

ABSTRACT

Marketing strategy is a method that can be used to achieve the goals and objectives of a business by developing a sustainable competitive advantage through which entered the market to serve the target market, while the factors that can affect marketing strategy comes from internal factors and external factors. This study aims to identify factors that can affect the elements of the preparation and marketing strategies and to develop and recommend appropriate marketing strategies to be implemented in an effort to increase sales of products at PT. Tri Karya Wiguna Semarang.

This study will use QSPM analysis (Quantitative Strategy Planing Matrix) to develop strategies that will be taken of alternative strategies objectively formulated based on factors internal and external that have been identified. The strategy created by the company's position on the IE matrix is then formulated in more detail in the matrix of SWOT (Strength, Weakness, Oppurtunity, Threat). Samples were drawn from the company PT. Tri Karya Wiguna. The selection and determination of sample respondents for filling the questionnaire using "purposive sampling" on the basis that the respondent in question has the ability and authority to formulate company policies including formulating a marketing strategy firm.

The results indicate that the alternative strategy outlined in the SWOT matrix PT. Tri Karya Wiguna resulted in the highest TAS value (6,3389) for the strategy: Maintaining Giving Discounts Sales.

Keywords : Marketing Strategy, Service Quality, Price, and Customer Satisfication