

DECISION MAKING FOR MARKETING STRATEGIES PT ZXC FOR PT QWE'S PRODUCT IN INCREASING SALES WITH AHP

Adam Riztama Amora¹, Pri Hermawan²

^{1,2} School of Business and Management Institut Teknologi Bandung

Correspondence E-mail: adamamora26@gmail.com

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Abstract

Using the Analytic Hierarchy Process (AHP) method, this study attempts to find and evaluate efficient marketing methods to boost sales of Dosing Pump products from PT QWE through PT ZXC. Particularly for PT QWE items that contribute significantly to the company's revenue, PT ZXC's sales have stalled over the last five years. The nationwide demand for products with HS code 8413.50.90 has increased despite a decline in purchases from PT ZXC, suggesting fierce rivalry at the supplier level. The primary target markets were determined by historical data analysis and AHP to be businesses with high purchase frequency and value, such as oil and gas, power plants, water/wastewater, and petrochemicals. The Technical Workshop Masterclass was the most successful marketing technique, according to the AHP statistics, because it was relevant to the target market and improved product comprehension. It is therefore recommended that PT ZXC concentrate on setting up technical workshops, expanding its target market, and enhancing its after-sales support. To guarantee long-term efficacy, marketing techniques should also be periodically reviewed and modified in response to consumer input. It is anticipated that PT ZXC will boost sales of PT QWE products and solidify its place in the cutthroat industry with this approach.

Keywords: *Analytic Hierarchy Process, PT ZXC, Marketing Strategy Selection, strategic decision-making.*

INTRODUCTION

1. Background

Sales at PT ZXC have stagnated over the past five years, particularly for PT QWE items, according to the sales report. The purchasing pattern has steadily declined since hitting its peak sales in 2021, which directly affects the company's overall revenue. This situation is even more concerning because PT QWE is one of the major contributors to the company's business, accounting for 30% of PT ZXC's overall sales. This stalemate, which happened before and after the COVID-19 epidemic, indicates that sustaining market share continues to be difficult. Since PT ZXC and PT QWE have a long-standing commercial connection, the board of directors feels compelled to come up with a strategy plan right once in order to sustain and grow sales in the face of escalating competition.

Because of the confidence that has been established with its clientele, PT ZXC has currently depended on a powerful "word of mouth" based marketing campaign. This tactic is now regarded as insufficient to meet the demands of a market that is becoming more competitive, nevertheless. The business understands that in order to boost sales of PT QWE products, a more focused and organized marketing strategy is required. Furthermore, the resulting stagnation may have an effect on PT ZXC's whole business in addition to PT QWE items.

1.1 Company Organizational Structure

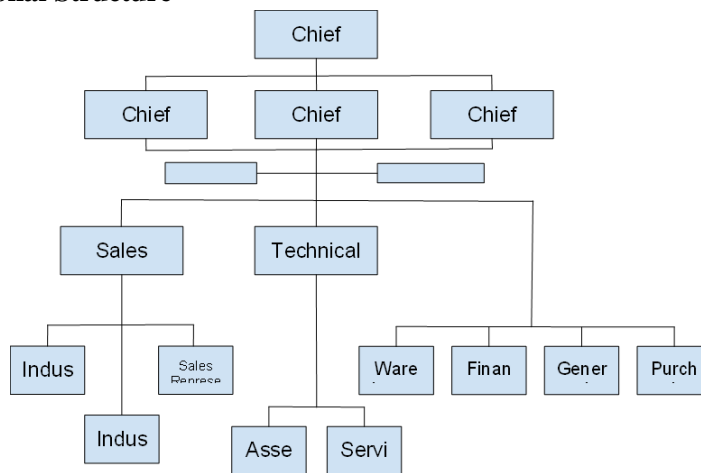


Figure 1.1 Organizational Structure of PT ZXC

The Chief Executive Officer (CEO), who oversees the company's overall operations and strategy, is in charge of PT ZXC's organizational structure. The Chief Marketing Officer (CMO), Chief Operation Officer (COO), and Chief Financial Officer (CFO) are the three key executives who report to the CEO and oversee the marketing, operations, and finance and administration divisions, respectively. The CEO is further assisted by the Secretary, who assists with administrative duties, and the Corporate Staff, who are in charge of divisional coordination and compliance.

1.2 General Stakeholders

There are several stakeholders that affect an organization's performance, and each has different requirements and expectations. These stakeholders can be divided into two primary groups: internal and external.

1.2.1 External Parties Involved

First, there are institutions or regulatory organizations. Organizations that make sure businesses abide by different applicable laws and regulations make up this group. Their responsibility is to ensure that companies like PT ZXC adhere to all applicable laws, including those pertaining to labor, occupational safety (SMK3), and government rules like TKDN and BMP. They are considered stakeholders because they guarantee that businesses function legally, which is crucial to avoiding penalties or legal issues, by enforcing compliance.

Similarly, end users of items fall under the external category. As the final users of the manufactured goods, they have the same requirements as direct buyers: dependable goods, prompt delivery, and sufficient post-purchase support. Their pleasure has an impact on the company's brand and ongoing demand, making them essential stakeholders. Another crucial group is suppliers. They supply the goods, services, or raw materials required for the manufacturing process. Suppliers anticipate being paid on time and having their product or service standards understood. They are stakeholders since the business relies on them to run smoothly and produce high-quality work.

1.2.2 Internal Stakeholders:

The CEO and department heads are important members of the company's top management team. They are in charge of establishing the vision, mission, and objectives of the business. Achieving such objectives, having a skilled workforce, and preserving financial stability are the major priorities for them. Being in charge of high-level decision-making and setting the company's direction makes this group crucial.

Workers are significant stakeholders as well. They participate in the day-to-day activities of the organization and anticipate possibilities for skill improvement, career advancement, and safe working conditions. Since their

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performance has a direct impact on the company's success and their welfare is crucial to sustaining productivity, they are classified as stakeholders.

1.3 Research Scope and Limitation

1.3.1 Research Scope

In order to increase sales of PT QWE's generic chemical injection pumps in the crowded Indonesian market, this study focuses on choosing the optimum marketing approach for PT ZXC based on the answers to a quantitative questionnaire. The decision-making process of internal stakeholders with subjective opinions in the choice of marketing strategies that have been or haven't been implemented—namely, participation in technical workshops, seminars, and expos—is included in this study.

1.3.2 Research Limitations

The subjectivity of stakeholder decision-making, which is frequently more impacted by views and preferences than by quantitative criteria, is one of the study's many weaknesses. Furthermore, the depth of study is constrained by restricted access to PT QWE's current sales data and customer insights. Long-term market factors, including economic volatility and technology advancements, may also have an impact on the suggested strategy's applicability. The results may only show a percentage of PT QWE's potential because the study's focus on PT QWE's Dosing Pump, while significant, does not accurately represent the company's product portfolio. These drawbacks highlight how crucial adaptable and flexible tactics are to ensuring long-term efficacy.

LITERATURE REVIEW

2.1 Conceptual Framework

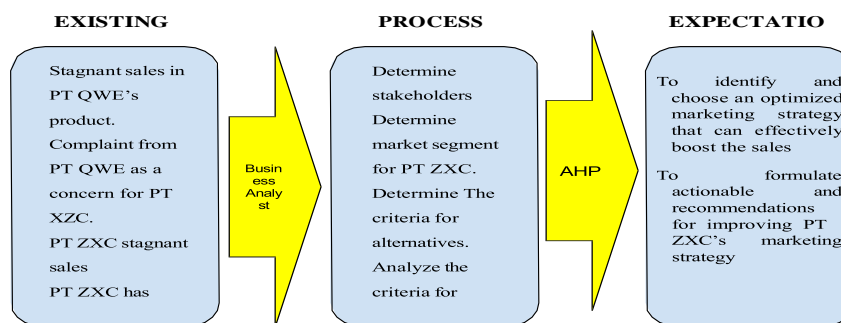


Figure 2.1 Conceptual Framework

An examination of the current circumstances that PT ZXC faces is the first step in this investigation. Sales of PT ZXC's PT QWE items are currently stagnating, which suggests that their marketing strategy isn't working. Additionally, despite trying a number of different tactics, PT ZXC complained about small sales and struggled to select the best marketing plan. This situation suggests that both businesses' marketing tactics need to be thoroughly reviewed and improved.

In their research process, business analysts will take the following actions to address these issues. The decision-making process's stakeholders will be identified first. In order to comprehend the prospective market, PT ZXC products will subsequently undergo suitable market segmentation. The Analytic Hierarchy Process (AHP) method will then be used to define and examine the criteria for different alternative marketing strategies. Using pertinent marketing mix parameters, AHP will assist in prioritizing several alternative marketing strategies.

2.2 Theoretical Foundations

2.2.1 Internal Analysis

The process of thoroughly assessing an organization's assets, skills, and competences in order to pinpoint its advantages and disadvantages that may impact its competitive edge is known as internal analysis. Jay B. Barney claims that the main goal of internal analysis is to evaluate the assets and proficiencies that can offer a long-term competitive edge. This involves determining distinctive features, like the company's assets, expertise, and abilities, that are challenging for rivals to copy. (Barney, J. B. (1991).

2.2.2 In-Dept Interview

Interviews will be used to obtain primary data, with a focus on learning about client preferences, satisfaction, and how they see the suggested marketing plan. To get unique, first-hand knowledge that is directly related to the research objectives, primary data collection is necessary. (Saunders et al., 2019).

2.2.3 Questionnaire

A questionnaire is a tool for gathering data that consists of a set of written questions organized in a methodical way to elicit information from respondents. Research frequently uses questionnaires to gather both qualitative and quantitative data. Questionnaires are made to compare pertinent criteria and sub-criteria pairwise in this situation. Researchers can systematically assess the elements in the hierarchy by using questionnaires that employ the Analytic Hierarchy Process (AHP) pairwise comparison approach. A better organized and impartial assessment is produced by using this procedure to assist in determining the relative weight of each criterion and sub-criteria. Using a rating system from 1 to 9, AHP enables numerical evaluations that support better decision-making.

2.2.4 Stakeholder Register

An essential tool for project management is a stakeholder register, which keeps track of all the data pertaining to the project's stakeholders. Their names, titles, positions, and degree of influence or interest in the decision making are all included in this data. A stakeholder registry is meant to assist decision makers in determining who is involved, as well as how they may affect its outcome. The organization team may create more efficient communication and engagement methods and make sure that everyone's interests are considered when making decisions by keeping an orderly list of stakeholders.

2.2.5 The Marketing Mix

Marketing Mix, also known as 4P, is a basic concept in marketing strategy introduced by E. Jerome McCarthy in 1960. This idea helps businesses plan and carry out their marketing campaigns in an efficient manner. The Marketing Mix is employed in this study to help identify the factors that will be taken into account when choosing the suggested marketing plan. This study can assess many alternative marketing strategies in a thorough and organized way by utilizing the four components of the marketing mix as a foundation. To identify the pertinent and significant criteria in light of the market and the requirements of the business, each component will be examined.

2.2.6 Segmentation, Targeting, and Positioning

Segmentation, Targeting, and Positioning (STP), the fundamental idea of marketing strategy, enables businesses to overcome a number of obstacles by recognizing, comprehending, and interacting with diverse market segments in a more appealing and pertinent manner (Armstrong & Kotler, 2021). The three primary steps of the STP marketing strategy are market segmentation, identifying the most lucrative market group, and positioning the offered product to gain a competitive edge in the marketplace.

METHOD

3.1 Primary Data

Sugiono (2017:104) defines primary data as the information that researchers initially record and gather. The major data used in this study came from surveys and interviews with corporate directors and staff managers.

3.1.1 Interview

In-depth interviews will be conducted with stakeholders of PT ZXC, they are . Qualitative interviews are a well-established technique for obtaining expert information and comprehensive data. The in-depth interview is a qualitative research approach in which researchers and participants have direct one-on-one talks. This approach places a strong emphasis on thoroughly comprehending the viewpoints and experiences of participants. According to Rubin & Rubin, conducting in-depth interviews enables researchers to thoroughly and contextually examine individuals' opinions and experiences. (Rubin & Rubin, 2011).

3.1.2 Questionnaire

With this approach, PT ZXC can identify relevant criteria and sub-criteria for the evaluation of alternatives and establish greater priority based on pairwise comparisons. This is expected to improve the efficacy of decision-making and ensure that the projects selected align with the business's strategic objectives. However, there were difficulties in putting this procedure into practice, particularly when incorporating the interview data into the questionnaire. Both surveys and interviews yielded inconsistent data or differing outcomes on multiple occasions. This made the questionnaire needs to be conducted a couple of times so that additional modifications are necessary to the original questionnaire instrument to account for respondents' needs and skill levels in comprehending and responding to questions.

3.1.3. Respondent for In-depth Interview and Questionnaire

In the process of collecting data to support decision-making, interviews are the initial step taken using an open-ended question model. This approach aims to obtain in-depth and open views from each respondent, so that relevant information can be extracted regarding the criteria and sub-criteria that are considered important by each stakeholder. This approach is also designed to ensure that the needs and expectations of various parties can be comprehensively mapped in the decision-making process.

The study's respondents were carefully chosen to guarantee that the information gathered came from people who were well-versed in the business operations and strategies of the organization. The chief of the organization, who has the power to decide on strategic matters like marketing strategies and corporate growth, was the primary respondent. The purchasing department, which has extensive knowledge of the supply chain, import procedure, and connections with foreign suppliers, was also involved in this investigation. Involving both sides allows the study to examine a wider viewpoint from both an operational and strategic one.

3.3 Secondary Data

3.3.1 Literature Review

Based on stakeholder interviews, the Marketing Mix concept—which comprises Product, Price, Place, and Promotion (4P)—is used to choose the marketing tactics in this study. The decision-making process is thought to be significantly impacted by these four factors. Wijaya & Purnomo (2022) review the strategy of place and promotion in expanding market reach and increasing brand awareness, Etlanda & Sutawidjaya (2022) discuss the role of price in customer purchasing decisions, and Jakaria et al. (2021) highlight the importance of products in building competitiveness. These studies are cited in order to strengthen the analysis. This analysis makes sure that the selected marketing strategy is both conceptually and practically sound by integrating ideas from literature reviews and interviews.

Table 3.1 Criteria Table

Criteria	Literatures
Product	Jakaria, R. B., Iswanto, Ariffin, N. binti, & Ibrahim, M. bin. (2021).
Price	Etlanda, K. A., & Sutawidjaya, A. H. (2022).
Place	Wijaya, J., & Purnomo. (2022)
Promotion	Wijaya, J., & Purnomo. (2022)

3.3.2 Data Analysis Methods

A data analysis method is a technique or strategy for collecting, processing, and evaluating data to extract meaningful information. This method makes data collection, analysis, and decision-making easier. Common methods for analyzing data include

3.3.3 Analytical Hierarchy Process

A method or approach for gathering, processing, and analyzing data in order to derive valuable information is known as a data analysis method. Data gathering, analysis, and decision-making are facilitated by this approach. Typical techniques for data analysis include This approach allows us to compare each component in pairs, assign a numerical value, and ascertain the relative importance of each component within the hierarchy. Because AHP takes into account a number of qualitative and quantitative factors, it is frequently utilized in decision-making. The steps to use AHP are as follows:

Numerical Scale	Verbal Scale	Interpretation
1	Equal Importance.	Two activities contribute equally to the objective
3	Moderate Importance	Experience and judgement slightly favour one activity over another
5	Strong Importance	Experience and judgment strongly favour one activity over another
7	Very Strong I	An activity is favoured very strongly over another; its dominance demonstrated in practice
9	Extreme	The evidence favouring one activity over another is of the highest possible order of affirmation.
2, 4, 6, 8	Intermediate values between the two adjacent judgement	When compromise is needed.

Source: Saaty (1990)

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A useful method (Table 3.4) for comparing two elements according to their relative relevance in decision-making is the Analytical Hierarchy Process (AHP). This approach employs a scoring system that takes the shape of an image-based number scale, with values ranging from 1 to 9. A component's relevance in relation to other components is indicated by its value on this scale. Additionally, a compromise evaluation between the two items under comparison is provided by intermediate numbers like 2, 4, 6, and 8. AHP assists in decomposing complicated issues into more manageable ones by segmenting components according to various priorities, which makes decision-making easier and more accurate.

RESULTS AND DISCUSSION

Following the discussion in Chapter III, this chapter will delve into the analysis of our findings and present actionable business solutions. This chapter is divided into three main sections. The first section, Historical Data Findings, will explore the past data to identify trends and patterns that are crucial for our analysis. The second section, AHP Result, will present the results of the Analytic Hierarchy Process (AHP) which helps in prioritizing the factors and alternatives under consideration. Finally, the third section, Business Solution, will offer practical solutions and recommendations based on the insights gathered from the historical data and AHP analysis. Through this structured approach, we aim to provide a comprehensive understanding of the problem and propose viable solutions for the future.

4.1 The Weighted Calculation for The Criteria and Sub-Criteria

4.1.1 The Calculation of Main Criteria

Table 4.1 Weighted Criteria

Consistency Ratio CR: 3.2%

Cat	Price	Place	Promotion	Product	Priority	Rank
Price	1	3.11	1.39	0.67	30.90%	1
Place	0.32	1	0.49	0.51	12.40%	4
Promotion	0.72	2.05	1	1.06	26.00%	3
Product	1.5	1.95	0.94	1	30.70%	2

This process incorporates input from a number of respondents, including a number of experts who offer their perspectives on the priorities in selecting a marketing strategy, based on the findings of the major criterion weighting that has been completed. The consolidated weight for each criterion that characterizes the significance of each element in the decision-making process is displayed in the results. In this instance, the relatively low Consistency Ratio (CR) score of just 3.2% indicates that respondents were extremely consistent with one another. This low CR value suggests that respondents' choices are highly steady and unaffected by discrepancies in the comparison of available options.

An overview of the relative importance of each factor taken into account during the decision-making process may be seen in the Consolidated Priority Table. With a weight of 30.90%, price is the criterion that receives the highest priority in this study. This indicates that when choosing a marketing approach, respondents place the highest value on cost effectiveness. The company's budget must be considered in all decision-making so that the expenses incurred in carrying out the marketing plan are commensurate with the anticipated outcomes.

4.2 The Calculation of Sub Criterias

4.2.1 Sub Criteria Price

Table 4.2 Weighted Sub-criteria "Price"

Consistency Ratio CR: 9.2%

Cat	Budget Allocation	Internal Utilization	Return on Objectives	Priority	Rank
Budget Allocation	1	0.39	0.47	17.30%	3
Internal Utilization	2.55	1	0.49	32.90%	2
Return on Objectives	2.14	2.04	1	49.80%	1

Based on the combined outcomes of the group input, the Consolidated Priority Table that was produced shows the relative priority order between criteria. Participants' decision-making consistency is very high, as seen by the relatively low Consistency Ratio (CR) score of 9.2%. Inconsistencies in the pairwise comparisons between the criteria used do not significantly impact the conclusions made, as indicated by the low CR figure. The Decision Matrix in this study gives a clear picture of how each criterion stacks up against the others in terms of relevance. One of the key conclusions that jumps out is that, at 49.8%, the Return on Objectives (ROO) criterion was given the most weight. This suggests that the most significant element for the responders was how successfully the selected marketing approach could achieve the predetermined goals. Focusing on attaining the intended outcomes is essential when selecting a marketing plan, such as seminars, workshops, and participation in expos. Because the marketing initiatives need to be able to deliver tangible benefits and align with the company's intended goals.

4.2.2 Sub Criteria Place

Table 4.3 Weighted Result for Sub-Criteria Place

Consistency Ratio CR: 0.2%

Cat	Accessibility	Reaching New Markets	Habit Conformity	Priority	Rank
Accessibility	1	0.59	1.86	31.40%	2
Reaching New Markets	1.7	1	2.76	50.90%	1
Habit Conformity	0.54	0.36	1	17.60%	3

The weighting results for the sub-criteria in the "Place" category are obtained based on the input provided by the respondents, which are calculated to produce consolidated weights for each sub-criteria considered. An overview of each sub-criteria relative priority order, derived from the group's collective input, is given in the table. The extremely low Consistency Ratio (CR) value of just 0.2% is one noteworthy aspect of this result. A low CR score suggests that the participants' decisions are stable and not significantly impacted by inconsistent comparisons between pairs of sub-criteria, indicating very high consistency.

4.2.3 Sub Criteria Promotion

Table 4.4 Weighted Result for Sub-Criteria for Promotion

Consistency Ratio CR: 2.6%

Cat	Brand Awareness	Interaction	Strategy Alignment	Priority	Rank
Brand Awareness	1	0.98	0.25	18.00%	3
Interaction	1.02	1	0.42	21.50%	2
Strategy Alignment	3.95	2.4	1	60.50%	1

Based on responses from respondents, the Promotion category's sub-criteria weighting results are used to generate consolidated weights for each sub-criteria taken into consideration. Based on the outcomes of the group input, the resulting Priority Table shows the relative priority order of each sub-criteria. The Consistency Ratio (CR) value, which is 2.6% and documented as rather low, is one intriguing aspect of this investigation. This low CR score suggests that respondents' decisions are very consistent, which means that although comparisons between pairs of sub-criteria are conducted, the outcomes of these comparisons are stable and are not significantly impacted by discrepancies. This indicates that there is a great deal of confidence in the decision outcomes derived from the questionnaire.

4.2.4 Sub Criteria Product

Table 4.5 Weighted Result for Sub-Criteria for Product

Consistency Ratio CR: 1.5%

Cat	Improving Understanding	Support for Use	Target Market Relevance	Priority	Rank
Improving Understanding	1	2.27	0.54	31.90%	2
Support for Use	0.44	1	0.34	15.80%	3
Target Market Relevance	1.85	2.93	1	52.30%	1

Weights for each pertinent sub-criteria are determined by calculating the sub-criteria weighting results for the Product category based on responses from respondents. A clear image of the relative importance of each component is provided by the Priority Table, which displays the relative priority order of each sub-criteria based on the group's total input. The Consistency Ratio (CR) number, which is documented as extremely low at just 1.5%, is one extremely intriguing aspect. Such a low CR score suggests that respondents' decisions are highly consistent, demonstrating stability in the process of forming decisions and minimal impact from inconsistent comparisons between sub-criteria pairings.

4.3 Analysis Calculation of Alternatives

Table 4.6 Weighted Result for Alternatives

Goals	Criteria	Local Weight	Sub Criteria	Local Weight	Global Weight	Participate in Expo	Seminar	Technical Workshop Masterclass
Chosen Marketing Strategy	Price	30.90%	Budget Allocation	17.30%	5.30%	0.08	0.291	0.629
			Internal Utilization	32.90%	10.10%	0.091	0.434	0.475
			Return on Objectives	49.80%	15.40%	0.077	0.3	0.623
	Place	12.40%	Accessibility	31.40%	3.90%	0.104	0.361	0.535
			Reaching New Markets	50.90%	6.30%	0.142	0.385	0.473
			Habit Conformity	17.60%	2.20%	0.331	0.257	0.412
	Promotion	26.00%	Brand Awareness	18.00%	4.70%	0.305	0.364	0.331
			Interaction	21.50%	5.60%	0.104	0.359	0.536
			Strategy Alignment	60.50%	15.70%	0.144	0.3	0.557
	Product	30.70%	Improving Understanding	31.90%	9.80%	0.108	0.454	0.438
			Support for Use	15.80%	4.90%	0.081	0.295	0.624
			Target Market Relevance	52.30%	16.10%	0.08	0.455	0.465
					1	11.60%	36.60%	51.80%

An examination of alternative weights together with the weights of each criterion and sub-criteria has successfully identified the optimal marketing plan, as indicated by the results displayed in the above table. This

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approach provides a clearer understanding of which strategy best suits the needs and objectives that have been previously set.

With a weight of 51.80%, the Technical Workshop Masterclass was found to be the top option. This figure shows this approach is the most appropriate option to use since it has the highest weight of alignment with the prepared criteria and sub-criteria. Accordingly, the Technical Workshop Masterclass is regarded as the most successful approach and could yield the finest outcomes in terms of satisfying consumer demands and the business's marketing goals.

The Seminar, the second option, was given a weight of 36.60%. The weight of this approach is likewise pretty considerable, but it is less than that of the Technical Workshop Masterclass. This indicates that the Seminar is positioned in the middle of alignment with the established criteria and sub-criteria, but it is still seen as a rather excellent choice.

With a weight of 11.60%, Participate in Expo comes in last. This strategy's low weight suggests that it is less in line with the established criteria and sub-criteria. This suggests that since Participate in Expo does not fit the priorities established in the earlier analysis, it is not thought to be the best choice for reaching the intended aims. Overall, these findings suggest that the Technical Workshop Masterclass is the best course of action to follow, but the Seminar and Participate in Expo options are less consistent with the established criteria.

4.4 Business Solution

The suggested business solution concentrates on the most effective marketing approach to enhance company performance, based on the findings of the study conducted using the Analytic Hierarchy Process (AHP) and historical sales data. While historical sales data offers insight into demand patterns, the efficacy of prior tactics, and regions with potential for growth, AHP assists in determining the optimal approach by taking into account a number of aspects, including price, place, promotion, and product. The proposed solution can boost the company's competitiveness in the market and promote long-term growth by combining these two approaches, which enable more precise and data-driven decision making.

4.4.1 Result of AHP

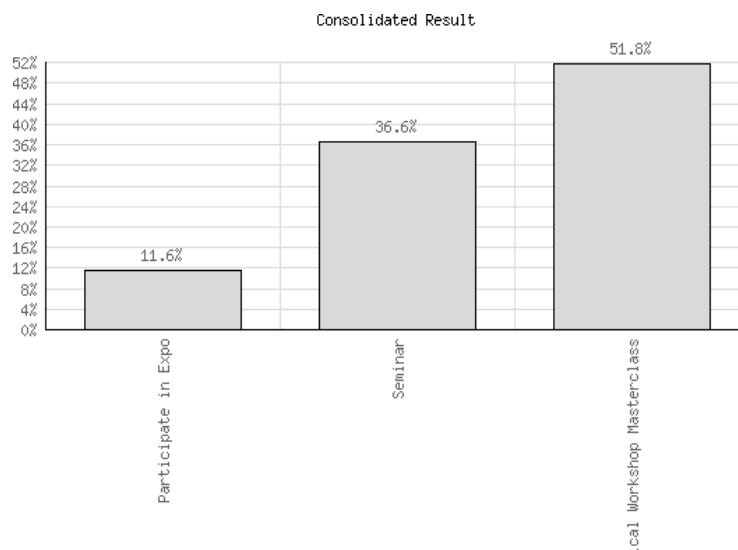


Figure 4.2 Consolidated Result of Alternatives (Ranking Alternatives)

The mentioned bar graph displays the combined outcomes of three marketing initiatives: "Participate in Expo," "Seminar," and "Local Workshop Masterclass." A bar that displays the percentage of contribution or preference in the context under study is used to depict each activity. Of the three, participation in the exhibition

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(expo) has the lowest rate (11.6%). This indicates that, in comparison to other events like seminars and workshops, this activity is less popular or thought to be less successful.

4.4.2 Suitable Marketing Strategy

The technical workshop masterclass has the highest weight (51.80%), followed by seminars (36.60%) and participate in expos (11.60%), according to the AHP calculation results. This choice is based on how each criterion and sub-criteria contributes to the established marketing goals, with the primary factors being customer contact, strategy alignment, and product relevancy. Because the product criteria (30.70%) carried the most weight when it came to marketing strategy considerations, the Technical Workshop Masterclass was the primary option. This workshop had the highest score (0.465) in the sub-criterion of Target Market Relevance (16.10%), which indicated that the product must be in line with market needs. Furthermore, Improving Understanding (9.80%) highlighted the need of improving product understanding, which may be accomplished through instructional strategies like technical seminars. This tactic fosters trust and deepens understanding of the product by giving clients and business partners direct training.

4.4.3 Implementation Plan and Justification

Table 4.7 Implementation Plan

No	Activities	2025								
		Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
1	Planning and Preparation	■	■							
2	Workshop Implementation			■	■	■				
3	Report and Evaluation				■	■	■	■		
4	Presentation to Stakeholders								■	
5	Planning for Future Workshop								■	■

To guarantee continuous implementation, assessment, and planning for the subsequent workshop, a workshop implementation plan comprising five major integrated stages has been designed for 2025. Workshop Planning and Preparation is the initial phase, which starts in March and ends in April 2025. At this point, a number of crucial actions are done to guarantee a solid basis for the workshop's execution. Activities include creating an organizing committee, establishing the workshop's goals and objectives, and getting the materials and content ready. Additionally, logistical arrangements are made, including reserving the space, lodging, and food. In order to draw attendees, the workshop is heavily marketed and promoted. The registration process comes next. To guarantee the event runs smoothly, all workshop materials—both digital and print—are meticulously prepared.

The Workshop Implementation, the second phase, will take place between May and July of 2025. Technical preparations, such setting up the location and making sure the equipment is operating correctly, will be the main focus of operations at this point. Workshop sessions will be run in accordance with the planned schedule, with a focus on group discussions and Q&A sessions to encourage participant participation. Additionally, the organizing team will keep an eye on things and change as needed in response to participant comments. Furthermore, every action taken throughout the workshop will be thoroughly recorded.

CONCLUSION

In the face of a more competitive market, this study focuses on efficient marketing techniques to boost sales of Dosing Pump products from PT QWE through PT ZXC. Several important conclusions were drawn from the analysis of historical data and the use of the Analytic Hierarchy Process (AHP) method; these conclusions served as the foundation for suggestions regarding marketing strategy. Information shows that, despite PT ZXC's purchases from PT QWE decreasing, the demand for goods with HS code 8413.50.90 has actually increased nationally. This implies that rather than a decline in market demand, the main challenges are growing supplier competition and changing major customer procurement policies. Therefore, maintaining and increasing market share necessitates a more aggressive and focused marketing strategy.

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Industries like oil and gas, power plants, water and wastewater, and petrochemicals exhibit high purchase frequency and value in terms of market segmentation. These sectors have particular requirements that are met by Dosing Pump products, particularly in applications involving chemical injection and fluid processing. Marketing strategies must therefore be focused on reaching these sectors and fostering stronger relationships with them. With the highest weighting of 51.80%, the Technical Workshop Masterclass was determined to be the most successful marketing strategy through AHP analysis. This approach was thought to be the most pertinent to the primary factors in choosing a marketing strategy, including the product's relevance to the target market, customer interaction, and the strategy's alignment with industry demands. Furthermore, the primary AHP criteria—price, product, promotion, and place—showed that the key determinants of a marketing strategy's success were cost effectiveness and product quality.

Additionally, despite a decline in purchases from PT ZXC, the rise in domestic imports suggested that there were chances for market expansion that could be taken advantage of with a more calculated approach to distribution and marketing. PT QWE and PT ZXC can modify their strategies to boost competitiveness and broaden the reach of Dosing Pump products by having a better grasp of market trends and industry demands.

Recommendation

PT ZXC's Strategic Recommendations In the face of fiercer competition in the market, PT ZXC finds it difficult to boost sales of Dosing Pump products from PT QWE. Several primary approaches can be used to address this issue, according to the Analytic Hierarchy Process (AHP) results. Increasing cross-divisional collaboration is a crucial step that must be taken to improve coordination in the planning and execution of marketing strategies, particularly between the technical, financial, and marketing teams. In-depth research on market demands and industry trends must also be conducted on a regular basis in order for PT ZXC to take a more methodical and objective stance. Price, product, promotion, and distribution are just a few of the primary criteria that can be used to evaluate marketing strategies using AHP, making decisions more targeted and efficient. Maintaining relevance to shifting market dynamics also requires regular evaluation of the strategies put into place.

According to the AHP's findings, the Technical Workshop Masterclass has been the most successful tactic. It is thought to be able to boost consumer knowledge and confidence in the Dosing Pump product. PT ZXC can lower operating expenses and improve marketing efficacy by concentrating on this workshop and making better use of internal resources. Suggestions for Additional Study, Additional research can be done to assess how well workshops increase sales and customer loyalty in order to support the optimization of marketing strategies. Furthermore, PT ZXC can identify the most effective strategy for different market segments by comparing different marketing tactics, such as attending expos or seminars.

To comprehend pricing tactics, new product developments, and extra services that can boost competitiveness, a more thorough competitive analysis is also required. Additionally, investigating social media and digital marketing technologies can lead to new prospects for expanding one's customer base and expanding one's market reach. Lastly, case studies of particular industries with significant potential for Dosing Pump products can be the focus of future research. Understanding the unique requirements of these sectors will help future research create a more successful marketing plan that meets customer needs and boosts competitiveness and market share in a sustainable way.

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