

ABSTRACT

This research aims to analyze the implementation of marketing management in product purchasing decisions at CV Alas Gembol. This research uses primary data obtained using the interview, observation, and documentation, as well as using secondary data as a complement. The analytical method used to test the hypothesis in this research is descriptive qualitative. The result of the research that has been carried out show that marketing through social media, word of mouth marketing, promotion through exhibitions have positive effect on purchasing decisions for CV Alas Gembol's products. The owner of this company, Mr. Faisol, began his journey in the teak furniture industry over 25 years ago, starting with a small workshop. Initially operating under a different name and located on Jalan Solo, the business faced numerous challenges but steadily grew through Faisol's dedication and hard work. In 2013, the company rebranded as CV Alas Gembol and relocated to West Imogiri for better supervision, as Faisol's residence was nearby. Through strategic participation in prestigious events like the International Furniture Expo (IFEX) and a commitment to quality craftsmanship, CV Alas Gembol has flourished. Today, it boasts over 250 employees, more than 1500 satisfied clients, and an impressive track record of 110 awards, making it a prominent name in the teak furniture industry.

Keywords : Marketing Management, Management Strategy, social media, Word of Mouth, Consumer Behaviour, Promotion