



RESEARCH ARTICLE

Marketing Strategy in Increasing Product Sales at PT Avipen Adhitama Industries in Tangerang City

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Funding information

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Abstract

This study aims to analyze marketing strategies in increasing product sales at PT Avipen Adhitama Industries in Tangerang City. The research employs a descriptive qualitative approach with data collection techniques including observation, interviews, and documentation. The results indicate that the company implements a marketing mix (4P) strategy consisting of product, price, place, and promotion. The product strategy focuses on quality and variety, pricing is competitive, distribution is carried out through store and project channels, and promotion is primarily conducted through direct selling and limited digital media. However, several challenges have been identified, such as low brand awareness and limited utilization of digital marketing. The study concludes that while the current strategy is relatively effective, improvements in digital promotion and market expansion are necessary to enhance sales performance sustainably.

Keywords

Marketing Strategy; Sales Improvement; Marketing Mix.

1 | INTRODUCTION

The development of the manufacturing industry in Indonesia, especially the paint industry, has experienced significant growth in line with the increase in the construction and property sectors. The demand for paint products comes not only from new construction, but also from renovation and repair activities of buildings. This condition creates increasingly fierce competition between companies, both on a national and international scale. Therefore, companies are required to have an effective marketing strategy in order to be able to survive and thrive in a competitive market.

Marketing strategy plays a critical role in determining a company's success, particularly in increasing sales and fostering customer loyalty. While many associate marketing solely with product sales, it actually involves a much broader scope. Effective marketing strategies focus on creating value for customers, meeting their needs, and building long-term relationships that go beyond just the transactional aspect. By understanding consumer behavior, preferences, and trends, businesses can tailor their marketing efforts to attract and retain a loyal customer base. Previous research has demonstrated that a well-crafted marketing strategy has a profound impact on a company's ability to increase sales volume and enhance its competitiveness in the marketplace (Strategi & Pemasaran, 2022). Companies that employ the right mix of marketing tactics whether through product innovation, pricing strategies, or promotional activities—can differentiate themselves from competitors, foster strong brand recognition, and ultimately secure a sustainable position in their industry.

One of the most widely adopted frameworks in marketing strategies is the marketing mix, which includes four key components: product, price, place, and promotion, often referred to as the 4P. This approach is considered to be a systematic and structured way to design an effective marketing strategy that aligns with both customer needs and business objectives. By focusing on each element of the 4P, companies can develop targeted strategies that address specific market demands. The product component emphasizes offering quality and value, while pricing strategies ensure competitiveness. Place refers to the distribution channels that make products accessible to customers, and promotion involves communicating the product's value to the target audience. Research has shown that when the 4P strategy is implemented correctly, it can significantly improve customer satisfaction, build brand loyalty, and drive sales growth (Sanhar & Prianjani, 2023).

In addition, the rapid development of digital technology has significantly altered consumer behavior, especially in the way purchases are made. With the widespread use of the internet, consumers now have greater access to information, enabling them to make more informed purchasing decisions. Social media platforms, search engines, and digital channels have become essential tools for businesses to build brand awareness, engage with customers, and expand their reach to a much larger audience. These platforms allow companies to connect with their target market in real time and personalize their marketing efforts. However, many local businesses have yet to fully harness the potential of digital marketing strategies. As a result, they struggle to compete with larger companies that have already embraced digital technologies, giving them a competitive edge in terms of market reach, customer engagement, and operational efficiency (Kamila & Anas, 2027).

PT Avipen Adhitama Industries as one of the paint manufacturing companies in Indonesia has the potential to grow. However, the company faces various challenges such as price competition, limited promotions, and low brand awareness in the market. Therefore, an in-depth analysis of the marketing strategies that have been implemented is needed to find out their effectiveness in increasing sales. Based on this background, this study aims to analyze the marketing strategy implemented by PT Avipen Adhitama Industries and evaluate its impact on increasing product sales.

2 | BACKGROUND THEORY

2.1 Marketing Strategy

A marketing strategy is a long-term plan that a company develops and implements to achieve its marketing goals. It involves understanding consumer needs, identifying market opportunities, and creating a competitive advantage that enables the company to stand out in a crowded market (Mwansa *et al.*, 2022). This strategy encompasses several critical components, including determining the target market, defining the company's positioning, and efficiently managing the company's resources to ensure effective competition. A well-crafted marketing strategy helps a company focus its efforts on the most lucrative opportunities while responding dynamically to market changes. Research highlights the importance of marketing strategy in driving sales growth and improving a company's competitive edge, particularly in the face of evolving market conditions (Masatip *et al.*, 2020). As consumer preferences change and market dynamics shift, businesses must continuously adjust their strategies to stay relevant. This shows that without a carefully planned and executed strategy, companies may struggle to sustain their business operations and maintain profitability. In today's competitive landscape, companies that fail to adapt their marketing strategies may risk falling behind their competitors and losing market share.

2.2 Marketing Mix (4P)

The marketing mix is a fundamental concept in marketing strategy, consisting of four main elements: product, price, place (distribution), and promotion. These elements must be managed in an integrated manner to effectively achieve marketing goals. Each element plays a crucial role in supporting business success. The product aspect ensures that the company offers high-quality goods that meet consumer needs and expectations. Pricing strategies are designed to reflect the value of the product while maintaining market competitiveness. Distribution ensures that products are accessible to consumers through the right channels, making them easy to reach. Promotion includes communication efforts aimed at raising brand awareness and encouraging consumers to make a purchase. Research shows that the proper implementation of the 4P marketing mix can significantly improve customer satisfaction and drive sales growth (Sanhar & Prianjani, 2023). Furthermore, the marketing mix serves as a primary framework for designing an effective and sustainable marketing strategy, which is essential for a company's long-term success (McCarthy & Kunci, 2023).

2.3 SWOT Analysis

SWOT analysis is a strategic tool that helps businesses identify their strengths, weaknesses, opportunities, and threats, both internally and externally (Irawan, 2024). This analysis is crucial for companies as it provides a comprehensive view of their current position in the market, allowing them to make informed decisions. By evaluating internal factors, such as resources, capabilities, and performance, companies can identify areas where they excel and leverage their advantages. At the same time, understanding weaknesses allows businesses to address gaps or limitations that may hinder growth. Externally, SWOT analysis focuses on identifying market opportunities, such as emerging trends, technological advancements, or changes in consumer behavior, as well as potential threats, like new competitors or regulatory challenges. In marketing research, SWOT analysis is widely used to determine the most suitable strategies for improving a company's sales and competitiveness (Wulandari *et al.*, 2020). By analyzing both internal and external factors, companies can develop strategies that capitalize on their strengths, mitigate weaknesses, seize opportunities, and minimize risks. This strategic insight helps businesses stay agile and responsive in an ever-changing market environment.

2.4 Consumer Behavior

Consumer behavior refers to the study of how individuals or groups make decisions regarding the selection, purchase, and use of products and services to satisfy their needs. It involves analyzing the factors that influence these decisions, such as psychological, social, cultural, and personal influences. Understanding consumer behavior is crucial for businesses to develop effective marketing strategies that resonate with their target audience and drive sales (Naim, 2022). Research has shown that consumer purchasing decisions are influenced by various elements of the marketing mix, including product characteristics, price, distribution channels, and promotional activities. These factors work together to shape consumer perceptions and ultimately influence their purchasing choices (Nugraheni & Purnomo, 2027). For example, a product's quality, design, and features may directly impact a consumer's decision, while pricing strategies can either attract or deter potential buyers. Distribution channels determine the product's availability, and promotional efforts create awareness and drive consumer interest. To ensure marketing strategies are effective, companies must gain a deep understanding of consumer needs, preferences, and behavior patterns. By doing so, they can tailor their products, pricing, distribution, and promotional efforts to align with consumer expectations, leading to increased satisfaction and loyalty (Indrawati *et al.*, 2025). This insight helps businesses remain competitive and responsive to changing market demands.

2.5 Marketing Strategies in Increasing Sales

Marketing strategy plays a crucial role in driving sales growth and is directly linked to a company's ability to attract and retain customers. Companies that effectively implement well-defined marketing strategies are better equipped to reach their target audience, meet their needs, and ultimately increase their sales volumes (Ali, 2024). These companies understand the importance of aligning their marketing efforts with consumer behavior, market trends, and competitive pressures. Research has shown that the proper application of a marketing mix strategy can significantly contribute to sales growth. By carefully managing the product, price, place, and promotion components, businesses can create a compelling offering that resonates with consumers, builds brand loyalty, and encourages repeat purchases (Supriyanto *et al.*, 2023). An optimized marketing mix not only attracts new customers but also strengthens the relationship with existing ones, contributing to long-term sales growth. This further confirms that marketing strategy is a key driver in achieving business success, as it enables companies to stay competitive and effectively reach their sales targets.

3 | METHOD

This research uses a descriptive qualitative approach, which aims to describe and understand social or managerial phenomena in depth and comprehensively from the perspective of the actors directly involved (Dr. Muhammad Tariq Khan *et al.*, 2020). The research also incorporates a mixed-methods approach, combining

qualitative and quantitative elements. The quantitative approach is used to analyze numerical data, such as sales data, survey results, and measurements of the effectiveness of marketing strategies. Meanwhile, the qualitative approach is employed to explore the views, perceptions, and managerial strategies of the company's internal parties, distributors, and consumers (Mwansa *et al.*, 2022).

This study aims to describe and systematically analyze the marketing strategy applied by PT Avipen Adhitama in marketing paint products and its impact on increasing sales. Additionally, the study compiles recommendations based on the analysis. With this approach, the research not only identifies the strategies used but also explores why they were chosen and how they impact the company's performance. The qualitative approach was selected because marketing strategies are dynamic, contextual, and influenced by numerous internal and external factors.

This research does not focus on measuring numbers or statistics, but instead seeks an in-depth understanding of the strategies implemented by PT Avipen Adhitama, including how these strategies are designed, executed, and evaluated by the company's internal parties and sales partners (distributors and retailers). Through this approach, the research aims to gather information on:

- 1) How the company strategizes.
- 2) Factors influencing marketing decisions.
- 3) Internal perceptions of the company and market participants regarding the effectiveness of the strategy.
- 4) Obstacles and opportunities in the implementation of marketing strategies.

This research is exploratory and analytical, as it not only describes the marketing strategies that have been implemented but also evaluates their effectiveness in increasing sales and provides recommendations based on field findings. The research was conducted at PT Avipen Adhitama, located at Jl. Raya Pasar Kemis Km. 7 No. 39, Kel. Sukamantri, Kec. The research site focuses on:

- 1) The head office and factory of PT Avipen Adhitama.
- 2) Some of the main distributors and partner building stores in the distribution area (e.g., Bandung, Cimahi, Sumedang depending on the company's actual locations).
- 3) Relevant consumers or end-users.

The categories of informants in this study include several key groups. The Marketing and Sales Manager is a crucial informant, responsible for designing and executing the marketing strategy for paint products. The Field Sales Team consists of individuals tasked with selling products directly to stores or distributors and engaging with customers. Distributors/Resellers are representatives from distributors or building stores that sell Avipen products, offering valuable insights on the effectiveness of promotions, market demand, and competition. Finally, the End Consumers (Customer Buyers) are the individuals who purchase and use the paint products, including homeowners, wholesalers, and contractors, all of whom have direct experience with PT Avipen Adhitama's products.

4 | RESULTS AND DISCUSSION

4.1 Results

The Result of the research was to analyze marketing strategies in increasing sales of paint products at PT Avipen Adhitama Industries in Tangerang City. The research was conducted with a descriptive qualitative approach, through data collection techniques in the form of interviews, observations, and documentation. The research informants consist of management, marketing, and employees who are directly involved in marketing and sales activities. Based on the results of data collection and analysis, the following findings were obtained.

1. Product Strategy

PT Avipen Adhitama Industries implements a product strategy by providing various types of paints that are tailored to consumer needs, such as interior and exterior wall paints, wood and iron paints, floor paints, leak-proof paints, and special paints for specific projects. The company also offers a fairly complete color variety and accepts custom color orders as per customer requests. This aims to increase the attractiveness of the product and meet the needs of diverse markets.

2. Price Strategy

Based on the results of the interviews, the company implements a competitive pricing strategy by adjusting market conditions and consumer segments. Product prices are set by considering production costs, competitor prices, and consumer purchasing power. PT Avipen also provides certain discounts or discounts for large purchases, especially for project customers and distributors, so as to encourage an increase in sales volume.

3. Distribution Strategy (Place)

In terms of distribution, PT Avipen Adhitama Industries distributes its products through distributors, building shops, and direct sales to project consumers. The location of the factory in Tangerang City is considered quite strategic because it is close to industrial areas and potential markets, making it easier to ship and reduce distribution costs. The company also strives to maintain timely delivery to improve customer satisfaction.

4. Promotion Strategy

The promotional strategy implemented by PT Avipen Adhitama Industries is still dominated by direct promotions, such as offers to building shops, construction projects, and through salespeople. In addition, the company uses social media and direct communication with customers to introduce products and provide information about the advantages and usefulness of the paint products offered.

5. Obstacles in the Implementation of Marketing Strategy

The results of the study show that the company still faces several obstacles in the implementation of marketing strategies, including limited promotion through digital media, fierce price competition with paint products from other brands, and fluctuations in market demand. These obstacles affect the achievement of sales targets that have been set by the company.

6. The Impact of Marketing Strategy on Sales

Based on the results of interviews and sales data, the marketing strategy implemented by PT Avipen Adhitama Industries is considered quite effective in increasing sales, especially through a direct approach to consumers and projects. However, companies still need to develop marketing strategies, especially in the aspect of promotion and expansion of marketing networks, so that sales increase can be more optimal and sustainable.

The first informant, the Marketing Manager of PT Avipen Adhitama Industries, was asked about the current marketing strategy implemented by the company. According to the Marketing Manager, the strategy focuses on a direct-to-consumer approach, specifically targeting building shops and construction projects. Additionally, maintaining product quality is a priority to ensure consumer loyalty, and competitive pricing is offered to remain attractive in the market. The researcher noted that PT Avipen's marketing strategy emphasizes direct marketing and fostering strong relationships with customers to boost sales.

When asked about the superior products marketed by the company, the Marketing Manager highlighted their featured products, which include interior and exterior wall paints, wood and iron paints, and floor paints. These products enjoy considerable demand in the market. The researcher remarked that the company's main marketing activities center around these key products. Regarding product pricing, the Marketing Manager explained that the price is determined based on production costs and prevailing market prices, ensuring competitiveness without compromising product quality. The researcher noted that pricing is based on both production costs and market conditions.

The second informant, a Sales Staff member, was asked how they market Avipen paint products to consumers. The response was that they primarily engage in direct selling by visiting building and project shops to offer products, explain their advantages, and provide samples when necessary. The researcher observed that personal selling remains the dominant marketing method. When questioned about the use of digital media for promotion, the Sales Staff acknowledged that while digital promotion does exist, it is not utilized optimally, with direct communication with customers being the preferred method. The researcher commented that the use of digital media for promotion is still not at its full potential.

The third informant, a Building Shop Owner (Customer), was asked about their reasons for choosing to sell Avipen paint products. The shop owner cited the good quality of the paint, competitive pricing, and fast delivery as key factors in their decision. The researcher noted that product quality, price, and efficient distribution are the main factors influencing consumer decisions. When asked how consumers respond to Avipen products, the shop owner shared that most consumers, especially those using paint for home projects or small-scale applications, are satisfied with the products. The researcher concluded that Avipen's paint products have received positive feedback from consumers. Finally, when asked about the obstacles in marketing activities, the Marketing Manager pointed out that the main challenge is the intense competition with large paint brands, as well as the limitations of promotion, particularly in online media.

Market competition and limited promotion are significant obstacles that hinder the company's ability to increase sales effectively. The interview results highlight several key challenges faced by PT Avipen Adhitama Industries in its marketing efforts. Despite focusing on direct marketing, competitive pricing, and ensuring product quality, the company struggles to expand its reach due to the growing competition from larger, well-established paint brands. The lack of a robust digital marketing strategy further limits the company's promotional activities. This situation restricts the company's ability to engage a broader audience, particularly in the digital space where most consumers now seek information and make purchasing decisions.

Based on the insights gathered from the interview, it can be concluded that PT Avipen's marketing strategy primarily relies on traditional methods, such as direct selling and maintaining good relationships with distributors and customers. While these methods have been somewhat effective, there is a clear need for improvements in digital marketing efforts. Strengthening the use of online platforms for promotion could greatly enhance the company's visibility, improve customer engagement, and ultimately drive higher sales. By integrating digital media into its marketing mix, PT Avipen Adhitama Industries can position itself more competitively in the market and address current limitations in its promotional approach.

4.2 Discussion

The marketing strategy implemented by PT Avipen Adhitama Industries has shown notable strengths, particularly in product differentiation, competitive pricing, and targeted distribution. The company's approach to offering a wide variety of paint products, including interior and exterior paints, wood and iron paints, and special project paints, is consistent with the importance of product diversification as highlighted by Kamila & Anas (2027). Offering custom color options further enhances product appeal, which aligns with consumer demands for personalized solutions (Naim, 2022).

The competitive pricing strategy employed by PT Avipen, based on production costs and market conditions, reflects the findings of Ali (2024), who emphasized the importance of adjusting pricing to align with both consumer purchasing power and competitor pricing to maintain market competitiveness. The company's practice of offering discounts for bulk purchases is a common tactic that encourages larger sales volumes, particularly in the B2B sector, which is critical for business sustainability (Masatip *et al.*, 2020).

In terms of distribution, the strategic location of the factory in Tangerang City is beneficial for reducing logistical costs and ensuring timely deliveries, which echoes the importance of location in enhancing distribution efficiency as noted by Irawan (2024). However, PT Avipen faces significant challenges, particularly with limited digital promotion. While direct marketing through personal selling remains effective, the underutilization of digital marketing platforms limits the company's ability to expand its customer base. Research by Supriyanto *et al.* (2023) shows that companies in similar industries can gain substantial advantages by leveraging digital media for broader reach and consumer engagement. This highlights a critical area for improvement.

Despite these challenges, the research indicates that PT Avipen's marketing strategy has been relatively successful in increasing sales, especially through its direct approach to consumers and projects. However, as Mwansa *et al.* (2022) suggest, evolving market dynamics require continuous adaptation, particularly in embracing digital marketing strategies. Strengthening its online presence and marketing efforts can allow PT Avipen Adhitama Industries to better compete with larger, well-established brands, improve brand visibility, and ensure sustainable growth in an increasingly competitive market.

5 | CONCLUSIONS AND FUTURE WORK

Based on the conclusions of this study, several key recommendations have been made for PT Avipen Adhitama Industries to enhance its marketing strategies and improve sales performance. First, it is suggested that the company increase its promotional activities, particularly through digital media such as social media and online platforms, to expand its market reach and enhance brand awareness. The use of digital marketing is essential to tapping into a wider audience, especially given the growing reliance on online channels for consumer decision-making. Secondly, the company should continue to innovate its products, focusing on improving quality, packaging, and color variations. This will not only attract new customers but also help in maintaining customer loyalty by offering products that meet evolving consumer preferences.

Additionally, it is crucial for PT Avipen to improve its distribution strategies, particularly by expanding cooperation with building stores and distributors in areas that have not been fully reached. Strengthening these networks will help ensure that the company's products are more accessible to a broader customer base. The company is also advised to periodically evaluate its marketing strategies, allowing for adjustments in response to shifting market dynamics and competition. Lastly, for future research, it is recommended that further studies explore additional variables such as customer satisfaction and consumer loyalty, which could provide deeper insights into the effectiveness of marketing strategies and their impact on business performance. This will contribute to more comprehensive research outcomes and help businesses fine-tune their marketing approaches for sustained growth.

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How to cite this article: Haryantini, & Dewi, P. (2026). Marketing Strategy in Increasing Product Sales at PT Avipen Adhitama Industries in Tangerang City. *Indonesian Journal Economic Review (IJER)*, *6*(1), 284–290. <https://doi.org/10.59431/ijer.v6i1.636>.