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Marketing mix analysis PT. Intishar berkah globalindo in achieving competitive advantage

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Abstract

The number of construction service companies spread across Indonesia requires a construction service company to have the right strategy to survive amid a large number of other construction service companies. This research discusses how a marketing mix strategy can achieve a company's competitive advantage. The methodology used in this research is qualitative using data collection techniques through interviews, observations, and documentation related to the research. The results of this study explain the marketing mix strategy at PT. Intishar Berkah Globalindo is by always maintains product quality standards, serving their consumers by communicating all forms of constraints and agreements that exist, promoting through direct marketing, lowering experts, having a company profile to attract clients, involving their clients in determining the quality of raw materials to match the agreed costs and the company's current location is used as the administrative center of PT. Intishar Berkah Globalindo. To get a client of PT. Intishar Berkah Globalindo will participate in the auction and compete with other construction service companies. The use of the right experts is also very important so that the resulting product can be following the wishes of consumers. Timely workmanship and cost accuracy are the competitive advantages owned by PT. Intishar Berkah Globalindo.

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Introduction

Currently, the development and business competition in the service industry sector is increasing. In the current era of globalization and technological developments, it encourages the government to continue to make developments in various fields and sectors so that our country is not left behind and can continue to compete with other countries.

Development carried out by the government covers various fields, including agriculture, education, transportation, and so on. This is closely related to construction service companies which cover the sub-sectors of building work, housing, bridges, and other related work. One of the service companies engaged in construction is PT. Intishar Berkah Globalindo provides services related to buildings, hotels, and housing or it can be said that companies that focus on community services.

PT. Intishar Berkah Globalindo always develops its advantages by upgrading its resources and upholding professionalism to continue to compete. PT. Intishar Berkah Globalindo has a quality control strategy. With quality control, you can analyze the price offered according to the target and quality requested by the client. Quality control is not only used to analyze prices but can also be used to find out the extent to which service products are produced and later the results of this quality control can be used as a reference for the company itself. Timeliness and cost accuracy are also the focus of this company. One of the projects being implemented, namely the construction of flats at the Padang Technology Institute which was still running during the Covid-19 pandemic. With existing HR skills and professionalism, this project was still being carried out while adhering to health protocols.

Literature Review

Marketing Strategy

The marketing strategy is a strategy used by the company to read and see the opportunities that exist and a design used for marketing and communication tools to consumers to achieve company goals. According to Assauri (1992), a marketing strategy is 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. 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, and each level and reference and their allocation, especially as the company's response to the environment and competitive conditions that always changing.

Services

Service is everything that is intangible and is an activity offered by the company to other parties that involves interaction between the two parties. According to Kotler (1994) (cited in Tjiptono, 2000) ^[9], services are any actions or actions that can be offered by one party to another, which are intangible (not physically tangible) and do not result in the ownership of something. Service products can be related to physical products or not.

Service Marketing Mix

According to Didin and Firmansyah (2019) ^[2], the concept of the traditional marketing mix consists of 4Ps namely product, price, promotion, place, or location. Meanwhile, marketing services need an expanded marketing mix (expanded marketing for services) with the addition of non-traditional marketing mix elements, namely people, process, and physical evidence, so that there are seven elements (7P). Each of the seven elements of the marketing mix is interconnected and has an optimal mix according to the characteristics of the segment. The addition of service marketing mix elements is done because services have different characteristics from products, namely intangibility, inseparability, variability, and perishability.

Competitive Advantage Strategy

Basic concepts of competitive advantage. The term competitive advantage has traditionally been described as the factor or combination of factors that make an organization perform better than other organizations in an industry or market for the same product or in an environment. Competition (Feurer and Chaharbaghi, 1994; Chaharbhagi and Linch, 1999) ^[3].

Types of competitive advantage. In general, competitive advantage consists of two types, namely cost advantage or price advantage and differentiation advantage (Porter 1992; Hill and Jones, 1998) ^[3, 4].

Components of competitive advantage According to Hill and Jones (1998) ^[4] the cost advantage and differentiation that the company has achieved are built based on efficiency, quality, innovation, and customer responsiveness.

Research Methods

The approach used in this research is qualitative research with descriptive methods. Qualitative descriptive research aims to

describe, describe, explain, explain, and answer in more detail the problem to be examined by studying the maximum of an individual, a group, or an event. In research and writing, results are in the form of words or statements that are following the actual situation. This research was conducted at PT. Intishar Berkah Globalindo which is located at H. Dogon, No. 10b, Pondok Kelapa, Duren Sawit, East Jakarta. The informant determination technique in this study used a purposive sampling technique. This purposive sampling method is used by researchers to solve problems and maximize the use of information obtained from small samples.

Data collection techniques in this study were direct observation, interviews with informants, and documentation as proof of the research that had been done. The data analysis technique uses an interactive analysis technique that follows the steps of data reduction, data presentation, and conclusion.

Result

1. Marketing mix PT. Intishar Berkah of Globalindo

- a. Products. Products produced from PT. Intishar Berkah Globalindo always fulfills the wishes of its customers and also PT. Intishar Berkah Globalindo has service quality standards that must be maintained by always paying attention to the specifications of the raw materials they use.
- b. Price. In determining the price to participate in the auction PT. Intishar Berkah Globalindo has a strategy to find the right supplier or distributor to reduce production costs and get a discount from the distributor. Their consumers are also involved in every selection of raw materials to be used so that their clients can assess the suitability between the agreed price and the raw materials used.
- c. Promotion. Promotion by PT. Intishar Berkah Globalindo is direct marketing by word of mouth to provide information about their company by providing a catalog
- d. People. To improve the performance of their employees, they will hold a coordination meeting to discuss any obstacles that may be encountered in the field and also this coordination meeting aims to provide their employees with provisions for making quick decisions in the field.
- e. Place. Company location PT. Intishar Berkah Globalindo does not affect their income because this company does not have to bring their customers to the location to make purchases of the service products they sell.
- f. Physical evidence. The company provides facilities in the form of vehicles to support the work of their employees and the company also provides business cards and catalogs from the company for their customers.
- g. Process. To get prospective clients, the company will take part in auctions provided on online sites. When it has found an auction that will be participated in, the company will send a price offer. If it has been declared to have passed the selection, the company will take part in the auction to the next stage, and then if it has been determined as the winner of the auction the company will make a new guarantee after signing the contract with the client.

2. Competitive Advantage of PT. Intishar Berkah of Globalindo

Competitive advantage is the factors owned by the company so that the company can excel compared to other companies. Competitive advantage owned by PT. Intishar Berkah Globalindo, namely always maintain the quality of their service products by always providing good service to their consumers by always coordinating regarding developments and obstacles they face in the field and also PT. Intishar Berkah Globalindo always listens to complaints submitted by their customers and always moves quickly to respond to these complaints. This company always maintains its communication with clients so that clients can fully trust the work done by PT. Intishar Berkah Globalindo will run smoothly and according to the wishes of the client. PT. Intishar Berkah Globalindo carries out their work according to a predetermined deadline and also the accuracy that has been agreed upon with the client and this service is what makes them able to compete and win projects with other contractor service companies.

3. Marketing mix strategy of PT. Intishar Berkah Globalindo. In Achieving Competitive Advantage PT. Intishar Berkah Globalindo has service quality standards, namely by paying attention to specifications and also the quality of the raw materials they will use. In carrying out the project, they always use experts in their fields to be able to produce products, namely buildings that are following the wishes and standards that have been set and determined. This company also always involves its clients, especially in the process of determining the price for the selection of raw materials to be used. PT. Intishar Berkah Globalindo will inform their clients about the quality of the raw materials they will use later so that their consumers or clients can judge that the prices set will be following the quality of the raw materials they use. To convince consumers, this company carries out promotions using direct marketing which aims to be able to provide more detailed information to their consumers and to create good communication relationships with consumers. In carrying out their work, timeliness, and cost are things that are of great concern to companies because these factors can affect the performance of their company.

Conclusions and Recommendations

Based on the results of the analysis and discussion that has been carried out in the previous chapter, the conclusions that the writer can convey are as follows:

1. PT. Intishar Berkah Globalindo in maintaining the quality standards of their services always pays attention to the specifications of the raw materials they use so that the result of their products, namely in the form of buildings, can be by the wishes of their clients and also according to building standards. Promotions carried out by PT. Intishar Berkah Globalindo, namely by direct marketing through the company's catalog. Office of PT. Intishar Berkah Globalindo is used as the administrative center of the company. To be able to reduce production costs, companies will look for the right distributors to get discounted prices while still involving their clients in determining the quality of their raw materials.

Companies always hold coordination meetings with their employees to improve the performance of their employees. To find clients PT. Intishar Berkah Globalindo will participate in the auction, which will be joined by several other service companies.

2. Product excellence services from PT. Intishar Berkah Globalindo is that they always coordinate everything that happens they face in the field with their clients and they always act quickly and responsively to all complaints given by their clients as well as suggestions and input from clients. The accuracy of the use of costs and the accuracy of workmanship according to the set deadline are also the main focus of PT. Intishar Berkah of Globalindo.
3. The use of appropriate and appropriate strategies can support the success of PT. Intishar Berkah Globalindo in achieving company goals. A marketing mix is a marketing strategy that combines marketing tools that are interconnected to market a product or service to consumers. At PT. Intishar Berkah Globalindo the company always does something according to the wishes of their clients, including determining raw materials, and price agreements. Promotion is done by using their company catalog to attract and provide information to their clients. The use of experts is very important to support the work done by the company.

Recommendations

Based on the results of the analysis and discussion of the conclusions above, the authors try to provide suggestions that can be used as input for PT. Intishar Berkah Globalindo as follows:

1. Maintain service quality standards set by PT. Intishar Berkah of Globalindo.
2. Always develop the skills of their employees to support the work carried out promptly.
3. Promotion in other media such as social media or other electronic media so that PT. Intishar Berkah Globalindo can have a better existence and be better known by the public.

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