


# MARKETING STRATEGY TO INCREASE SALES OF PT. X

By

Dian Andriani

The logo for Swiss German University (SGU) features the letters 'S', 'G', and 'U' in a large, light blue, stylized font. The 'G' is partially overlaid by a purple circular shape. A registered trademark symbol (®) is located to the right of the 'U'.

A Bachelor's Thesis  
Submitted to the Faculty of  
BUSINESS ADMINISTRATION

In Partial Fulfillment of the  
Requirements for the Degree of  
BACHELOR OF BUSINESS ADMINISTRATION

# SWISS GERMAN UNIVERSITY

SWISS GERMAN UNIVERSITY  
Campus German Centre  
Bumi Serpong Damai – 15321  
Island of Java, Indonesia  
[www.sgu.ac.id](http://www.sgu.ac.id)

July 2008

Revision after the Thesis Defense on 4<sup>th</sup> August 2008

**STATEMENT BY THE AUTHOR**

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, not material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

---

Dian Andriani

---

Date

Approved by:

---

Rudy Tobing, MBA – Advisor

---

Date

**SWISS GERMAN UNIVERSITY**

---

Samuel PD Anantadjaya, MBA, MM – Co-Advisor

---

Date

---

Chairman of the Examination Steering Committee

---

Date

**ABSTRACT****MARKETING STRATEGY TO INCREASE SALES OF PT. X**

By

Dian Andriani

SWISS GERMAN UNIVERSITY

Bumi Serpong Damai

Rudy Tobing, MBA, Thesis Advisor

Samuel PD Anantadjaya, MBA, MM, Thesis Co-Advisor

This thesis focuses on the interest about the industrial marketing practices specialized in the services area. This study takes PT. X as the sample study to help understand the practical business operation of laser welding in Indonesia. This thesis is organized to analyze the promotion or communication methods implemented by this company, assess the effectiveness of recently used promotion tools, evaluate the performance and analyze the variables that influence sales. Through the market analysis, fundamental knowledge about the industry, consumer and competitor will be collected. That knowledge will be used in answering the research questions. Furthermore, it will be helpful to facilitate the hypothesis proving process.

This thesis consists of five chapters. It begins with the introduction which gives a brief statement and background of the work of this research study. It outlines the scope of this study. The problem to be researched, the purpose and significance of the study can be found in the first chapter. It also provides a theoretical thinking, besides research questions and hypotheses, as a foundation on how the research is conducted

The second chapter provides a theoretical backdrop from which the research is made. It gives a deep knowledge of the literature related to the research problem. The third chapter of this thesis states explicit directions on the type of the study conducted, the data gathering methods and also how the data will be analyzed. The research limitation can found in this chapter.

The fourth chapter discusses about the result of the research found from the data gathering. It outlines the consequences of the market analysis which consist of the industry overview, consumer analysis, competitors and company analysis. Those analyses done as a way in gaining better understanding about the fundamental information that must be known before moving to the next steps. Thus, appropriate marketing strategies especially the promotion strategy can be analyzed. Advance, the effectiveness of the recently used marketing communication strategies which are personal selling and exhibition are tested toward sales and service order. Factors that are predicted to give influence on industrial buying decision; price, quality, delivery time, location and service are tested for its level of importance. The performance of PT. X on those factors will be assessed. The variables that affect the sales, which are customer location and type of business, will be analyzed. The last chapter of this thesis concludes the research findings on the previous chapter and recommends suggestions for any improvements.



SWISS GERMAN UNIVERSITY

## DEDICATION

I hope this thesis will be useful and gives significant contribution to PT. X in supporting its business operation to be able to growth in the industry.

Besides, I dedicate this thesis to my beloved parents, whose support me and their encouragement during the study.

Finally, this thesis is dedicated for everyone that may be benefited.



## ACKNOWLEDGMENTS

Praise to the Lord for always giving healthiness, happiness and endlessly guiding and helping me for finishing my study.

Many thanks to my beloved parents for the supports in completing this thesis.

I would like to thank you to Mr. Rudy Tobing, MBA and Mr. Sam PD Anantadjaya, MBA, MM for their guidance, patience, support and encouragement throughout the thesis process.

I would like to say thank you to Dr.rer.nat. Linus Pasasa for the time and guidance during the thesis writing.

I would like to say thank you to Mr. Dipl.-Ing. Roestiandi Tsamanov, ST for allowing his company to be my thesis research topic and for the time, efforts, advices and inputs during the thesis writing.

Thank you to all lecturers in Swiss German University for teaching me and transferring their knowledge to me.

I also would like to say thank you to all my friends in Swiss German University especially Audrey, Lala, Stephanie, Rizky, Stasha and all my close friends for the help and supports during this study and thesis writing.

And finally, I would like to say thank you to all people that have supported me in completing this thesis that may not be mentioned in this thesis.

## TABLE OF CONTENTS

STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF TABLES.....	9
LIST OF FIGURES.....	10
LIST OF FORMULA.....	11
CHAPTER 1.....	12
1.1 General Statement of Problem Ares.....	12
1.2 Research Problems.....	13
1.3 Research Purposes.....	13
1.4 Significance of Study.....	14
1.5 Thesis Structure.....	15
1.6 Framework of Thinking.....	15
1.7 Research Questions and Hypotheses.....	17
1.8 Research Methodology.....	19
CHAPTER 2.....	21
2.1 Marketing.....	21
2.2 Industrial Marketing.....	21
2.3 Industrial Purchase Objectives.....	22
2.4 Marketing Strategy.....	23
2.5 Marketing Mix.....	24
CHAPTER 3.....	35
3.1 Research Design.....	35
3.2 Type of Data.....	35
3.3 Source of Data.....	36
3.4 Questionnaire Design.....	38
3.5 Population and Sampling Method.....	38
3.6 Data Analysis.....	40
3.7 Research Limitation.....	44
CHAPTER 4.....	45
4.1 Company Profile.....	45
4.2 Marketing Mix.....	54
4.3 Descriptive Analysis of Results of Questionnaire.....	58
4.4 Hypothesis Testing 1.....	62
4.5 Hypothesis Testing 2.....	66
4.6 Hypothesis Testing 3.....	69
4.7 Hypothesis Testing 4.....	72
4.8 Hypothesis Testing 5.....	76
4.9 Hypothesis Testing 6.....	80
4.10 Variables of Sales.....	89
CHAPTER 5.....	94
5.1 Conclusions.....	94
5.2 Recommendations.....	96
GLOSSARY.....	99
REFERENCES.....	101

APPENDICES.....	103
Appendix A – Sample Questionnaire.....	103
Appendix B – Interview Result.....	108
Appendix C – Customer Segmentation Based on Location.....	110
Appendix D – Customer Segmentation Based on Type of Industry.....	111
Appendix E – Table of Price of Several Laser Welding Companies.....	112
Appendix F – Promotion Budget of PT. X.....	113
Appendix G – Tables and Charts of Questionnaire Results.....	114
Appendix H – Tabulation of Ranking of 5 Factors that Influence Industrial Buying Decision.....	133
Appendix I – Confidence Interval of Importance Ranking of Price, Quality, Delivery Time, Location and Service.....	134
Appendix J – Tabulation of Performance Evaluation of PT. X.....	136
Appendix K – Table of Service Order of Type of Industry .....	137
Appendix L – Table of Service Order of Customer Location.....	138
Appendix M – Critical Values of t.....	139
Appendix N – Critical Values of F.....	141
Appendix O – Critical Values of the Studentized Range Q.....	142
CURRICULUM VITAE.....	143

