

Marketing Mix Strategy (7P) in Increasing Sales Volume (Study on R&C Digital Printing Surabaya)

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ABSTRACT

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The increasing competition in the digital printing industry demands businesses to implement effective marketing strategies to enhance their sales volume. This research examines the role of the marketing mix (7P) strategy—Product, Price, Place, Promotion, People, Process, and Physical Evidence—in increasing the sales volume at R&C Digital Printing Surabaya. The study employs a qualitative descriptive method with SWOT analysis to evaluate the internal and external factors influencing the company's marketing strategy. Data were collected through in-depth interviews, observations, and document analysis. The findings reveal that R&C Digital Printing is positioned in the Growth Quadrant of the SWOT matrix, indicating strong internal capabilities and external opportunities. Key strategies include improving service quality, competitive pricing, expanding market reach through digital platforms, and optimizing promotional efforts via social media and partnerships. The study concludes that the marketing mix (7P) significantly contributes to enhancing sales volume when integrated effectively with digital marketing strategies. The implications suggest that businesses in the digital printing sector should continuously adapt their marketing strategies to market trends and customer preferences to maintain competitiveness and growth.

INTRODUCTION

The rapid growth of digital technology has transformed various industries, including digital printing services, which play a crucial role in business promotions, branding, and personal customization. In Surabaya, the increasing number of digital printing businesses has intensified competition, making it essential for companies like R&C Digital Printing to implement effective marketing strategies. Despite offering high-quality printing services, R&C Digital Printing has faced a decline in sales volume in recent years, partly due to the underutilization of digital marketing and reliance on traditional offline sales channels. This situation highlights the need for an improved marketing strategy, particularly the marketing mix (7P), which includes Product, Price, Place, Promotion, People, Process, and Physical

Evidence, to enhance market reach, attract more customers, and boost sales performance.

Table 1. R&C Digital Printing sales in 2020 to 2024

No	Year	Sales
1.	2020	45.827.200
2.	2021	27.937.600
3.	2022	15.536.700
4.	2023	13.745.200
5.	2024	15.436.400

Previous research has established the importance of the marketing mix strategy in business growth, but most studies primarily focus on the traditional 4P model rather than the expanded 7P approach, which is particularly relevant for service-based businesses like digital printing. Additionally, there is a gap in research that specifically examines the implementation of the 7P framework in Indonesia's digital printing industry,

especially in Surabaya. Many studies have also analyzed marketing strategies separately for online and offline businesses without integrating both approaches. This research aims to fill these gaps by analyzing how the application of the marketing mix (7P), combined with digital marketing strategies, can help R&C Digital Printing adapt to market changes and increase its sales volume amid growing competition.

This study contributes to marketing and business research by providing empirical insights into the effectiveness of the 7P marketing mix in the digital printing industry. By exploring how each element of the marketing mix can be optimized and enhanced through digital marketing, this research offers practical recommendations for businesses to improve their sales and customer engagement. The novelty of this study lies in its industry-specific approach, focusing on digital printing services in Surabaya and integrating modern marketing techniques to create a competitive advantage. The findings are expected to benefit both practitioners and researchers by offering a strategic framework that combines traditional marketing principles with digital innovations to enhance business performance.

LITERATURE REVIEW

Marketing

According to Kotler and Keller, marketing integrates various communication strategies to convey product value, address consumer needs, and foster sustainable relationships between companies and customers (Mamonto et al., 2021).

Meanwhile, Sudaryono defines marketing as a managerial process aimed at optimizing profits by managing customer relationships and creating a competitive advantage through innovation, efficiency, and effective resource management (Maharani et al., 2024).

Both perspectives highlight the significance of marketing in shaping business success and maintaining relevance in an evolving marketplace.

Marketing Mix (7P)

The marketing mix is a strategic approach integrating seven elements—Product, Price, Place, Promotion, People, Process, and Physical Evidence—to meet consumer needs and create competitive value.

When applied effectively, it enhances product appeal, expands market reach, and drives business growth (Ningrum, 2020).

Initially based on four elements (Product, Price, Place, and Promotion), it evolved to 7Ps with the addition of People (customer service and employees), Process (service efficiency), and Physical Evidence (tangible proof of quality). With digital advancements, businesses can leverage these elements through new platforms and technologies to optimize marketing effectiveness and consumer engagement.

Sales Volume

Sales are a key business activity involving product offerings and transactions with sales volume often used to measure marketing effectiveness. According to Zulkarnain in Wardah, N. A. (2021), sales are the primary marketing goal, while Rangkuti defines sales volume as the number of products sold, reflecting a company's market success (Hulu et al., 2021).

Daryono emphasizes that sales volume directly influences profit, as higher sales typically lead to increased earnings, whereas declining sales can reduce profitability (Masan et al., 2023). As a critical performance indicator, sales volume helps businesses assess their success and set sales targets within a specific period.

METHOD

This study employs a qualitative descriptive approach, as described by Sugiyono, which aims to understand phenomena in their natural context through narration and observation.

Data collection methods include in-depth interviews, conducted in a semi-structured manner with business owners, marketing and administrative staff, and customers of R&C Digital Printing to gain detailed insights. Additionally, participant observation is utilized to directly examine the implementation of the marketing mix (7P) strategy in daily operations. The documentation method is also applied, gathering information from company archives, photos, business reports, and official social media to enhance data validity. To ensure credibility, the study employs triangulation, comparing data from multiple sources and combining different collection techniques. This approach provides a comprehensive understanding of

how the marketing mix (7P) strategy influences sales volume at R&C Digital Printing Surabaya.

RESULT

Interview with the Owner of R&C Digital Printing

The interview with the owner of R&C Digital Printing revealed key insights into the company's background, operations, and challenges. Established in 2005 as a conventional printing business, R&C Digital Printing transitioned to digital printing in 2018 in response to increasing market demand for high-quality printed materials, especially for marketing and promotional purposes. The initial capital for the business was approximately IDR 15,000,000, obtained partly through bank loans and later expanded with company profits and personal investments. Currently, the company employs 15 permanent staff members and additional freelance workers for production needs. The business continues to operate from a single location, with aspirations to expand in the future. One of the biggest challenges faced by the company is the highly competitive nature of the digital printing industry. The owner also highlighted the importance of adapting to market trends and utilizing digital marketing, particularly through social media, to maintain and grow the business.

Additionally, the interview covered the company's marketing and operational strategies. R&C Digital Printing offers various services, including business cards, brochures, banners, stickers, and vinyl cutting, with product packaging being one of the most sought-after services by small businesses. To ensure high-quality outputs, the company invests in advanced printing equipment and provides continuous employee training. Customer satisfaction is a top priority, and the company actively seeks feedback to improve services. Complaints are addressed with detailed attention and empathy, with solutions tailored to meet customer needs. In terms of pricing, the company considers production costs, competitor pricing, and seasonal demand fluctuations. R&C Digital Printing also leverages e-commerce platforms and online marketplaces to reach a wider customer base. Moving forward, the company aims to enhance its digital marketing efforts, improve internal management systems, and expand its market reach to remain competitive in the ever-evolving printing industry.

Interview with R&C Digital Printing Employees

The interview with employees of R&C Digital Printing revealed several key insights regarding the company's workforce and operational challenges. The company employs 15 permanent employees across various divisions, while additional workers are hired on a flexible basis to meet production demands. The production division is the largest, employing 20 workers, including seven permanent staff, while the marketing and graphic design divisions each have three employees. The finance and administration departments consist of three employees, and two customer service representatives manage the company's social media presence. Additionally, freelance workers are employed for logistics, packaging, and field promotions. One of the main challenges highlighted by the Head of the Marketing Division, Kak Jessica, is the intense price competition with competitors and the limited number of skilled employees. To address these issues, the company has enhanced promotional strategies, leveraged social media, and provided employee training to improve competence. However, logistical challenges such as delayed deliveries and inadequate customer service responsiveness remain areas of concern.

Similarly, Kak Najwa, the Head of Administration, discussed difficulties in inventory management and workforce limitations. To address these issues, the company is working on improving order and inventory management systems while actively recruiting new employees to meet operational needs. The overall infrastructure and facilities are in good condition, although some equipment requires upgrades to improve efficiency. Employees have also raised concerns about the lack of clear written policies, which leads to job uncertainty, and excessive workloads at times. In response, it is recommended that the company establish formal written policies covering leave regulations, working hours, and salary increments. Furthermore, training and skill development programs are seen as essential to enhancing employee competencies and supporting the overall growth of the business.

Interview with Customers of R&C Digital Printing

The interview with R&C Digital Printing customers revealed positive feedback regarding the company's services. One of the respondents, Miss Rara a loyal customer who has made multiple purchases, highlighted the high-quality printing and

responsive service as the main reasons for continued patronage. This customer, who frequently orders custom merchandise for events, appreciated the efficiency of the R&C team in handling diverse orders. While acknowledging that some products were priced higher than competitors, the respondent felt that the quality justified the cost. Information about R&C Digital Printing was primarily obtained through social media and word-of-mouth recommendations, making it easily accessible. Previously, the customer had used other printing services but switched to R&C due to superior print quality and better customer service.

Another customer, Mr. Adrian a first-time user of R&C Digital Printing's services, selected the company based on positive online reviews. This customer ordered custom lanyards for employees and found the pricing competitive and reasonable in relation to the product's quality. The purchasing experience was further enhanced by the company's strong online presence, with clear and accessible information via social media and the company website. Throughout the ordering process, the customer found the service team highly responsive and supportive. For future improvements, the respondent suggested that R&C Digital Printing should expand its marketing reach and offer more flexible pricing packages to attract new customers.

DISCUSSION

SWOT Analysis

Strengths

1. The services and printed products offered are diverse and produced with high quality.
2. Offer competitive prices with a wide selection of price packages to suit customer needs.
3. Using modern and sophisticated digital printing machines for efficiency and better print results.
4. Customer-oriented employees and owners who are able to provide friendly and responsive customer service, ready to help answer questions and handle complaints.
5. Efficient ordering and production processes with an integrated order management system.
6. Provide fast and on-time delivery services.
7. Attractive display facilities and an impressive portfolio of prints.

Weaknesses

1. For premium quality, higher production costs may lead to higher product prices compared to competitors.
2. Limitations in the number and skills of employees which may affect the quality of service and production.
3. Has not maximized the use of e-commerce other than Shopee
4. There is no written policy for employees so often skilled employees suddenly resign after the holidays.

Opportunities

1. New services use environmentally friendly materials and offer sustainable print services to attract customers who care about the environment.
2. Join and maximize the use of the Tiktokshop e-commerce platform to reach a wider market.
3. Utilize digital marketing strategies such as SEO, SEM, and social media to increase visibility and attract more customers.
4. Establish broader partnerships with other companies, such as marketing agencies or event organizer companies, to provide print services for their clients.
5. Improve customer service by providing responsive support

Threats

1. Competitors who are competing to offer lower prices.
2. Changes in government regulations that may affect the economy and thus affect business operations and costs as well.

IFAS and EFAS Matrix Factor Analysis

IFAS Matrix Analysis

Table 2. Results of IFAS Matrix

Strengths	Value	Rate	Score
S1	0,12	4	0,48
S2	0,10	3	0,30
S3	0,08	4	0,32
S4	0,10	4	0,40
S5	0,10	4	0,40
S6	0,08	4	0,32
S7	0,07	3	0,21
Strengths Factor Total	0,25	X	2,43
Weaknesses	Value	Rate	Score
W1	0,10	2	0,20
W2	0,10	2	0,20
W3	0,08	2	0,16
W4	0,07	1	0,07
Weaknesses Factor Total	0,35	X	0,63

INTERNAL FACTORS TOTAL	1,0		3,06
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		Strong (4,0–3,0)	Medium (2,0–2,99)	Weak (1,99–1,0)
EFAS SCORE	High (3,0–4,0)	I	II	III
	Medium (2,0–2,99)	IV	V	VI
	Low (1,0–1,99)	VII	VIII	IX

EFAS Matrix Analysis

Table 3. Results of EFAS Matrix

Opportunities	Value	Rate	Score
O1	0,20	4	0,80
O2	0,18	4	0,72
O3	0,20	4	0,80
O4	0,15	3	0,45
O5	0,10	3	0,30
Opportunities Factor Total	0,83	X	3,07
Threats	Value	Rate	Score
T1	0,10	2	0,20
T2	0,07	2	0,14
Threats Factor Total	0,17	X	0,34
EXTERNAL FACTORS TOTAL	1,0		3,41

IFAS and EFAS Total Score

Table 4. IFAS and EFAS Total Score

No.	Internal Strategic Factors	Score
1.	Strengths	2,43
2.	Weaknesses	0,63
TOTAL		3,06
Internal Factor Difference (Strengths - Weaknesses)		1,80
No.	External Strategic Factors	Score
1.	Opportunities	3,07
2.	Threats	0,34
TOTAL		3,41
External Factors Difference (Opportunities - Threats)		2,73

SWOT Chart

Figure 1. SWOT Matrix Chart

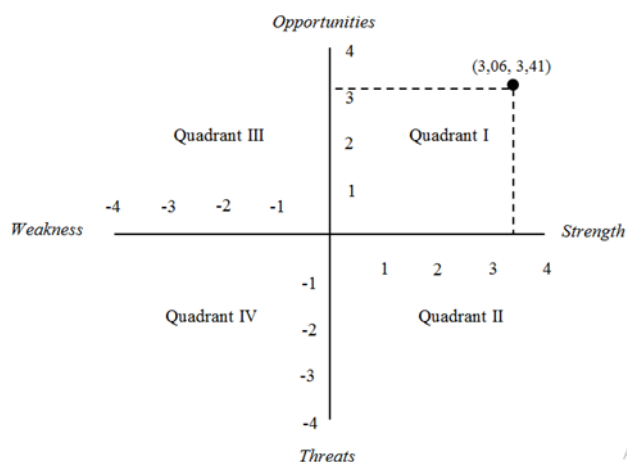


Table 5. Internal External Matrix

IFAS SCORE

CONCLUSION

The research findings indicate that R&C Digital Printing applies a 7P marketing mix strategy to enhance competitiveness and sales volume. In terms of Product, the company offers eco-friendly printing services and ensures high quality through modern printing technology. The Price strategy includes competitive packages and flexible pricing to meet customer needs. For Place, the company expands its market reach by utilizing e-commerce platforms like TikTok Shop and optimizing delivery systems. Promotion efforts focus on digital marketing through SEO, SEM, social media, and partnerships with agencies and event organizers. In the People aspect, employee training is conducted regularly to improve skills and maintain workforce stability with clear policies. Process efficiency is enhanced through an integrated order management system to streamline ordering and production. Lastly, in Physical Evidence, the company maintains attractive display facilities, consistent print quality, and service standards that support customer satisfaction and business sustainability.

Besides that, R&C Digital Printing faces 11 internal and 7 external factors influencing its business. Its main strength lies in offering diverse, high-quality printing services. However, the higher production costs for premium quality products result in higher prices, posing a key weakness. Externally, the company has an opportunity to attract environmentally conscious customers by introducing eco-friendly materials and sustainable printing services. Meanwhile, competition from businesses offering lower prices remains the primary threat that must be addressed to maintain competitiveness.

The research also indicates that R&C Digital Printing is in Quadrant I, suggesting a strategic position for expansion by leveraging internal strengths to seize available opportunities. The internal-external matrix analysis also places the company in a growth phase, recommending intensive and integrative

strategies to enhance competitiveness and expand market reach.

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This study is limited to a single case analysis of R&C Digital Printing in Surabaya, which may affect the generalizability of the findings to other digital printing businesses or industries. Additionally, the research relies on qualitative methods, which, while rich in detail, may be complemented by future quantitative studies for broader insights.

In practical terms, this research provides useful insights for business practitioners in the digital printing industry, especially regarding how the 7P marketing mix can be tailored to align with evolving customer needs and digital trends.

For future strategy, R&C Digital Printing should prioritize expanding its digital presence through improved website functionality and online customer service. It is also recommended to invest in marketing automation tools, enhance customer loyalty programs, and develop customized pricing packages. Furthermore, adopting green innovations and obtaining eco-certifications could strengthen brand positioning among environmentally conscious consumers. These strategic directions are essential to ensure long-term growth, differentiation, and resilience in an increasingly competitive and dynamic market environment.

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