

The Analysis of Mix Marketing System Toward The Performance of Convection Business in Makassar

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Abstract—The purpose of this study is to analyze the description of the marketing mix by using the importance of performance analysis (IPA) on Tailor Business in Makassar City. The research site was conducted at Emerald Executive Tailor Makassar City. The sample of research is 200 respondents of the customers. Quantitative data analysis techniques using Importance Performance Analysis (IPA). The results show that the tailor business has quality products that are able to compete nationally and provide opportunities for customers to market products that have been made. however, there are problems such as: still promoting direct customer visits. whereas now direct visits have to be reduced because online media is available that is able to convey wider information.

Keywords—marketing mix, Importance Performance Analysis.

I. INTRODUCTION

The progress of the economic sector is the hope of all countries [1]–[6]. Likewise in Indonesia, the development of the economic sector will be able to contribute to improving welfare for the community. One of the most vital economic sectors is the industrial sector [7]–[12]. The industrial sector will help people improve their standard of living. In addition, the industrial sector will create jobs in the fields of transportation, communication, trade and other fields [7], [13]–[16].

One industrial sector that is experiencing development in Indonesia is the convection sector. In the convention business does not have to make a garment factory. However, opening a business within a home scope. This business is also able to become a side livelihood. When pursued it will increase high turnover. The convection industry is a business that is able to provide various kinds of clothing for both the poor and the rich. To develop the business, of course a strategy is needed to increase the business turnover. One method that is able to contribute in increasing the

business turnover of kenveksi is to conduct adequate marketing management. Famous marketing management as expressed in 4 P, namely: product, price, promotion, and place then developed or added to 7P. The additions are packaging, positioning, and people (Asyari, 2010). While other researchers explain to be 7C such as: 1) corporations, 2) consumer, 3) commodity, 4) cost, 5) communication, 6) channel, 7) circumstances (Shimizu, 2016). This model is known as the compass model as a marketing mix.

Makassar City is one of the metropolitan cities that has the characteristics of various cities in Indonesia. One potential that is owned as a metropolitan city is to become the center of the economy in the eastern part of Indonesia. This makes Makassar City a potential market share in the convection industry. This information is supported by data in 2017 with 49 stiches spread across various regions in Makassar City.

One of the most sought-after convection services is clothing sewing services. The problem is the availability of labor, raw materials which are the factors that determine the success of the business. Likewise, the experience of the Emerald City Tailor Makassar City regarding the workforce that is still small in order to meet customer needs for the desired order. In addition, there are several problems faced such as: 1) changing consumer tastes, 2) increasingly tight competition, 3) high employee salaries, 4) limited business capital.

II. RESEARCH METHODS

The approach in this study is to use a quantitative descriptive approach. Where in obtaining data supported by various questionnaire data .. Data collection techniques, such as: interviews, questionnaires / questionnaires, and documentation. The number of respondents in this study

were 200 respondents obtained from customers who visited. The data analysis technique used is Important Performance Analysis (IPA) revealed by Martilla (1987).

III. RESULTS AND DISCUSSION

Emerald Executive Tailor is a tailor location that is in demand by various groups. This is consistent with the achievements he received in 2016. Where the achievements obtained are Master Brand Award which is the highest award obtained by Makassar with the best brands and the level of trust obtained from various researches of Makassar Research in Makassar City. Emerald Executive Tailor is a sewing business that has won the 2012 Master Brand Award from Makassar Terkini for the tailor category. The award was received based on the results of research from Makassar Makassar City Research. The award was given on the eve of the 2012 Master Brand Award, Thursday, March 15, 2012 at the Grand Clarion Hotel Makassar.

The Master Brand Award is the awarding of the highest award given by Makassar Terkini to the best and trusted brands based on the research results of Makassar Research in Makassar City by involving 1,000 respondents. The brand that gets the Master Brand predicate is a brand that meets two criteria, namely the brand that obtains the Master Brand Index (MBI) is above the industry average category and brands according to research results are in the top 3 in their category.

The brand that has the most influence or becomes a "Master" is a brand that has the highest value of the five parameters that become the Master Brand Index. The five parameters include the brand that is most remembered (awareness), the last brand used (market share), satisfaction with the brand (satisfaction), the brand to be re-elected in the future (future intention), and the most recommended brand (most recommended).

Efforts to provide the best service to the public or customers, of course, every service provider strives to provide the best service. Knowing the value of the marketing mix service which consists of seven indicators spread over 19 items. The calculation of the average value of the level of expectations and reality or ideally can be seen from the extent to which the tailor or tailor is able to provide the best service to consumers or customers. it can be understood the performance achievement is based on the value weight category in the quadrant distribution in the Cartesian diagram. The diagram is divided into 4 (four) quadrants. The description of each quadrant in question is: 1) Quadrant A: is the main priority of service, 2) quadrant B is an effort to maintain service achievement, 3) quadrant C is a low priority service, and 4) Quadrant D is excessive service. For more details can be seen the distribution of services provided which can be seen in Figure 1.

Based on the data in Figure 1, regarding ideal expectations / conditions and the reality seen from various aspects regarding the marketing mix, classification of the

achievement value weights can be made in each quadrant in the Cartesian diagram. This Cartesian Diagram is a simple construction of the quadrant which is divided into four parts, which is limited by two lines intersecting perpendicular to a certain point (symbolizing X, Y). Point X is the result of the mean score of the level of performance that is shown by the employee or service provider, while point Y is the result of the average score of the ideal level of all attributes expected by the service recipient or customer / customer. In fact the quality of the marketing mix as a form of increasing public trust in the tailoring or tailor business of the Emerald Executive Tailor in Makassar City is seen in the four quadrants.

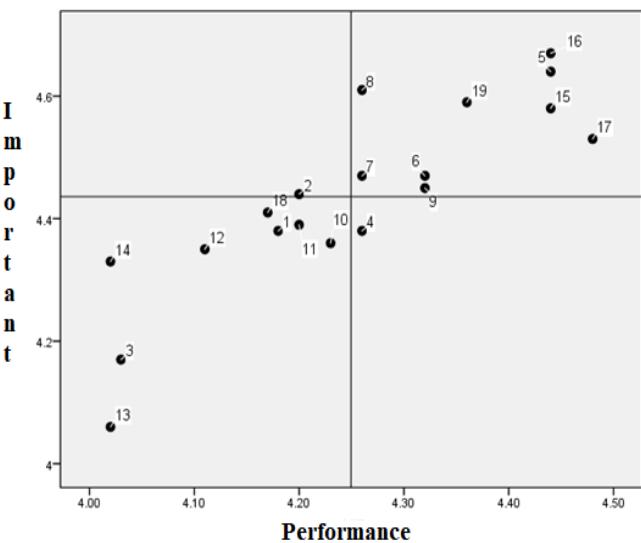


Fig. 1. Cartesian Diagram of Importance and performance

A. Quadrant A (Attributes to Improve)

The average value of the quality of the marketing mix in Emerald Executive Tailor in Makassar City illustrates that aspects, attributes or items that fall into category A are indeed considered to affect customer satisfaction and are elements that are considered very important, but the management of Emerald Executive Tailor in the City Makassar has not carried out according to customer wishes / expectations. Consequently, it can disappoint customers.

The items contained in the marketing mix indicators on Emerald Executive Tailor in Makassar City which are included in category / quadrant A, are places or business locations that are able to compete with sewing / tailor businesses at the national level. These items, are very helpful in business development at the national level. However, the management has not been able to compete nationally. This proves that the management or tailor business management is only able to compete at the level of South Sulawesi Province. This is evident, with customers who often order products at the level of South Sulawesi Province. Not able to compete at the global level in the aspect of place or business location located in South Sulawesi Province (Makassar and its surroundings).

Based on these data, in accordance with the results of interviews with the Owner of the company, which said that the effort in providing the best service, to customers, of course requires a location or business place that is easily accessible both in locations close to the business, and far away. And has received orders from customers who ordered products in the provinces of South Sulawesi, West Sulawesi, Kalimantan and Southeast Sulawesi. In fact, the quality produced by the business is able to produce a very large product order turnover.

B. Kuadran B (Maintain Performance)

The average value of the marketing mix in Emerald Executive Tailor sewing businesses in Makassar City illustrates that aspects / attributes / items that fall into category B or quadrant show the quality of public trust in quality services. These conditions are maintained, considered important and very satisfying, both for the employees themselves and for the organization, because these elements are the key success factors of the company. That is, the higher the quality of service provided, the greater the level of customer trust in the products produced.

The results of the data show that there are nine attributes / items in quadrant B. As for the attributes that have the highest contribution is attribute 17. with the contribution For attributes that have the highest contribution score value with the mean score of the reality score reaches 4.48. While the lowest mean score is on attributes 7 and 8 with a mean score that is equal to 2.26.

The nine attributes / items illustrate that public trust in the management of the Emerald Executive Tailor Makassar City sewing or tailor business company is quality because of the support of other factors, especially in the aspects of: 1) Stitching neatness according to consumer desires, 2) Diversity of types / models of stitches produced according to the tastes of consumers, 3) The quality of auxiliary raw materials used are adjusted to consumer orders, 4) Quality / durability of stitching suits as expected by consumers, 5) Large cost / cost of stitching according to the ability of consumers to buy, 6) Strategic place / location and reach by public transportation so that consumers easily come to it, 7) Ease in obtaining stitches, 8) Your friend will influence to choose sewing services in this place, and 9) Mode / type will influence you in choosing sewing services in this place.

C. Kuadran C (Attributes to Maintain)

In quadrant C, several aspects / attributes / items are shown to be less important for customer satisfaction, for service providers or for company management. Then, the implementation of the Emerald Executive Tailor City Makassar sewing or tailor business is mediocre, even considered less important and less satisfying to the customers.

In fact, the level of achievement of the average achievement value of each attribute or item is low, where the value of expectations and reality hardly differ too far. This is different from quadrant A, where the level of

expectations is high and the HR system is low, so it needs to be improved. In this quadrant there are seven attributes / items, where the lowest score (4.02), which is related to the promotion carried out in the form of direct visits will affect consumer interest in choosing stitching services and participation in exhibition events and event sponsors can influence consumers to choose services stitching.

Based on the analysis of processed data, in accordance with the results of the interview stating that every activity that has been done to increase turnover of customer orders has been carried out. Like doing promotions from an exhibition or promotion to everyone has a very low interest. Therefore, we reduce these activities, so that other activities that are considered beneficial for increasing customer turnover of product orders. Likewise, delivering advertisements from various media has not shown satisfactory results. As a result, we have made efforts to reduce promotions from various media such as newspapers, magazines, radio.

D. Kuadran D (Attributes to De-emphasize)

The Emerald Executive Tailor Makassar City sewing or tailor business attributes / items that are in the quadrant D indicate the level of expectation of the recipient of the service or customer is not so important, but the reality carried out by the company has been carried out properly. Likewise, the statement, the implementation is excessive, while aspects that affect the company are considered less important.

The results showed that the attributes / items that showed the lowest average score in quadrant D were attribute number 4, with a score of 4.26. As for the item, the sewing business has provided an opportunity to promote products to be marketed. however, the sewing business has provided opportunities for consumers or customers to market products to be sold.

IV. CONCLUSION

Efforts to increase public trust in the management of the Emerald Executive Tailor City of Makassar sewing or tailor company, there are several advantages, such as: 1) Stitching neatness according to consumer desires, 2) The variety of types / models of stitches produced according to consumer tastes, 3) The quality of auxiliary raw materials used is adjusted to consumer orders, 4) Quality / durability of stitching suits as expected by consumers, 5) Large cost / cost of stitches according to the ability of consumers to buy, 6) Strategic location and reach by public transportation so that consumers easily come to it, 7) Ease in obtaining stitches, 8) Your friend will influence to choose sewing services in this place, and 9) Mode / type will influence you in choosing sewing services in this place. However, there are various disadvantages such as: parking spaces for consumers are still rather difficult plus direct visit promotion is no longer effective. whereas now

direct visits have to be reduced because online media is available that is able to convey wider information.

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