

ANALYSIS OF MARKETING STRATEGY TO INCREASE PRODUCT SALES AT NINE9 STORE ONLINE SHOP IN JAMBI CITY

Peter Adrian Bong¹⁾, Erika Nurmartiani²⁾

¹⁾Management Study Program, Universitas Terbuka, Indonesia

²⁾ Management Study Program, Universitas Sangga Buana, Indonesia

Corresponding author: Peteradrian@gmail.com

Abstract

This study aims to analyze the marketing strategies applied by Nine9 Store, an online shop in Jambi City, to increase product sales. Using the SWOT analysis method (Strengths, Weaknesses, Opportunities, Threats), this research identifies internal and external factors influencing Nine9 Store's marketing success. Data was collected through interviews, observations, and document reviews, then analyzed to develop relevant strategies. The results show that Nine9 Store has major strengths in product quality and excellent customer service but faces weaknesses in suboptimal digital promotion. Opportunities, such as the growing trend of online shopping and strategic partnerships, can be leveraged to expand market share, while threats from intense competition and shifting consumer preferences require particular attention. Proposed marketing strategies include enhancing digital marketing activities through social media, optimizing content, and strengthening customer loyalty programs. By implementing these strategies, Nine9 Store is expected to increase its competitiveness and sales volume in the online marketplace.

Keywords: SWOT analysis, marketing strategy, online shop, Nine9 Store, sales.

Introduction

The development of digital technology in the modern era has fundamentally changed the business landscape. This transformation affects not only the way of communication and interaction, but also the approach to marketing products and services to consumers (Saniyyah et al., 2023; Ibrahim et al., 2019). In the context of online business marketing, digital technology offers great opportunities to expand market share while increasing competitiveness, especially for online stores that face increasingly fierce competition. The shift in consumer behavior towards increasing dependence on the internet creates significant momentum for online businesses to utilize digital platforms as a means of increasing brand awareness and product sales (Alfirahmi, 2019; Mirawati, 2021). In Indonesia, the digitalization trend has brought major changes to various sectors, including e-commerce. Based on the Digital 2020 report, internet users in Indonesia reached 175.4 million, indicating great opportunities for business actors in utilizing digital technology to reach a wider market (Bate'e, 2019). Moreover, the COVID-19 pandemic has accelerated the adoption of digital technology across all sectors, making digital marketing a strategic necessity to stay relevant and competitive in an increasingly globally connected market.

Research conducted by Wibowo (2023) shows that a structured digital marketing strategy can provide a significant competitive advantage for online businesses. Strategies such as utilizing social media, using e-commerce platforms, and marketing automation have proven effective in increasing efficiency, reaching potential consumers, and expanding market reach (Lina & Indonesia, 2020). With the right marketing strategy, online stores can increase brand awareness, build customer loyalty, and convert digital interactions into real sales.

Nine9 Store, an online store in Jambi City, faces similar challenges in facing competition in the e-commerce market. As a store that provides various consumer needs products, Nine9 Store needs to optimize its digital marketing strategy to increase its sales. Utilizing social media, targeted promotional programs, and e-commerce platforms are important steps that can be taken to increase competitiveness in local and national markets.

A good marketing strategy must be able to utilize strengths and opportunities, as well as overcome existing weaknesses and threats. For this reason, the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis approach is often used as a comprehensive framework in formulating the right business strategy (David & David, 2019). This analysis not only identifies internal and external factors that affect company performance but also provides strategic guidance to improve marketing effectiveness.

Table 1 Nine9 Store Sales

Bulan	Penjualan
Nov-23	551,028
Des-23	36,469,338
Jan-24	5,195,310
Feb-24	15,723,124
Mar-24	7,616,368
Apr-24	2,178,798
Mei-24	2,607,554
Jun-24	8,455,530
Jul-24	6,935,983
Agu-24	11,504,805
Sep-24	13,835,693
Okt-24	24,490,172

Source : Nine9 Store

The table is a sales report of the Nine9 Store in Jambi City which has made various marketing efforts such as relying on promotions on the E-commerce platform, but from the data obtained there is still a decline in sales during certain months. This is the purpose of the study to analyze the marketing strategy implemented by Nine9 Store in Jambi City. By using SWOT analysis, this study is expected to provide strategic recommendations that are in accordance with the conditions and needs of the Nine9 Store, so that it can increase sales of its products.

Methods

Business Name: Nine9 Store. Address: Jl. Sutan Syahrir No.15 Jambi City, Paal Merah District, Jambi City, Jambi 36139. In an effort to obtain the data needed for this research activity, the method used is a qualitative method. This approach aims to gain a comprehensive understanding of effective digital marketing strategies in increasing product sales. With this method, researchers can explore phenomena in depth while measuring the impact of implementing these digital marketing strategies. This research design uses a case study approach that focuses on Nine9 Store as the object of research. This case study allows for an in-depth analysis of the digital marketing strategies implemented and the results achieved by Nine9 Store Tokopedia. Data were collected through in-depth interviews conducted with the Owner, namely Ms. Shervia and employees of Nine9 Store Tokopedia, namely Mr. Kevin as the supervisor at the store, to obtain information related to the digital marketing strategies that have been implemented, the challenges faced, and the results obtained.

Results and Discussions

The results of implementing a digital marketing strategy to increase product sales in the online era show a significant impact on the Nine9 Store Online Store. By using social media and e-commerce platforms, this store has managed to significantly increase the visibility of its products. Practices that have been proven effective in increasing interaction with consumers have also been implemented, helping to strengthen the direct connection between sellers and their audiences. In addition, there has been a marked increase in the sales volume of their products.

SWOT Analysis Results at the Nine9 Store in Jambi City:

- Strengths

Increased Sales during Seasonal Moments, Nine9 Store managed to take advantage of the holiday season momentum in December 2023 to reach peak sales of IDR 36,469,338. This shows the store's strength in designing seasonal promotions that are attractive to consumers. This success can be the foundation for regular promotional strategies, especially in taking advantage of big shopping moments such as Eid and the end of the year.

Grocery Products as Primary Needs for the wider community, As a provider of basic necessities, Nine9 Store has the advantage of selling products that are always needed by the community. With the essential

nature of the product, the store can rely on relatively stable demand despite economic fluctuations. However, this potential needs to be maximized by maintaining stock and ensuring prices remain competitive to continue to attract customers.

Ease of Access via Online Platform, The presence of Nine9 Store on the digital platform makes it easy for customers to buy groceries without having to come to a physical store. An efficient delivery system is also an added value for busy consumers or those with limited mobility. However, Nine9 Store needs to ensure its platform is user-friendly and continues to innovate to improve the online shopping experience.

The exclusive focus on groceries gives Nine9 Store a specialization advantage, but can be a weakness if not accompanied by product diversification. The addition of product categories such as household needs or ready-to-eat foods can help stores reach a wider customer segment, increase sales, and reduce dependence on one category.

- Weaknesses

Decline in Sales in Certain Months, The drastic decline in sales in January 2024 and April-May 2024 shows a lack of consistent marketing strategy throughout the year. Reliance on end-of-year promotions makes stores vulnerable to declining revenue in regular months. There needs to be a diversification of marketing strategies to ensure sales stability outside of seasonal moments. **The Importance of Product Diversification**

The exclusive focus on groceries gives Nine9 Store a specialization advantage, but it can be a weakness if not accompanied by product diversification. Adding product categories such as household needs or ready-to-eat foods can help the store reach a wider customer segment, increase sales, and reduce dependence on one category.

- Opportunities

Opportunities from Online Shopping Trends, The increasing trend of online shopping provides a great opportunity for Nine9 Store to expand its market share. By reaching a wider customer segment through digital marketing, stores can take advantage of consumer preferences for convenient shopping and direct delivery. This can also increase competitiveness compared to traditional grocery stores.

Collaboration with Local Suppliers, Partnerships with local manufacturers and distributors can help Nine9 Store reduce operational costs while increasing profitability. In addition, this collaboration can also ensure a stable supply of products, especially amidst fluctuations in the price of basic necessities. **Sustainable Marketing Strategy,** To maintain sales stability, Nine9 Store needs to adopt sustainable marketing strategies, such as weekend discounts, monthly shopping programs, or bundling offers. In addition, using social media to increase visibility and reach new customers can help stores create stronger brand awareness in the online grocery market.

- Threats

Threats from Big Competitors, Nine9 Store faces challenges from big e-commerce platforms such as Tokopedia, Shopee, and other e-grocery services that offer competitive prices and promotions. To compete, stores need to create unique value, such as fast delivery, loyalty programs, or fresher and more affordable products. This strategy is important to maintain competitiveness.

Impact of Economic Instability, Fluctuations in the price of basic necessities due to economic instability can affect customer purchasing power. Nine9 Store needs to anticipate this by adjusting its pricing strategy and offering special promotions to retain loyal customers. In addition, efficient stock management is also important to minimize the risk of rising raw material prices.

Researchers identified three marketing strategies implemented by the Nine9 Store Online Store in Jambi City, namely advertising promotions, use of discount vouchers, and collaboration with several local suppliers in providing attractive promotions to consumers. The researcher's SWOT analysis shows that the Nine9 Store Online Store in Jambi City has strengths in product quality and excellent service, good platform design, and ease of online shopping. However, they also face some weaknesses such as changes in customer references, competition from larger online stores, and instability in staple food prices. However, this store has the opportunity to establish partnerships with local suppliers and utilize the E-commerce platform for more active promotions. The threats faced by Toko Nine9 Store Kota Jambi are tight competition and changes in consumer references. In conclusion, Toko Online Nine9 Store can utilize their strengths, overcome weaknesses, take advantage of existing opportunities and face threats with the right marketing strategy. By doing this, they have the opportunity to strengthen their product sales. Increase market share and maintain their position in the industry.

Conclusions and Suggestions

Conclusions

Based on the results of the research above with the research title Marketing Strategy Analysis to Increase Product Sales at the Nine9 Store Online Store in Jambi City (Using SWOT Analysis), the following conclusions can be drawn:

1. Nine9 Store in Jambi City uses quite varied marketing strategies, such as advertising promotions, using discount vouchers, and collaborating with local suppliers. This strategy helps the store to increase consumer interest in shopping at this store. In facing the competition in the grocery industry, Nine9 Store in Jambi City has succeeded in making themselves more attractive for consumers to shop at their store.
2. Nine9 Store in Jambi City uses three marketing strategies, namely advertising promotion, use of discount vouchers, and cooperation with local suppliers. SWOT analysis shows strengths in store service quality, product prices and E-commerce platforms while weaknesses are related to customer references and competition from large online stores, this store has opportunities to establish partnerships with local suppliers, but faces threats from tight competition and changes in consumer trends. In conclusion, Nine9 Store Online Store can utilize strengths, overcome weaknesses and take advantage of opportunities to strengthen their store and increase their market share.

Suggestions

After the researcher analyzed the marketing strategy carried out by the Nine9 Store in Jambi City, it can be seen that there was a decline in sales in certain months after further identification in the months that experienced a decline in sales such as November, April and May, the owner did not implement optimal promotions, resulting in a significant decline in sales.

The solution that the researcher can suggest to Mrs. Shervia as the owner of the Nine9 Store is to maximize the use of discount vouchers or product bundling by collaborating with local suppliers so that it can attract consumer shopping interest in the store, it is hoped that if the owner implements this marketing strategy, the decline in sales in certain months can be reduced and if it is good enough, not only reducing the decline in sales but it can also be expected that sales will increase in those months.

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