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**SERVICE STRATEGY TOWARDS CUSTOMERS IN AN EFFORT TO
INCREASE SALES VOLUME AT MIMISI PASARAYA PEKKAЕ BRANCH,
BARRU DISTRICT.**

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ABSTRACT

This research aims to determine customer service strategies in an effort to increase sales volume at Misi Pasaraya Pekkae Branch and to determine the driving factors in increasing sales volume at Misi Pasaraya Pekkae Branch, Barru Regency. Data sources were obtained by observation, documentation and interviews. To find out customer service strategies in an effort to increase sales volume at Misi Pasaraya Pekkae Branch, Barru Regency, research indicators were used, namely: a. Holding promotions, b. Completeness of goods, c. Best service. Then, to find out what factors are driving the increase in sales volume at Misi Pasaraya, Pekkae Branch, Barru Regency, namely: a. Strategic location, b. Promotion of goods, c. Dress politely and neatly. The results of the research show that the Customer Service Strategy in an Effort to Increase Sales Volume at Misi Pasaraya Pekkae Branch, Barru Regency has been running well. And all indicators are proven to support the driving factors in increasing sales volume at Misi Pasaraya Pekkae Branch, Barru Regency.

Keywords: *Strategy, Service, customers, sales volume*



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A. INTRODUCTION

Current economic developments show plus points compared to previous years. This also influences the development of the retail world. If we look around us, there are many large, modern shopping centers and retailers mushrooming all around us. Judging from the prospects for the short term and future, the retail business is a very promising business.

Retail or retail business is a way of marketing products including all activities that involve selling goods directly to end consumers for personal and non-business use. An organization or person who runs this business is also called a retailer. Also known as retail business, retail acts as a marketing intermediary that connects primary producers or large wholesalers with consumers who buy in small quantities or in units. After purchasing a number of goods from a larger business group, the retailer will resell the goods by setting a certain additional price to make a profit.

Retail functions are: a. Make it easier for consumers to get the goods and services they need, b. Providing benefits for producers and wholesalers, c. Play a direct role in promoting products, offering various types of goods at various prices. Types of retail can be differentiated based on the products sold, ownership, and sales location. The types of retail are:

- Types of retail based on the products sold, namely: based on the products sold, retail is divided into 3 types, namely: product retail which sells goods, service retail which offers services, and non-store retail which uses certain media to market its products.

- Types of retail based on ownership are: there are three types of retail which are categorized based on the nature of the owner, namely independent retail, franchises and business groups. As the name suggests, independent retail operates independently without joining any party. In contrast to independent retail which develops its own business, franchise retail (franchise) involves the central company (franchisor) and derivative entrepreneurs (franchisee) in marketing the same product. Meanwhile, a business group is a retail network that is interconnected under one management, such as a supermarket or department store.
- Types of retail based on sales location are: retail types can also be differentiated based on sales location. Retailers that have direct access to public roads are included in the type of retail strip mall or commercial land. Apart from that, there are also businesses and shopping centers which consist of a combination of retail entrepreneurs who market their products and services in the same area or building. Retail is a marketing system that is quite popular today because it has a fairly large market share. Therefore, knowing the meaning of function and a number of types of retail can be used as additional information for those of you who plan to become a retailer or develop your own retail business.

Retail growth in Indonesia is currently dominated by large retailers that have modern capital and management systems, as well as large investments. This causes small retailers who still use traditional systems to be marginalized and also have limited capital problems. Many methods are offered by large retailers. For cooperation within the system and management framework which is supervised under the retailer system and the franchise system.

Very rapid business development has given rise to quite tight market competition. Every day business people emerge who introduce products with new creativity and innovation so that market competition cannot be avoided. In today's highly sophisticated development of science and technology, the needs of the world community regarding products and services needed individually and in groups are very dependent on the quality of the product, service and how it is marketed in the market. Several service and production companies always have a way to attract consumers with reliable strategies as weapons in selling their services and products so that the market becomes a new world for business people.

A company hopes that sales results can increase. Efforts to increase sales are very important for the company. Companies that cannot meet consumer tastes will practically experience a decline in sales volume. If the company experiences production setbacks year after year, it is certain that the company will go out of business. For example, with the increasing number of business competitors, competition in the same type of industry should have superior product specifications.

Besides that, companies must be able to understand consumer needs, design and control service quality effectively. In marketing a product, there are various things that must be considered, including quality, competitive prices, product availability and what is also important is communication between producers and consumers so that they know information about the product and its existence. In the current era of globalization, competition in terms of economic business is in the spotlight of investors. Whether or not a product or service will sell or not will be greatly influenced by marketing, production, finance and other fields as well as the ability of service managers or producers in a company who understand the behavior of consumers must have adequate

strategies to determine the success of a company in any condition. the other is marketing communications. Marketing strategy is a process that is able to deliver an organization/company to large market opportunities to increase sales and achieve the expected advantages.

Marketing strategy is also an important tool for companies to be able to win the competition. Often people think that competitors are only a threat, but actually competitors are also a driving factor so that a company is able to increase its creativity and performance and build effective and efficient innovation so that it becomes a company that can make the world proud.

According to Thompson et.al (2012), managing strategy implementation is the most demanding and time consuming of the strategy management processes. Good strategy execution requires operational excellence. This is a job for the company's overall management team. A company's success depends on the skill and cooperation of operations managers who can drive the necessary changes within their organizational units and consistently deliver good results. Management's handling of the strategy implementation process can be considered successful if things go smoothly enough that the company meets or beats its strategic and financial performance goals and shows good progress in achieving management's strategic vision.

Marketing strategy is very important for companies where marketing strategy is a way to achieve the goals of a company. So to run a business it is necessary to develop a marketing strategy. Plantations were the most important aspect of supporting the economy in Indonesia during the colonial period and this lasted for more than a century. The plantation system is an effective way to produce commodities needed in world markets.

Marketing communications is not only about making consumers interested in the company's products, but marketing communications also aims to shape consumer behavior, how to get a product into the hands of the right consumers.

Marketing communications is one of the main activities carried out by entrepreneurs to maintain marketing objectives in the continuity of the products to be sold. The success of a company in achieving its goals is greatly influenced by the company's ability to market its products. Companies can sell a product at a profitable price with the expected quality level, and will be able to overcome challenges from competitors, especially in the marketing sector. Therefore, to attract consumers to make purchases, companies must be able to implement an appropriate marketing communication strategy, according to the market conditions they face.

According to Zeithaml and Bitner, ad service quality is a mismatch between consumer expectations or desires and consumer perceptions. According to Parasuraman, Zeithaml, and Berry, there are five elements that determine service quality, namely: "tangible, responsiveness, reliability, assurance and empathy". Assurance or guarantee, namely a dimension related to the company's ability and the behavior of front-line staff in instilling a sense of trust and confidence in its customers. Based on a lot of research conducted, there are 4 aspects in this dimension, namely friendliness, competence, credibility and security.

Providing satisfaction to consumers in meeting their needs, desires and expectations is the most important thing for companies to face competition. One way to gain market share is to get as many consumers as possible. Convenience and safety are also factors in reaching consumers. The company will be successful in getting a large number of customers if it is deemed to be able to provide consumer satisfaction.

Consumers who are satisfied and become loyal consumers will recommend word of mouth.

Misi Pasaraya is a learning center that has branches in several areas and one of them is Misi Pasaraya, Pekkae Branch, Tanete Riaja District, Barru Regency, which is the 9th branch built. However, this place is the 7th active branch because two of them are closed. With this new learning place, it makes it easier for local people to reach the learning center without having to go far away.

Pasaraya Pekkae's mission is that it is a learning center which is still relatively new in Pekkae, which is the last branch to be established which still needs to be studied a lot because it is still empty of visitors and does not really have good or neat management of goods placement. So consumers are still confused about finding the goods they need and sometimes the prices listed do not match the goods displayed so consumers often feel dissatisfied with the service provided.

In fact, improving the quality of service can increase customer loyalty. Customers who assess the quality of the service provided as quite satisfactory tend to feel happy, comfortable using the service, feel that the price is met and feel that they are not being lied to so they will return to shop, recommend the service and continue to use the company's services. On the other hand, poor service quality can form negative perceptions among customers. Customers who assess the quality of the service provided as unsatisfactory will feel that their expectations have not been met, feel lied to and tend to be reluctant to return to use and provide negative news about the service and switch to competitors (Prasetyo et al., 2017).

The new Pekkae market mission is quite strategically located and sells daily necessities ranging from equipment for babies, children, teenagers, adults and the

elderly. Kitchen equipment, bathrooms, toilets, etc. Basically, you no longer need to go far to shop and the prices are affordable for all groups. The goods are also quite complete, the officers and cashiers are friendly and especially the female employees all wear headscarves. The only drawback is that the air conditioning is still not functioning well, maybe because this place is still quite new so everything is not yet adequate according to the wishes of consumers properly and there is still a lack of security. So there are still frequent burglaries because there is no CCTV installed.

However, Misi Pasaraya is trying to gain market share by making several efforts, one of which is accepting orders for goods from house to house, making it easier for people to shop who are too lazy to leave the house. With this technique, Misi Pasaraya is trying to capture market share well.

Purchasing is the most important part for a company to carry out in order to procure goods. Because there are so many things that must be paid attention to in the process of an item being resold to the end user later. Starting from which supplier to buy from, the quality and quantity of the goods purchased, when to carry out the purchasing process. So there will be a balance between inventory and the level of expenditure of goods, so that there is no shortage of goods inventory.

B. RESEARCH METHODS

This research is descriptive research with qualitative analysis. Qualitative research is research where researchers in conducting their research use observation techniques, interviews, content analysis, and other data collection methods to present the subject's responses and behavior (Setyosari, 2012:40). Meanwhile, this type of research is descriptive. Descriptive research is research that aims to explain or describe

a situation, event, object, whether a person or anything related to variables that can be explained either with numbers or words. a (Setyosari, 2012:39).

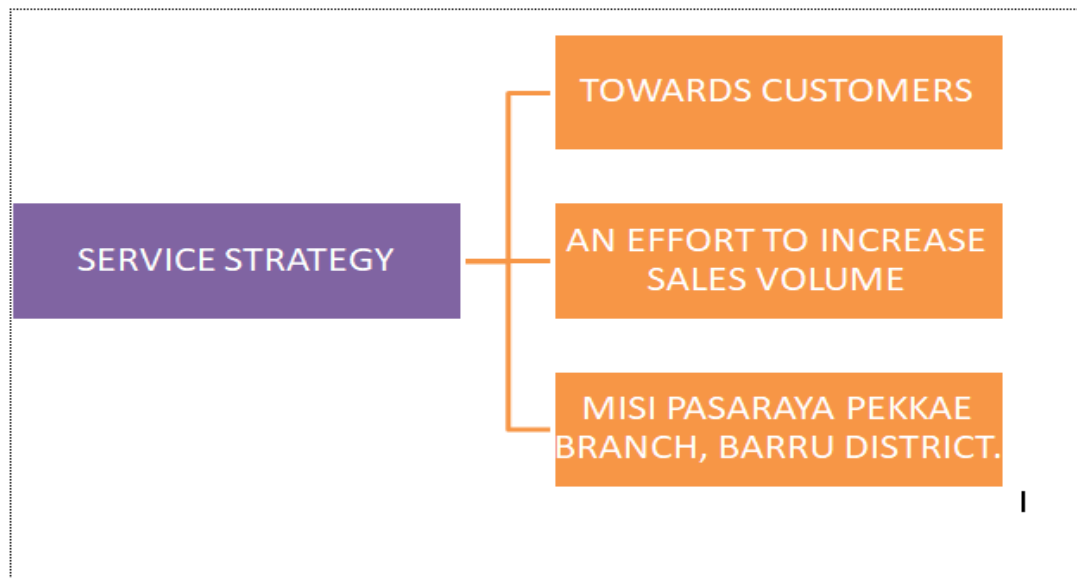


FIGURE 1. CONCEPTUAL FRAMEWORK

C. RESEARCH RESULTS

In this section, the results of the research analysis of the findings that the author obtained in the field through interviews and observations will be presented. This data is analyzed qualitatively, grouped based on variables that will be discussed operationally, namely customer service strategies in an effort to increase sales volume at the Pekkae Branch Mission Market Raya, Barru Regency and the driving factors in increasing sales volume at the Pekkae Branch Mission Market Raya. Barru Regency.

What is the customer service strategy in an effort to increase sales volume at Misi Pasar Raya Pekkae Branch, Barru Regency. In accordance with the results of observations and interviews with informants, we can find out about customer service strategies in an effort to increase sales volume at Misi Pasaraya Pekkae branch, Tanete Rilau District, Barru Regency by referring to the following indicators:

Keep Comfortable. According to the results of an interview with A. Ballasari Arsyad as Manager at Msi Pasaraya Pekkae Branch on February 4 2020, he stated that:

"There are various ways to maintain comfort, including: Providing facilities that make you comfortable, such as: Air-conditioned rooms, sufficient lighting, clean and non-slip floors, parking and resting areas, toilets, dust free, good room, especially merchandise and so on. Providing convenience in shopping activities, such as: Providing trollies (large and small) or shopping baskets, which are placed at several strategic points, The distance between shelves / shelves is not too tight, to facilitate visitor traffic, especially if someone stops, There are groupings / categories product, which is equipped with instructions (signage). Provide promotional information, price labels, discount programs and others clearly. "The cashiers are adjusted to the size of the outlet and visitor traffic, but there are a minimum of two cashiers using a barcode scanner or something else."

Provide Empathy. According to the results of an interview with Nasrina Rahim as Head of Warehouse at Msi Pasaraya Pekkae Branch on February 4 2020, it was stated that:

"an ability with various different definitions that covers a wide spectrum, revolving around others creating a desire to help others, experiencing emotions similar to those of others, knowing what others feel and think, blurring the lines between self and others" .

Quick response. According to the results of an interview with A. Ballasari Arsyad as Manager at Msi Pasaraya Pekkae Branch on February 4 2020, he stated that:

"Responding quickly, or being able to see the situation well, or whatever it is called, the point is that the store owner and his employees must know in what situations and conditions they should behave. When there are consumers who seem confused, they must be approached immediately, ask politely what they can do to help.

When there are consumers who are carrying quite a large amount of goods, or seem to be having difficulty, immediately help them. When there are consumers who are shopping without a basket / trolley, offer they immediately bring a trolley/basket in front of them. When someone is holding/choosing products and it seems difficult to decide, help, it could be that the product/item that is suitable, what you are looking for is not on display, maybe it is in the warehouse, for example a certain color.”

What factors drive the increase in sales volume at Misi Pasar Raya Pekkae Branch, Barru Regency

Strategic location. According to the results of an interview with Ratih Alfiah as Administration at Msi Pasaraya Pekkae Branch on February 4 2020, it was stated that:

"A strategic location is a location that is profitable, its influence on the existence of various kinds of businesses/other activities, both economic and social. Choosing a strategic location is something that needs to be considered before opening a business. In marketing strategy, choosing a business location is one of the factors that influences the marketing success of a business. One example is the Pekkae branch of Misi Pasaraya, which has a very strategic location to be reached by the community."

Promotion of Goods. According to the results of an interview with A. Ballasari Arsyad as Manager at Msi Pasaraya Pekkae Branch on February 4 2020, he stated that:

“Goods Promotion. By holding product promotions or product promotions, you can attract people's interest in shopping for goods at Misi Pasaraya rather than at the market because promotions can win market share. "The more often we hold promotions, the more sales we get, especially if the items being promoted are groceries, baby equipment, etc."

Dress politely and neatly. According to the results of an interview with A. Ballasari Arsyad as Manager at Msi Pasaraya Branch Pekkae on February 4 2020 stated that:

Dress politely and neatly. Where the Pasaraya Mission has its own regulations on how to dress, such as all female employees must wear a headscarf and appear neat, and men are prohibited from wearing shorts. The appearance standards at the Pasaraya Mission are as follows:

1. Wear work clothes that are neat and comply with company regulations
2. Neat and clean clothes
3. Pay attention to the harmony of make-up and accessories
4. Wear an ID CARD when carrying out duties
5. Using a headscarf must be clean and neatly arranged
6. Wear appropriate and neat shoes

DISCUSSION

In this section the researcher will present a systematic description of the data obtained through field research using the research methods presented in the previous chapter. Likewise, the problem formulation to be answered is what the customer service strategy is in an effort to increase sales volume at Misi Pasaraya Pekkae branch, Tanete Rilau District, Barru Regency, and what factors are driving the increase in sales volume at Misi Pasaraya Pekkae branch, Tanete Rilau District Barru Regency. The researcher carried out observations, interviews and documentation with the sources using an interview guide to display the results of the discussion as follows:

Customer Service Strategy in an Effort to Increase Sales Volume at Misi Pasaraya. Keep Comfortable. According to the results of an interview with A. Ballasari Arsyad as Manager at Msi Pasaraya Pekkae Branch on February 4 2020, he stated that: "There are various ways to maintain comfort, including: Providing facilities that make you comfortable, such as: Air-conditioned rooms, sufficient lighting, clean and non-slip floors, parking and resting areas, toilets, dust free, good room, especially merchandise and so on.

Providing convenience in shopping activities, such as: Providing trollies (large and small) or shopping baskets, which are placed at several strategic points, The distance between shelves / shelves is not too tight, to facilitate visitor traffic, especially if someone stops, There are groupings / categories product, which is equipped with instructions (signage). Provide promotional information, price labels, discount programs and others clearly. "The cashiers are adjusted to the size of the outlet and visitor traffic, but there are a minimum of two cashiers using a barcode scanner or something else."

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When there are consumers who are shopping without basket / trolley, offer they immediately bring a trolley/basket in front of them. When someone is holding/choosing products and it seems difficult to decide, help, it could be that the product/item that is suitable, what you are looking for is not on display, maybe it is in the warehouse, for example a certain color.”

D. CONCLUSION

1. Customer Service Strategy in an Effort to Increase Sales Volume at Pasaraya Mission is divided into three parts, namely, Maintain Comfort, Provide Empathy, Be Quick to Respond.
2. Factors that encourage increasing sales volume at Misi Pasaraya are divided into three parts, namely, strategic location, promotion of goods, dressing politely and neatly.

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