

MARKETING STRATEGIES IN IMPROVING CONSUMER PURCHASE DECISIONS IN ADELIA FASHION SHOP SUABAYA

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Abstract: The purpose of this study was to determine the marketing strategy in improving consumer purchasing decisions at the Adelia Fashion Store Surabaya. By using this type of qualitative research and descriptive research, the data collection method is through interviews, documentation, observation and data analysis, with a population of 7 people, namely 1 Head of Adelia Fashion Store. This researcher produces the findings of the analysis through interviews with the head of the Adelia Fashion Store and employees applied by the Adelia Fashion Store to improve consumer purchasing decisions at the Adelia Fashion Store in marketing products, namely: Market segmentation, Targeting and Positioning and using strategies consisting of: The components of the mix are product, price, place and promotion, people, processes and physical facilities. The marketing strategy used at the Adelia Fashion Store can increase consumer purchasing decisions for the products offered and keep consumers buying products at the Adelia Fashion Store. The results of the study also concluded that the marketing strategy carried out by Adelia Fashion Store Surabaya was running well and quite effective.

Keywords: Marketing Strategy, Consumer Purchasing Decisions

1. Introduction

Marketing is one of the main activities carried out by companies in order to achieve the goal of maintaining survival to develop and earn profits. Marketing is also an important factor in meeting consumer needs and marketing targets in achieving company goals through a marketing mix that includes product, price, place and promotion strategies. Every business company has a very important role in the purchasing power of consumers. When the consumer makes a purchase for the first time and then he is satisfied with the product he bought, the consumer will give a good appreciation of the product so that consumers will become loyal customers and will indirectly invite people around them to buy products with the same brand. Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities to be carried out to achieve the marketing objectives of a company. Marketing strategy is also an effort to market a product, be it goods or services, using certain plans and tactics so that the number of sales is higher. In other words, 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.

Consumer purchasing decisions are the evaluation stage, consumers form preferences between brands in a collection of choices. Consumers may also form intentions to form the most preferred brand. Meanwhile, according to Kotler and Armstrong (2010:417) suggests that consumer purchasing decisions are the stage of the decision process where consumers actually make product purchases. Therefore, consumer purchasing decisions are a process of how to determine the best decision from a number of alternative problem solving with real follow-up. The Adelia Fashion Surabaya store carries out a better marketing strategy than before so that the level of brand awareness of fashion clothing products at the Adelia Fashion Surabaya Store is superior to competitors, although in reality it is very difficult to increase consumers because of increasingly competitive competition. Adelia Fashion Stores must also be able to understand consumer needs by becoming customers and provide input for the long-term improvement of the Adelia Fashion Store as the first step in maintaining loyal customers to the Adelia Fashion Store Surabaya.

Adelia Fashion Surabaya store has its own advantages to market its products, even serve as a challenge to be able to get customer satisfaction. If consumers get satisfaction with the products sold, then they will be loyal, if customer loyalty is realized, it will have an impact on increasing sales. The advantage of this Adelia Fashion Surabaya store is that they are able to survive and compete with similar companies. The process of getting consumers is what attracts the author to conduct research to find out how far the marketing strategy used at the Adelia Fashion Store Surabaya in improving consumer purchasing decisions provided at the Adelia Fashion Store Surabaya. Then this will be widely explained through scientific work in the form of research with the title Marketing Strategy in Improving Consumer Purchase Decisions at Adelia Fashion Stores Surabaya.

Based on the above background, the authors can formulate a problem that will be a reference in this research, namely how marketing strategies to improve consumer purchasing decisions at the Adelia Fashion Store Surabaya, then the purpose of this study is to determine the marketing strategy in improving consumer purchasing decisions at the Adelia Fashion Store Surabaya.

2. Literature review

Marketing Strategy

According to Pearce (2014; 4) a strategy is a game plan carried out by the company. A strategy reflects the company's awareness of how, when, and where the company will compete against whom in the competition and for what purpose a company competes. To get prosperity in business, a businessman takes certain steps. The steps that can be taken by business people are to carry out a strategy. A businessman can carry out his strategy by learning from the past experiences of other business people, or can create his own strategy.

According to Kotler and Armstrong in Alma (2014; 340), marketing is a process by which companies create value for customers and build strong customer relationships to extract value from customers when they come back. Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve the marketing objectives of a marketing. In other words, marketing strategy is a set of goals and objectives, policies and rules that provide 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 environment and competitive conditions that are always changing.

A successful marketing strategy is largely determined by the level of satisfaction obtained by consumers from marketing activities carried out by the company for its products. On this basis

it can be said that the goals and objectives of marketing a product is to satisfy consumers. Every company that competes in an industry has a competitive strategy. Efforts to identify and study competitors are the main problems that need to be solved to carry out effective planning. In this way, the company can clearly see the areas of advantages and disadvantages of potential competitors. The company can launch a more striking attack against its competitors while also preparing stronger defense measures against the opponent's attack. Therefore, before a marketing strategy is used in a company,

Marketing Concept

Assauri (2017:81) says the marketing concept is a company orientation which emphasizes that the company's main task is to determine the needs and wants of the market, and then to fulfill these needs and desires is achieved so that the level of customer satisfaction exceeds the satisfaction provided by competitors. In essence, the marketing concept emphasizes orientation to the needs and wants of consumers supported by integrated marketing activities aimed at successfully achieving company goals.

Thus there are 5 marketing concepts that underlie the way companies carry out their marketing activities, namely: 1) Production-minded concept. This concept argues that consumers will choose products that are easy to obtain and cheap in price so that the main focus is to increase production efficiency and expand distribution coverage. 2) Product insightful concept. This concept argues that consumers will choose products that offer the best quality, performance and other innovative things so that the main focus is to make better products and strive to continuously improve them. 3) The concept of sales insight, this concept argues that if consumers are left alone then consumers will not buy the company's products in sufficient quantities. Therefore, companies must make aggressive sales and promotion efforts. 4) Marketing-minded concept, this concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors. This concept is based on four main joints, namely the target market, customer needs, coordinated marketing, and profit. 5) This concept holds that the company's task is to determine the needs and wants and interests of the target market and fulfill them more effectively and efficiently than its competitors by maintaining or improving the welfare of consumers and society.

Step-Marketing Strategy steps

In implementing the marketing strategy, steps are needed to support the success of the marketing strategy, and one another supports each other and is a component to achieving goals. The steps of a marketing strategy as described by Kotler:

a. Market Segmentation

A market segment is a subgroup of people or organizations that share one or more characteristics that cause them to have similar products. Market segmentation is the process of dividing a market into meaningful, relatively similar and identifiable segments or groups. The purpose of market segmentation is to enable marketers to complete the marketing mix to meet the needs of one or more specific market segments. Market segmentation is an activity to divide or group heterogeneous markets into homogeneous markets or have similarities in terms of interests, purchasing power, geography, buying behavior and lifestyle.

Segmentation has an important role in a company. First, segmentation allows companies to focus more on allocating resources. By dividing the market into segments, it will provide an overview for the company to determine which segments to serve.

In addition, segmentation allows companies to get a clearer picture of the competition map, as well as determine the company's market position. Second, segmentation is the basis for determining the components of the strategy. Segmentation accompanied by the selection of a target market will provide a reference in determining positioning. Third, segmentation is a key factor to beat competitors, by looking at the market from a unique angle and in a different way than competitors do.

b. Determination of the target market (Market Targeting).

Targeting targeting is the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. In determining the targeting, several surveys were carried out aimed at knowing the state of the market later, so that when the marketing process was not misunderstood. Furthermore, Kotler, Kartajaya, Huan and Liu stated that there are three criteria that companies must meet when evaluating and determining which segments to target.

First The company must ensure that the targeted market segment is large enough and will be quite profitable for the company. In this regard, the company must examine the existing competition in the sector and its potential for growth because it will also be related to the size and growth of the company's target segment.

Second, is that the targeting strategy must be based on the competitive advantage of the company concerned. Competitive advantage is a way to measure whether the company has sufficient strength and expertise to dominate the selected market segment so as to provide value for consumers. The company must also analyze closely whether the selected market segment is in line with and supports the company's long-term goals.

Third, is that the targeted market segment must be based on its competitive situation. Companies must consider competitive situations that directly or indirectly affect the attractiveness of targeting companies.

In essence, the marketing concept emphasizes orientation to the needs and wants of consumers supported by integrated marketing activities, which are aimed at successfully achieving company goals. Thus there are 5 marketing concepts that underlie the way companies carry out their marketing activities, namely: 1) Production-minded concept, this concept argues that consumers will choose products that are easy to obtain and cheap in price so that the main focus is to increase production efficiency and expand distribution coverage. 2) Product insightful concept, this concept argues that consumers will choose products that offer the best quality, performance and other innovative things so that the main focus is to make better products and strive to continuously improve them. 3) Sales-minded concept. This concept argues that if consumers are left alone then consumers will not buy the company's products in sufficient quantities. Therefore, companies must make aggressive sales and promotion efforts. 4) Marketing insightful concept. This concept holds that the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors. This concept is based on four main joints, namely the target market, customer needs, coordinated marketing, and profit. 5) Insightful concept of social marketing. his concept argues that the company's task is to determine the needs and wants and interests of the target market and fulfill them more effectively and efficiently than its competitors by maintaining or increasing the welfare of consumers and society.

Purchase Decision

According to Kotler (2009: 181) purchasing decisions are the evaluation stage, consumers form preferences for brands that are in a collection of choices. The consumer can also form an intention to buy the most preferred brand. While the purchase decision according to Schiffman

and Kanuk is the selection of two or more alternative purchasing decision choices. This means that someone can make a decision, there must be several alternative choices.

The decision to buy can lead to how the decision-making process is carried out. From the above definition, it can be concluded that purchasing decisions are processes and actions of consumers in determining the choice of products that will interest them. The process is actually a problem-solving process in order to meet the desires or needs of consumers. The form of decision making can be classified as follows: 1) Fully Planned Purchase, where both the product and the product brand are pre-selected. Usually occurs when there is high involvement with products (automotive goods), but can also occur when there is low involvement in purchasing (household goods). 2) Partially Planned Purchase, where the consumer intends to buy an existing product but the brand selection is postponed until the time of learning. The final decision can be influenced by price discounts or product displays. 3) Unplanned Purchase, where the product or brand is selected at the point of purchase. Consumers often use catalogs and display products in lieu of shopping lists. In other words, a display can alert a person to a need and trigger a purchase.

According to Kotler that the decision taken to buy a product by the buyer is actually a collection of a number of decisions. Every decision to buy a product has a structure of seven components, the components include: 1) Types of products. In this case, consumers can make decisions about what products to buy to meet and satisfy needs. 2) Product form. Consumers can make decisions to buy a product with a certain shape according to their taste. 3) Brand. Consumers have to make decisions about which brand to buy because each brand has its own differences. 4) The seller. Consumers can make decisions where the product they need will be purchased. 5) Number of products, consumers can make decisions about how much of a product to buy. 6) Purchase time. Consumers can make decisions about when he should make a purchase. 7) Payment method. Consumers can make decisions about the method or method of purchasing the product to be purchased, whether in cash or on credit.

Consumer behavior

To be able to anticipate and react to consumers we must understand about consumer behavior. Analysis of various factors that have an impact on consumer behavior, such as what is needed, what tastes and how consumers make decisions. Every company must be more active and more aggressive in seizing market position and winning the competition. In understanding what consumers think, there are several things that must be understood first, including:

- a. Understand the goals and objectives to be achieved or obtained by consumers
- b. Understand how they rank and prioritize those goals and objectives
- c. Knowing what we can do with the product that will be offered to help realize these goals and objectives
- d. Propose a plan of how or how we can help them to resolve the problems that arise between them and how to achieve those goals.

Companies must be able to make consumers think they are more than just product sellers, but are able to build effective cooperation between the two. Consumers hope that someone will come to be able to help them identify business problems that are always in order to achieve the desired goals and objectives. Building partnerships between companies and consumers is based on working with customers to achieve a common goal, namely to serve consumers better.

Several studies link the level of consumer satisfaction with consumer behavior, where there will be several types of consumers:

- 1) Satisfied consumers or what they get exceeds what they expected, so they will be loyal to the product and will continue to repurchase. He will tell and give chain efel about the

- company to others, this is commonly known as the word of mouth. This type of consumer is called opostles
- 2) The type of consumer defector, namely consumers who feel that the services provided by the company are nothing more or are standard or ordinary, and usually consumers will stop buying these products. Consumers feel that what they get from the product is the same as what is given by other products, so they switch to other products that are able to provide more satisfaction than expected.
 - 3) Terrorist consumer types, namely consumers who have a bad or negative experience with the company, so that it will spread a negative chain effect to others. Consumers will tell others about the badness of the product and will not encourage others to use the product. In fact, he tries to influence other parties not to buy the product on the basis of the dissatisfaction he gets from the product.
 - 4) Hostages consumer types, namely consumers who are dissatisfied with a product but make purchases of other goods, because of a monopolistic market structure or low prices. Even though consumers are not satisfied with the services provided, because no other company is happy or unhappy, they still have to use them.
 - 5) Type of consumer mercenaries, namely consumers who are very satisfied. But have no loyalty to the product. Where is influenced by low prices or other factors, for example, even though a consumer is satisfied or the product service offered by a Muslim fashion store, but because the distance is far, he switches to a Muslim fashion store that is closer even though the service and products are not very good.

To understand consumers and develop appropriate marketing strategies, it is necessary to understand what they think (cognition), feel (influence), do (behavior), and what and where (circumstances) affect and be influenced by consumers. The picture obtained from the understanding of consumer behavior is the company's basic capital for determining marketing policies to be implemented such as product placement in the market, market segmentation, product or new market development and marketing mix policies and policies in dealing with business competition. With an understanding of consumer behavior that is wrong can cause uncertainty about the marketing strategy used, so that the purpose of promoting a company's products is not used to consumers.

Purchase Decision Dimension

According to Sutisna (2002: 73) says the dimensions to measure purchasing decisions taken by consumers include: 1 Benefits Association. Benefit association criteria state that consumers determine the benefits of the product to be purchased and relate it to brand characteristics. 2) Priority in buying. The priority to buy one of the products offered can be done by consumers if the company offers products that are better than competitors' products. 3) Purchase frequency. When consumers buy certain products and are satisfied with the performance of these products, consumers will often repurchase the product whenever they need it. 4) Evaluation of alternatives and purchase decisions. In the evaluation stage, consumers form preferences for brands in the choice set.

Process Decision-making

Companies must be active in the process of retaining consumers and on the other hand the customer is in a position as a decision maker. So the company's relationship with its consumers is about consumer decision making. Therefore, in order for the customer retention process to be successful, companies need to know the consumer decision-making process. According to Kotler, there are several stages in the customer's decision-making process, namely:

- a. Recognition of Needs

The buying process begins when a person becomes aware of a problem or need. Recognition of needs arises when consumers face a problem, namely a state where they begin to realize the difference between the desired state and the actual situation. Needs can be generated by stimuli that come from within or outside.

b. Information Search

When someone is aware of their needs, they will try to find information about how to meet their needs.

c. Alternative Evaluation

In making purchasing decisions, every consumer normally tries to find satisfaction. So that in evaluating alternatives obtained from the results of searching for information, consumers will pay more attention to products that can provide the benefits that consumers are looking for or expected.

d. Buying decision

Buyers will determine their attitude in making decisions whether to buy or not to buy the product. In deciding to buy or not to buy, there are two influencing factors, namely:

- 1) Attitudes of other, namely a person's behavior towards a brand that affects consumer considerations in choosing a brand.
- 2) Unanticipated situational factors which include the completeness of a product in the market.

e. Post-purchase behavior After purchasing a product, consumers will be able to feel whether the purchased product is satisfactory or not. Satisfied consumers will buy the product again, advertise competitors' brands and advertisements, and will buy other products from the company.

3. Methods

The method used in this study is a qualitative research method, where what is sought is an understanding of social phenomena, so that the main focus is an understanding of social phenomena from the point of view of the research subjects. Qualitative method, is an activity in filtering information from normal conditions in life from an object that is associated with problem solving, both from a theoretical and practical point of view (Nawawi, 1992: 209).

Qualitative research basically assumes that social phenomena that are the center of attention of the social sciences are very different from natural phenomena that are the focus of attention of the natural sciences because social phenomena that involve humans as practical actors or social activities are always loaded with a world of meaning attached to the subject. (humans) actors that involve interpretation, awareness, and subjective meaning at the individual level of the human being as a social act. In this view, to understand a social phenomenon, it must be the result of reading how the actor understands his world (Bungin, 2003:13). The reason researchers use qualitative research methods is the nature and problem under study, where this research seeks to uncover and understand something behind the existing phenomena.

In this study, the informant determination technique was carried out by purposive sampling, where the selected informants were those who were considered to be the most knowledgeable and understanding about the problems in this study. Then it developed using the snowball technique, where the selection of further informants in order to extract data to obtain variations and depth of information was obtained on the basis of references or recommendations from key informants that had been determined previously through purposive sampling technique. The data collection techniques used in this research are: In-depth Interview, Observation, Documentation. Data analysis used the Interactive Model according to Miles and Hubberman

and Saldana (1992:15). The analysis of this model goes through 3 stages, namely data reduction, data presentation, and conclusion drawing.

4. Results and Discussion

The results of the study can be used as a source of reference for further research, especially research that has relatively the same topic. This research is expected to spur further research on better marketing strategies and factors that influence consumer purchases. Then as a reference material for student knowledge about marketing strategies on consumer purchasing decisions at the Adelia Fashion Store Surabaya.

5. Conclusion

The marketing strategy carried out by Adelia Fashion Surabaya Store is through vendors in which the vendor cooperates with the company. Vendors or suppliers are institutions, individuals or third parties that provide materials, services, products to be processed or resold or needed by the company to improve company performance. Therefore, registering vendors as we treat customers becomes an important requirement for the company. Hardly any stand-alone vendor. Vendor is also a company that has work mechanisms and systems, just like our own company.

Adelia Fashion Surabaya store is in the process of producing applying innovations according to consumer desires and demands, the most important thing in the company implementing promotions. For each type of product, regardless of the industry, in general, advertising and personal selling are the main promotional tools for goods and services, in practice both activities can be supported and complemented by sales promotions. While publicity can help in giving a positive impression for the company and product line.

Adelia Fashion Surabaya store can further improve consumer decisions in making purchases by paying attention to the behavior of target consumers so that they can apply marketing more effectively. In product development, Adelia Fashion Surabaya Store should be creative in determining the model and design of clothing can be improved, while maintaining the quality of the products sold and setting prices according to quality must be maintained so that consumers will feel satisfied and not switch to another place.

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