ANALYSIS OF STRATEGIES IN FACING BUSINESS COMPETITION AND PRICING FOR CUSTOMER SATISFACTION AT BOUTIQUE ROSSY, BERBEK, NGANJUK

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ABSTRACT

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In this era of globalization, business competition is inevitable as a result of which competition arises in offering quality products at prices that are able to compete in the market, and good service. Business is one of the pillars of the economy in this life. The current phenomenon that attracts the rampant development of shops. At "Boutique Rossy" Berbek, Nganjuk is one of the shops that pays attention to the compatibility between sales strategies, business competition, and pricing offered to consumers. The purpose of this study is to find out how big the sales strategy, business competition, pricing on consumer satisfaction in "Boutique Rossy" Berbek, Nganjuk. The population in this study was all consumers in "Boutique Rossy" Berbek, Nganjuk, but the sample used was 80 respondents. While the sampling technique uses *accidental sampling*. Data collection techniques are questionnaires, interviews and observations. Based on the results of the study showed that all independent variables, namely sales strategy, business competition, pricing had a positive and significant effect on consumer satisfaction for store customers. As for the study of each independent variable, there is also a positive and significant influence on the dependent variable. It can be concluded that the independent variables namely sales strategy, business competition, and pricing have a positive and significant influence on the dependent variable i.e. consumer satisfaction.

Keywords: faciing business competition, procing, customer satisfaction

1. INTRODUCTION

The development of the business world in Nganjuk Regency is now increasing with evidence of many businesses that sell the same product or more than one. Every business always wants to try to improve the quality and quantity of product sales and improve its marketing management with the aim of maximizing profits. This happens because of the increasing number of businesses that sell products of the same type and cause increasingly fierce business competition. So to face increasingly fierce business competition, companies, shops and Micro, Small and Medium Enterprises (MSMEs) are required to be more responsive in making decisions so that the business they establish can develop properly.

Marketing strategy is one way to win a sustainable competitive advantage, whether it is for companies that produce goods or services. Marketing strategy can be seen as one of the bases used in compiling a comprehensive company plan. Viewed from the breadth of problems in the company, it is necessary to have comprehensive planning to be used as a guideline for the company's segment in carrying out activities. Another reason that shows the importance of marketing strategies is the increasingly fierce competition of companies in general. (Dimas Hendika Wibowo, Sunarti Zainul Arifin, Journal of Business Administration 2015).

The growth of various business sectors in Indonesia shows quite a lot of rapid development, both in the industrial and service sectors, so that in the end competition will arise which must be seen as a positive thing, where with the competition itself, business actors will compete to continue to improve the ability of the products or services produced so that business people continue to innovate and strive

to provide the best products or services for consumers. (Amanda Ayu Rizka, Suci Rahmawati Journal of Applied Management Science, 2021).

Consumers are increasingly selective in determining the selection of goods according to the wishes and financial conditions of retailers or sellers are the spearhead in increasing sales because its existence is needed by retailers and sellers can promote through social media. One of them is in clothing models, especially men's clothing models

Boutique Rossy, Berbek, Nganjuk as one of the shops that provide fashion products for children to adults located in Nganjuk. Boutique Rossy, Berbek, Nganjuk has been in the world of commerce since early 2014, until now it has a good reputation and has many consumers or customers who have shopped to meet their own needs or for resale. Boutique Rossy, Berbek, Nganjuk also acts as a supplier that sells goods for consumers of men's clothing types from children to adults at very affordable prices, it can be seen from the number of people who buy goods at cheaper prices to resell *(Reseller)* and recommend Boutique Rossy, Duck, Refer to their relatives and relatives who need men's clothing from children to adults. Here is the sales data at Boutique Rossy, Berbek, Nganjuk:

Table 1 Sales volume at BOUTIQUE Rossy, Berbek, Nganjuk January – December 2022

Moon	Sales Volume	Quantity (Pcs)
January	Rp. 6.000.000	170
February	Rp. 5.750.000	150
March	Rp. 7.000.000	200
April	Rp. 9.000.000	500
May	IDR 15,000,000	750
June	Rp. 5.000.000	120
July	Rp. 5.550.000	135
August	Rp. 4.500.000	100
September	Rp. 4.800.000	115
October	Rp. 5.250.000	125
November	Rp. 4.550.000	100
December	Rp. 5.750.000	145
Total	IDR 78,150,000	2.610

From table 1, it can be seen that sales volume for 1 year from January to December 2022 experienced an increase and decrease in August to September. Price is also important because prices are always competitive. The selling price at Boutique Rossy, Berbek, Nganjuk is cheaper than other boutiques in Nganjuk. Sales in April to May experienced a very sharp increase due to being in the month of Ramadan, remembering that many people have a sense of buying new clothes for Hari Raya.

Marketing strategy is the company's overall program in determining the target market and satisfying consumers by building a combination of elements of the marketing mix or marketing mix, product, distribution, promotion and price that aims to improve the quality of coordination to the marketing team, measure marketing results according to applicable achievement standards, provide a reasonable basis in every decision, improve the ability to adapt if changes occur in marketing of the marketing strategy function. (Isda Iskandar OSF Preprints, 2021)

2. LITERATURE REVIEW

Understanding marketing strategy is an effort to market a product, be it goods or services, using certain patterns of plans and tactics so that the number of sales becomes higher. Understanding marketing strategy can also be interpreted as a series of efforts made by a company in order to achieve certain goals, because the potential to sell a proposition is limited to the number of people who know about it. (Marissa Grace Haque-Fawzi, Ahmad Syarief Iskandar, Heri Erlangga, Denok Sunarsi, 2022)

Whilemarketing management can beused in all business fields in which there are functions of analysis, planning, implementation or application and supervision. The planning stage is the stage that determines the continuity and success of a marketing organization. The planning process is a process

that always looks ahead or is possible in the future including thedevelopment of programs, policies, and procedures to achieve a marketing goal.

Marketing strategy contains basic decisions about marketing spending, marketing mix, marketing allocation, and elements in marketing strategy with the following indicators:

1. Product, is anything that can be offered in the market to get attention, demand, use or consumption that can meet wants or needs.
2. Price *is* defined as the amount needed to obtain a good or a combination of goods, so a manager must determine a price-related strategy.
3. Place *(place),* is an effort to ensure the availability of goods or services easily purchased by consumers wherever they are and is one of the objectives of marketing policies that must be carried out through a distribution channel system.
4. Promotion is an element used to inform and persuade consumers about new products in the company.

Business Competition

According to Basu Swasta and Ibnu Sujoto (in Khoirunnisa. 2021), Business competition (business) is a term that often appears in various literature about competition law business aspects. A competitor in a business is the business of two or more companies that each actively obtain orders by offering the most favourable price or terms. Indicators When doing business, several things must be prepared to face business competition, including:

1. A mature concept running business not only requires ideas, but a mature business concept is also essential. A mature business concept will help business people to be able to recognize various potentials and market shares that they want to target in business.
2. Careful planning in doing business cannot be careless because in doing business, risking quite a lot of investment. If the planning is not mature, everything will be in vain and a considerable loss. With careful planning, you can determine solutions or solutions to every problem that may be faced, including similar business competition.
3. Evaluation and Innovation. Competition with similar businesses is often inevitable. But actually, this competition can make you more creative to create. With competition will make it more innovative to create added value in the products sold. Innovations used in various aspects will attract customers to glance at our products compared to competitors. In addition to innovation, an evaluation of business continuity is also needed.
4. Market expansion. To face business competition, one way that can be used is to expand the product market. Expanding the market of this product can mean expanding the focus and marketing objectives to be addressed. For example, if initially only selling spicy food variants intended for adults, creating new menu variants that children can enjoy never hurts. Before carrying out a strategy in facing competition, the company must first know the weaknesses and strengths possessed by competitors. The strengths of competitors must be considered considering that they can also use power to counterattack. Identification of weaknesses and strengths can be known through the following stages:
1. Search and collect data on everything related to goals, strategies and competitor performance.
2. Find out the strengths of competitors in terms of finance, human resources, technology and lobbying in the market.
3. Know the *market share* controlled by competitors and competitors' actions towards customers.

Pricing

Price in general is a strategy for marketing managers in order to increase sales. Policy/Strategy in setting prices is a very important step, because price policy determines the increase and decrease in consumer purchasing power. Pricing strategies can be analogous to three-legged pedestals, where the three underlying legs are cost, competence, and value (Ririn Tri Ratnasari and Mastuti 2011).

The price of a product is a measure of the size of a person's satisfaction value with the product he buys. Someone will dare to pay for a product beyond his expectations (he assesses the satisfaction he expects with the product he will buy is high). Conversely, if a person rates his satisfaction with a

product as low, then he will be willing to pay or buy the product at a high price. While historically prices are determined by buyers and sellers through a bargaining process, so there is a certain price agreement.

Price is one of the determining factors in brand selection related to consumer buying decisions. When choosing between brands , consumers will evaluate prices in absolute terms but by comparing several price standards as a reference for making purchases.

According to Suharno and Sutarso (2010: 183) the indicators in pricing are :

1. A cost-based strategy, as a pricing approach that sees the cost aspect as a price determinant
2. Based on, demand, where the estimated price of sales volume that can be sold is based on a particular market at a certain price.
3. Based on competition, as a competitor the starting point of pricing can be set the same, above or below the competitor.
4. Based on consumer needs, where marketers determine prices that provide maximum value to customers, so that customers determine and as a starting point for pricing.

Customer Satisfaction

Nugroho (2015: 162) explained that consumer satisfaction is one of the important elements in improving marketing performance in a company. The satisfaction felt by customers can increase the intensity of buying from these customers. With the creation of an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of satisfied customers (Novaliana, 2017). Satisfaction is measured by how well customer expectations are met. While customer loyalty is a measure of how willing customers make another purchase.

According to Sangadji and Sopiah (2013: 180) explained that satisfaction or dissatisfaction is a person's feeling of pleasure or disappointment derived from a comparison between his impression of the original product performance or actual with expected product performance. In general, satisfaction can be interpreted as a similarity between the performance of products and services received with the performance of products and services expected by consumers (Mahendra, 2021). Explain the last indicator with consumer satisfaction according to (Rondonuwu, 2013: 722) and (Komalig, 2013: 1148), namely:

1. Fulfillment of consumer expectations.
2. Attitude or desire to use the product.
3. Recommend to the other party.
4. Good reputation.

Operational Definition

The variables used in this study consist of independent and dependent variables. The independent variables in this study consist of Sales Strategy (X_1), Business Competition (X_2), Pricing (X_3). The dependent variable in this study is Consumer Satisfaction (Y).

Hypothesis

Hypothesis is a temporary answer to the formulation of the research problem. Hypothesis in which the research problem has been formulated in the form of questions. The hypothesis is said to be temporary because the answer given is only based on theory (Sugiyono, 2009). The hypotheses developed in this study based on literature reviews and previous research that have been described are as follows:

H_1: Sales Strategy has a positive and significant influence on customer satisfaction at Boutique Rossy Berbek, Nganjuk, partially

H_2: Business competition has a positive and significant influence on customer satisfaction at Boutique Rossy Berbek, Nganjuk, partially.

H_3: Pricing has a positive and significant influence on customer satisfaction at Boutique Rossy Berbek, Nganjuk, partially

H_4: Sales Strategy, Business Competition, Pricing have a positive and significant influence on customer satisfaction at Boutique Rossy Berbek, Nganjuk, simultaneously.

3. METHODS

This type of research is categorized as *field* research, which is research conducted in the arena or field of symptoms. By studying intensively the background of the last case, environmental interactions that occur in a social unit, individual, group and community institution. In relation to this study, the focus of the study is "Boutique Rossy" Berbek, Nganjuk based on data obtained by researchers both primary data and skunder data.

In the implementation of this research, researchers use a quantitative descriptive approach, namely research by emphasizing its analysis on numerical data (numbers) processed by statistical methods, namely quantitative data collected through measurement.

4. RESULT AND DISCUSSION

Based on the research data that has been collected, it is obtained about the demographics of respondents. For more details will be described in the presentation of tabular and textual, below:

Table 2. Characteristics By Age

Gender Respondents	Number of Respondents (People)	Percentage (%)
Man	70	87,5
Woman	10	12,5
Sum	**80**	**100**

Table 3 Consumer Work "Boutique Rossy" Berbek Nganjuk

Work	Sum Respondents (People)	Percentage (%)
Student	7	8,75
Private	60	75
Civil servants	3	3,75
Self employed	6	7,5
Miscellaneous	4	5
SUM	**80**	**100**

Table 4 Duration of Using "BOUTIQUE Rossy" Items Duck, Nganjuk

Time	Sum	Percentage
1 Year	25	31,2
1-3 Years	30	37,5
3-5 Years	15	18,8
5 Years	10	12,5
Total	**80**	**100**

This sub-chapter displays the processed data, ranging from testing various assumptions to statistical test outputs used to test hypotheses. The descriptions in this session only describe the results of statistical analysis, without explaining and analyzing why hypotheses are accepted or rejected. Because the discussion of the hypothesis is described in the discussion sub-chapter. To be clearer, it is described as follows:

Validity Test Results

Testing the validity of the instrument is carried out on the data obtained in order to have a high level of accuracy. This test uses a two-sided test with a significance level of 0.05. With the test criterion is if r $_{count}$ ≥ r $_{table}$, meaning the correlation of statement items meets the tolerance requirements to the total score, then it is declared valid. Determination of the r value of the table with a significance level

of 10% with a sample of 8 0 people, so df = n – 4 then df = 8 0 – 4 = 76 can be known the r value of the table of 0.226. Here are the results of validity testing in this study:

Table 5. Validity Test Results

Variable	Instrument Items	$r_{calculate}$	r_{table}	Ket
Sales Strategy (X_1)	Statement 1	0.746	0.226	Valid
	Statement 2	0.679	0.226	Valid
	Statement 3	0.757	0.226	Valid
	Statement 4	0.744	0.226	Valid
Business Competition (X_2)	Statement 1	0.578	0.226	Valid
	Statement 2	0.703	0.226	Valid
	Statement 3	0.642	0.226	Valid
Pricing (X_3)	Statement 1	0.679	0.226	Valid
	Statement 2	0.832	0.226	Valid
	Statement 3	0.720	0.226	Valid
	Statement 4	0.466	0.226	Valid
	Statement 5	0.668	0.226	Valid
	Statement 6	0.715	0.226	Valid
	Statement 7	0.671	0.226	Valid
Purchase Decision (Y)	Statement 1	0.629	0.226	Valid
	Statement 2	0.666	0.226	Valid
	Statement 3	0.642	0.226	Valid
	Statement 4	0.648	0.226	Valid
	Statement 5	0.578	0.226	Valid
	Statement 6	0.728	0.226	Valid

Classical Assumption Test Results
1. Normality Test

Data normality test can be performed with the *Kolmogrov-Smirnov One Sample* method. The decision to determine whether a data follows a normal distribution or not is to assess the residual significance value. If the significant value is > 0.05 then the residual is normally distributed and vice versa if the significant value is < 0.05 then the residual is not normally distributed. The following are the results of the normality test in this study:

Table 6. Frequency of Normality Test Results
One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual
N	80
Kolmogorov-Smirnov Z	.587
Asymp. Sig. (2-tailed)	.881

Table 7. Multicholinerity Test Results

	Collinearity Statistics	
	Tolerance	VIF
Sales Strategy (X1)	.819	1.221
Business Competition (X2)	.574	1.521
Pricing (X3)	.468	1.397

This sub-chapter describes the analysis of the discussion of the tests that have been carried out. The explanation is carried out focusing on theoretical aspects and methodological aspects. In the theoretical aspect, it is necessary to compare the premises that have been used to build hypotheses with

empirical reality in the field. While on the methodological aspect, it is necessary to realize that there is no perfect research. These imperfections more or less affect the results of the study.

5. CONCLUSION

The results of the analysis based on the t test obtained acalculated t value of 4.432 while the table t value of 1.990. So it can be concluded that the quality of service has a positive and significant effect. The results of the analysis based on the t test obtained acalculated t value of 3.893 while the table t value was 1.990. So it can be concluded that business competition has a positive and significant effect. The results of the analysis based on the t test obtained acalculated t value of 5.537 while the table t value was 1.990. So it can be concluded that pricing has a positive and significant effect.

Based on the results of simultaneous test analysis (f test) obtained acalculated f value of 8.781 and a table f value of 2.484. This result shows that ftcount is greater than ftable ($8.781 \geq 2.720$) which means that the variables of sales strategy, business competition and pricing have a positive and significant effect simultaneously on purchasing decisions made by consumers.

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