and several key aspects discussed in marketing management are as follows:

- a. **Product Introduction:** One of the primary functions of marketing is to develop products or services that fulfill the needs and desires of the target market. This involves market research, product development, and designing the product to align with consumer preferences.
- b. **Price Setting:** This function involves determining the appropriate price for a product or service. Pricing should consider production costs, market competition, the value provided to consumers, and pricing strategies aligned with business objectives.
- c. **Advertising and Promotion:** A vital marketing function is to promote products or services to the target market. This encompasses activities like advertising, sales promotions, advertising campaigns, and other communication strategies to reach and influence consumers.

- d. **Distribution:** Distribution function involves selecting effective distribution channels to deliver products from the manufacturer to end consumers. This includes transportation arrangements, warehousing, and supply chain management to ensure products are available at the right place and time.

These four aspects in marketing are often referred to as the marketing mix. These aspects must be well managed to achieve business goals. A similar viewpoint is shared by (Harjadi & Dewi, 2015:149), focusing on 1) Product, 2) Price, and 3) Promotion.

Marketing Management: According to Kotler and Armstrong (as cited in Fauzi, 2015:144), Marketing Management consists of two words: Marketing and Management. Marketing involves the evaluation, planning, implementation, and supervision of strategies designed to create, build, and maintain profitable relationships with target customers to achieve company goals.

Customers can be individuals or collectives (organizations). Generally, customers are divided into 2 types: a) internal customers: customers originating from within the company itself. Even if they belong to different units or departments, if they are within the company's environment, they can be categorized as internal customers. b) External Customers: Customers from outside the company who purchase goods or services produced by a company or those impacted by the product, but are not members of the producing organization. In terms of products, this perspective is taken into account.

METHOD

This type of research is descriptive qualitative approach. In this study, the data analysis that will be used includes several steps, including, 1) Data reduction is an analysis that manages, connects, directs unnecessary discards and analyses data in such a way that the components, components of the amount are drawn as conclusions. 2) Presentation of information (information display) is a collection of data that shows the possibility of drawing conclusions and interpreting data suggestions used to analyse problems through interviews. 3) Drawing conclusions or verification (checking) this activity is carried out to interpret the data and analysis of related components, through this activity the data is processed using data sources that have been changed and presented to further towards the final conclusion to answer the problem at hand.

RESULTS AND DISCUSSION

This research focuses on the efforts of the eternal dian shop in maintaining customer interest with an emphasis on price, location, and availability of goods. And the data obtained by this study were obtained through field data directly from informants through in-depth interviews of 6 (six) people consisting of 1 shop owner, 2 shop employees, and 3 consumers/community members.

1. Price

The quality of the goods is quite good and in accordance with market prices so that it can still be reached by the community this can be seen from the statement of shop employees "The price of some goods is expensive and some are cheap, it is determined by the quality of the goods as for the price of goods as follows: Conch cement Rp.75,000 / sack,

bocowa cement Rp.76,000, iron 12 Rp.135,000, nails 5-15 Rp.22,000./kg, zinc Rp.75,000, plywoodx gypsum Rp.62,000, rucika pipe $\frac{3}{4}$ Rp.43,500 cet komilex Rp. 77,000 and others that have a selling price structure that mematiakn for profit and costs incurred and the price is good enough because it is still affordable and often provide bonus items and price discounts ". (interview 9 June 2023).

The eternal dian shop has a selling value that can still be reached by the community. The price name is in accordance with the quality of the goods being sold. "Based on the buyer's statement, the price is affordable as for some buyers, our prices are more affordable than other stores as well as competing in terms of price and quality of goods". (interview 10 June 2023). From the statements and observations that the prices in the shop are affordable and can be accounted for quality.

2. Location

Location is one of the important aspects for the business of building material products at the Dian Abadi store in this case to facilitate the buying and selling process. The results of interviews obtained by core informants (FL) as the owner of the Dian Abadi store stated that:

"the location of the Dian Abadi store is very strategic in reach of consumers because it is in the centre of the Gorontalo city trade market, but there are obstacles that were discovered during the construction of the central market area that decreased sales volume, but the efforts we made to consumers to increase sales volume only imposed price discounts and bonus items on customers".

The statement above suggests that the location is very strategic, only increasing sales and providing price discounts and bonus items. The same thing was conveyed by the informant (wk) as an employee at the dian abadi store stated below: "the location can be jangkau because it is located in a strategic place and is around the city centre and the efforts we make, holding live on social media when there are massive promos and pinning the address".

The explanation of the informant above as an employee of the eternal dian shop stated that the location is very strategic because it is in the city centre so that it can easily carry out promotions.

3. Availability of goods

The availability of goods must be taken into account to fulfil consumer demand. If you do not have enough stock, then you risk losing consumers and vice versa, if you have too much stock, it will be detrimental to trading agents. Thus, the stock of goods in a store must always be sufficient and updated. In order not to be disrupted by the sales and marketing process, this also requires reliable management by the shop owner.

The results of the interview by the informant (FL) as the shop owner that: "The availability of goods in the dian abadi shop is always available in full and the control of goods according to the buyer's request so that they are diligent in buying at our store. Every item we sell always has more stock so as not to break up sales and some are not available so that they often lose consumers because consumers buy in other stores ". The statement above states that the availability of goods in the eternal dian shop is always available and some are according to the buyer's request. The results of the interview by informant (G) as a shop employee that: "the availability of goods meets because we provide goods according to the desires or needs that consumers really need and the effort is the same".

The availability of goods in the eternal dian shop is still complete and available according to the needs of the community, but there are also frequent shortages of goods so that customers switch to other stores. The efforts of the eternal dian shop in maintaining customer interest in the eternal dian shop gorontalo in the South City sub-district of the city of gorontalo with research focal points; price, location and availability of goods and will be described further discussion as follows: Price is one of the indicators affecting sales and store revenue. Price is the amount of money spent by consumers to get the desired goods. A store must pay attention to the price and quality of goods for each product. Efforts in price marketing must be reviewed by the eternal store carefully because there are some consumers who feel that the efforts made by the store are not right. Price can be defined as the amount of money billed for a product and service or the amount of value that customers exchange to benefit from owning or using a product or service.

Based on the results of the research and analysis of the author, it can be concluded that: 1) Price, Price is very important to launch the buying and selling process between shop owners and consumers. So the price effort in the eternal dian shop is adjusted to the price of its kind in other stores so that consumers feel that the goods sold in the eternal dian shop are not too high or expensive. 2) Location, Location is an important part of access to buying and selling a product for each store. Therefore, the eternal dian shop must think about how the level of shopping access will be when developing the central market area and think about how to choose the right location access so that consumer interest is maintained. Based on the results of the research and analysis of the author, it can be concluded that the location of the dian abadi store is strategic because it is still near the city centre, but when the construction of the central market area occurs, there is a barrier, namely, for the owner of the dian abadi store to lose customers while customers have difficulty entering the dian abadi store area. 3) Availability of Goods, availability of goods is an effort made by the store in providing the goods that customers need to be fulfilled optimally so that the sales process runs smoothly. And reduce the risk of terajdi such as lack of goods. Stores must maintain a stock of goods so that customers are still interested in choosing to shop at the eternal dian store.

Based on the results of the research conclusions and the author's analysis, it can be concluded that the availability of goods at Toko Dian Abadi is always available and maintained so that customers still choose to shop for the goods they need at Toko Dian Abadi. There is also a slight shortage due to lack of supply in terms of availability of goods, sometimes the stock of goods is available or not, therefore Toko Dian Abadi still maintains good availability of goods.

CONCLUSION

Based on the results of the research and discussion above, the following conclusions are drawn from the efforts of Dian Abadi Store in maintaining customer interest in Gorontalo City, which are quite good, but there are some consumers who are not satisfied with the efforts made by the store, then the location of the Dian Abadi store is very good and strategic, but when the construction of the central market area has difficulty accessing the Dian Abadi store. and also the availability of goods is quite good because some consumers are satisfied with the availability of goods when buying, except for running out of stock.

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