
THE ROLE OF MARKETING MANAGEMENT IN IMPROVING SERVICES AT J&T EXPRESS DP02 DURIAN 3 IN BERAU DISTRICT

Agus Imam

Faculty of Economic and Business, Universitas 17 Agustus 1945 Surabaya,
Indonesia
agusimam047@gmail.com

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Abstract

The Role of Marketing Management in Increasing Service Users at J&T Express DP02 Durian 3 in Berau Regency. The purpose of the research conducted was to find out and analyze the role of marketing management in increasing service users at J&T Express DP02 Durian 3 in Berau Regency. The research was conducted on 3 J&T Express employees and 8 J&T Express consumers as samples. Based on the results of the research, it can be seen that the marketing management team at J&T Express has carried out its role well. This can be seen from the preparations of the plans carried out at the beginning of the year, which were then socialized to each J&T Express branch to take action in each respective area. However, from here the central marketing management team continues to monitor the progress of the plan and measure the success of the plan by looking at the increase in the number of consumers. If the plans drawn up are not successful, the marketing management team will carry out an evaluation.

Keywords: *the role of marketing management, increasing the number of consumers*

INTRODUCTION

The development of science and technology (IPTEK) plays an important role in human life. These developments seek to facilitate human activities to be more effective and efficient in carrying out an activity. One of the developments that has taken place is in the world of trade, such as the emergence of many marketplaces which are currently the favorite of many groups. People can make buying and selling transactions remotely, without having to meet the seller directly (face to face). This convenience also has a direct impact on the world of freight/expedition services.

When people choose buying and selling transactions with people who are far away, then the expedition field is needed to expedite the buying and selling activities carried out. Of course, the shipping service people choose is the one they can trust. Apart from being reliable, the freight forwarder must also be able to ensure that the goods sent through the expedition will be safe and arrive at their destination according to the estimate given. Another thing that affects is the price

that is no less competitive with other expeditions. In analyzing consumer needs, a marketing person is needed whose job is to introduce, promote, and influence.

The success or failure of a company in achieving a target is strongly influenced by the marketing activities carried out. Because marketing activities are always present in every business, both profit-oriented and non-profit oriented businesses. A company in carrying out marketing activities has goals to be achieved, both short-term goals and long-term goals. In the short term, marketing aims to win the hearts of consumers, especially in the types of products or services that have just been launched. Meanwhile, in the long term, the aim is to maintain the product or service that has been implemented so far that it continues to exist.

Complex consumer needs and desires require service delivery companies to continue to improve their services so that they can beat the competition and dominate the market. Various efforts can be made by freight forwarding companies to attract the attention of consumers and increase the number of consumers. At this time, the service sector has grown rapidly, both in the government sector and in the private sector (Arief, 2007).

J&T Express is an express delivery company in Indonesia which was founded in 2015 by Jet Lee and Tony Chen. Present as a new Indonesian express company, J&T Express is ready to serve the Indonesian people to get fast, comfortable and reliable package delivery services. Even though it is a relatively new company in the field of shipping, J&T Express is optimistic that it can become the shipping company that is the first choice for the Indonesian people by relying on technological innovation in shipping systems, services that prioritize responsibility as a commitment, and affordable prices with premium quality. As a technology-based express package delivery service company, J&

The development of J&T Express in Berau Regency is classified as very rapid. The advantages possessed by J&T Express Berau Regency are one of the methods used to be superior when compared to other goods delivery service companies, this method is inseparable from the marketing strategy of the Berau Regency J&T Express team. According to Chandler in Rangkuti (2015), strategy is a long-term goal of a company, as well as the utilization and allocation of all important resources to achieve goals.

METHOD (Capital, 12 pts, bold)

Qualitative descriptive, namely the researcher tries to dig deeper and is a method in his research that does not look for or explain relationships, does not test hypotheses or make predictions but describes direct observations and describes the facts that exist and how J&T Express DP02 Durian 3 in the District Berau in achieving its goals, both short term and long term goals. In this study, the researcher played the role of executor, planner, collector and analyzer, concluding and reporting the results of the research.

The population in this study is divided into 2 parts, namely:

1. Internal parties, namely the leadership and employees of J&T Express DP02 Durian 3

2. External parties, namely J&T Express DP02 Durian 3 customers in Berau Regency

The sample selection as respondents in this study was taken from a population of 11 respondents, consisting of:

1. Internal parties selected 1 leader, 1 coordinator, and 1 admin DP J&T Express DP02 Durian 3 in Berau Regency
2. External parties were selected by 8 J&T Express DP02 Durian 3 customers in Berau Regency.

Technique taking sample/selection of respondents is using purposive sampling technique. Purposive sampling is a sampling techniquesample data sources with certain considerations (Sugiyono, 2016). Satori and Aan (2017) explain that purposive sampling determines the subject/object according to the purpose. Namely by using personal considerations that are appropriate to the research topic, the researcher selects the subject/object as the unit of analysis based on their needs and assumes that it is representative. The selection of respondents was carried out based on individual considerations or researchers' considerations.

RESULTS AND DISCUSSION

Marketing

Marketing is one of the main activities carried out by entrepreneurs or business people in their efforts to maintain their survival, to develop and earn profits. Achievement in achieving business goals depends on expertise in marketing, production/service, finance and other fields. Stanton in Swastha and Irawan (2004) states that marketing is an overall system of business activities aimed at planning, determining prices, promoting, and distributing goods and services that satisfy the needs of both existing and potential buyers. So marketing is a system that is interconnected with one another.

The essence of marketing is an exchange transaction that aims to meet human needs and desires. Philip Kotler (2002:559) in the book *Marketing Management (Analysis of Planning, Implementation and Control)* Edition

Keenan Volume one defines marketing as follows: "marketing is a social and managerial process by which a person or group obtains what is needed and wanted through creating and exchanging products and value" "marketing is a social and managerial process about individual or group to get them and logging for to pass creation and product and value.

Marketing plays an important role in the company because the marketing department deals directly with consumers and the environment outside the company. Following are some definitions of marketing according to experts;

According to Surayana (2008) marketing is an activity of researching consumer needs and wants, producing goods or services, determining prices, promoting, and distributing goods and services. Meanwhile, according to Kotler (2005) that marketing is a social process by which individuals and groups obtain what they need and want by creating, offering, and freely exchanging products and services of value with other parties. Ongoing marketing must have good

relationships with various departments so as to create synergy in efforts to carry out marketing activities.

From the definition above it can be seen that marketing is not merely a sales activity, but marketing activities must be carried out before and after the exchange occurs.

Marketing Management

marketing management is the analysis, planning, implementation, and monitoring of programs aimed at making exchanges with the target market with a view to achieving organizational goals (Kotler, 2005). Marketing management as the art and science of selecting target markets and revenue, retaining, and increasing the number of customers through creating, delivering and communicating superior customer value.

So the management function includes analysis, planning, execution or application, as well as supervision. The planning stage in particular is a very decisive stage of the survival and success of the organization. The planning process is a process that always looks to the future or the possibilities that will come including the development of programs, policies and procedures to achieve marketing objectives.

To make a plan, the analysis function is very important so that the plan made can be more mature and precise. From another perspective, implementation is an activity to carry out the plan. While the last function of management is supervision, namely the function of controlling all kinds of activities so that irregularities do not occur, so this function is to avoid irregularities, or minimize deviations that may occur.

Marketing Concept

William J. Stanton (2009) explains that the marketing concept is a business philosophy which states that the satisfaction of concept needs is an economic and social requirement for company survival. The marketing concept aims to provide satisfaction to the wants and needs of buyers/consumers. According to Kotler and Armstrong (2012), "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return", meaning that marketing is a process by which companies create value for customers and build strong customer relationships to capture value from customers in return. All activities within a company that adheres to the marketing concept must be directed to meet these objectives.

Marketing Strategy Concept

Tjiptono (2015) argues that strategy is an art of using skills and organizational resources (including human resources) to achieve goals and objectives through an effective relationship with the environment under favorable conditions. Antonio (2009) also mentions that strategy is also called logic of inquiry, namely the activity of human understanding regarding problem solving as the key to the methodology used in analyzing organizational policies and formulating problems to find solutions according to the level of needs of organizational dynamics.

It can be concluded that the strategy is the overall action that is determined as a rule and planned by a company. With the right strategy, the company hopes that the goals and objectives that have been planned can be achieved so that the company can progress. The definition of marketing strategy put forward by experts also varies. Kotler (2009) states that marketing strategy is a social and managerial process in which individuals and groups obtain what is needed and wanted by creating, offering, and exchanging products of value with other parties.

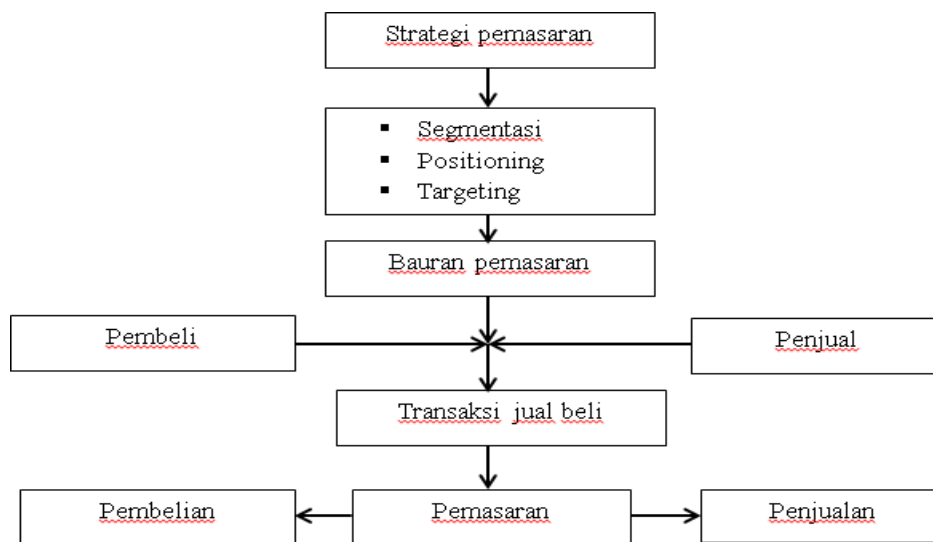


Figure 1. Marketing Strategy

Through the picture above Norton (2009) illustrates that marketing strategy involves three main concepts, namely the concept of market segmentation, positioning and market targeting which will then produce a marketing mix consisting of product, price, promotion and distribution. This marketing mix is strongly influenced by the existence of buyers and sellers who form the buying and selling transactions that are in one marketing system called buying marketing and selling marketing.

The concept above explains that the marketing mix can be broken down as follows:

Product

Products are anything that can be offered by producers to be noticed, requested, searched for, purchased, used or consumed by the market to fulfill the needs or desires of the relevant market (Tjiptono, 2015). The product is in the form of an object, service, activity, person, place and organization/idea.

Decisions about this product include determining the physical form of the offer, the brand, packaging, warranty and after-sales service. Product development can be done after analyzing market needs and wants. Cravens (2009) products can be classified into two groups, namely goods and services. Products in the form of goods are products that are physically tangible, so that they can be seen, touched,

touched, felt, held, stored, moved and other physical treatment. While service products are activities, benefits or satisfactions offered for sale.

Swaastha (2015) states that a product is a complex characteristic, both tangible and intangible, especially packaging, color, price, company and retailer prestige, company and retailer services, received by buyers to satisfy their wants or needs.

It can be concluded that a product is something in a physical form that can be seen and a service that cannot be seen but can be felt by its benefits. Products in any form aim to satisfy consumers, so they can provide good ratings and be able to become repeat customers.

Price

Prices are variable (flexible) which can affect the company's income or turnover. Swastha (2015) argues that price is the amount of money needed to get a number of products or services. While Sumarni (2009) provides an understanding of price, namely the amount of money needed and used to obtain a number of combinations of products and services.

Pricing aims to obtain maximum profit, get a targeted return on investment or return on making a net purchase decision, prevent or reduce competition and improve market share.

Promotion

Swastha (2015) states that promotion is a one-way flow of information and persuasion made to direct a person or organization to actions that create exchanges in marketing. In this case, companies must be able to determine or choose media that can be used to support marketing success.

Promotion is useful for introducing the company's new products, besides that it is also very important in terms of maintaining consumer appetite to continue consuming existing products. Tjiptono (2015) stated that promotion is one of the determining factors for the success of a marketing program. No matter how much promotion is carried out by a company, it must still be supported by the quality and price of the product being promoted.

Distribution

Marketing distribution channels play a role in helping deliver goods or services from producers to consumers. Swastha (2015) states that there are three types of interactions that affect distribution, namely consumers visiting service providers (companies), service providers visiting consumers and service providers and consumers not meeting directly.

Assauri (2015) states that the distribution channel is an element of the marketing mix which plays an important role in terms of distributing goods and services and expediting the flow of goods and services from producers to consumers. Reaching a broad market is not easy; adequate distribution channels are needed.

Tjiptono (2015) suggests that when choosing distribution channels, companies must follow the 3C criteria, namely Channel Control, Market Coverage and Cost. Things to consider are the market, product, intermediary and company.

Services And Service Marketing

Djaslim Saladin (2004) states that services are any activities or benefits offered by a party to another party and are basically intangible, and do not result in

the ownership of anything. The production process may or may not be associated with a physical product. Services as processes rather than products, where a process involves inputs and transforms them as outputs. The two categories processed by services are people and objects. Kotler (2003) states that "A service can be defined as any activity or benefit that one party can offer another that is essentially intangible and that does not result in the ownership of anything. Its production may or may not be tied to a physical product." Service is something intangible whose action or performance is offered by one party to another and does not result in any transfer of ownership. In production, services can be tied to a physical product, but it can also not be.

Consumer behavior

Consumer behavior is essentially to understand "Why consumers do and what they do". Schiffman and Kanuk (2008) suggest that the study of consumer behavior is a study of how an individual makes decisions to allocate available resources (time, money, effort, and energy). Consumers have an interesting diversity to study because it includes all individuals of various ages, cultural backgrounds, education, and other socio-economic conditions. Therefore, it is very important to study how consumers behave and what factors influence this behavior. Meanwhile, Kotler and Keller (2008) explain that consumer behavior is the study of how individuals, groups and organizations select, buy, use and place goods, services,

Consumer Satisfaction

According to Kotler and Armstrong (2012) Consumer satisfaction is the extent to which product performance responses meet buyer expectations. According to Zeithaml and Bitner (2013) the definition of satisfaction is: Consumer responses or responses regarding fulfillment of needs. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of consumer pleasure related to meeting consumer consumption needs. Tjiptono (2014), stated that satisfaction comes from the Latin Satis which means good enough, adequate and Facio which means to do or make. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate.

CONCLUSION

In a conclusion, you summarize your findings and explain the implications of youAfter each branch carries out the plans that have been prepared by the central J&T Express, marketing management then returns to analyzing and monitoring the plans that have been prepared. From this, the plan that has been prepared can be seen whether it is effective and successful in increasing the number of J&T Express customers or not. If the number of consumers from J&T Express increases, the plans that have been prepared can be said to be successful. However, if the consumers from J&T Express do not increase, then the plans that have been prepared must be repaired. However, until now the plans that have been prepared by the J&T Express center and carried out by J&T

Preparing general plans or strategies for the company has been done well, namely by holding meetings at the beginning of each year to determine general plans or strategies for the next 1 year. The implementation of the plans that have been prepared has also been going well where the plans drawn up by the center have been implemented in every branch including the DP 02 branch in Berau. and all employees at the DP 02 Berau branch have carried out marketing activities well by offering them to consumers directly and through their respective social media.

The analysis and monitoring of plans at J&T Express has also gone well where when the plans that have been prepared by the central J&T Express do not go according to the strategy made, the Marketing Management will make improvements.

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