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Analysis of Haura Mart's Marketing Strategy Using the Marketing Mix Method and the SOAR in Dealing with the Competition

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A B S T R A C T

This research to analyze the marketing strategy of Haura Mart supermarket in facing competition, namely by using the Marketing Mix (7P) method and the SOAR (Strengths, Opportunities, Aspirations, and Results) if you want to increase sales. Marketing Mix consists of Product, Price, Place, Promotion, Physical Evidence, People, and Process which are used to identify the most dominant factors in marketing objectives. while the SOAR method is the result of the analysis of the most dominant or influential factors of the marketing mix strategy (7P). The results of this study found that the most influential on the Marketing Mix method was from the results of the t-test, it was found that the factors that influenced sales volume were place with a t-value of 2.784, promotion with a t-value of 2.902, people with a t-value of 2.630, and process with a t-value of 2.133. This is because t-value > t-table (1.986). And SOAR calculations with the result of the total IFE matrix score is 3.518 and the total EFE matrix score is 3.737.So that the SA method, OA method, SR approach, and OR method marketing mixare the most effective strategies to increase Haura Mart supermarket sales in facing competition.

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1. INTRODUCTION

In modern day generation of globalization, there are many advancements and changes that have occurred in the business world, both those engaged in products and services, and they have the goal of staying alive and developing in the face of competition so that every company is required to make every effort so that the company it is running can survive in the competition to maintain and control the market share by providing the best service for consumers or face with bankruptcy on the company. A supermarket is a store that sells a variety of basic necessities with a special service system. Every consumer actively participates in the recall of their products without anyone serving them. In the midst of this an increasing number of fierce commercial opposition, Haura Mart must implement a strategy to maintain its business. Haura Mart supermarket has several problems faced by Haura Mart supermarket, especially problems

such as the number of competitors in the surrounding area, for example, such as Indomaret, daily shops, wholesale and space supermarkets. And the occurrence of competition on product prices and the lack of promotional methods on social media accounts used to attract consumers. The sales data of Haura Mart supermarkets in 2023 are as follows (Table 1).

Table 1. Haura mart supermarket sales data in 2023

No.	Months	Income (IDR)	Target (IDR)	Difference (IDR)	Information
1	January	297.227.000	250.000.000	47.227.000	Achieved
2	February	220.686.000	250.000.000	-29.314.000	Not Achieved
3	March	270.500.000	250.000.000	20.500.000	Achieved
4	April	235.440.000	250.000.000	-14.560.000	Not Achieved
5	May	225.039.000	250.000.000	-24.961.000	Not Achieved
6	June	237.050.000	250.000.000	-12.950.000	Not Achieved
7	July	210.673.000	250.000.000	-39.327.000	Not Achieved
8	August	228.072.000	250.000.000	-21.928.000	Not Achieved
9	September	216.427.000	250.000.000	-33.573.000	Not Achieved
10	October	243.265.000	250.000.000	-6.735.000	Not Achieved
11	November	198.354.000	250.000.000	-51.646.000	Not Achieved
12	December	207.428.000	250.000.000	-42.572.000	Not Achieved

(Source: data processing)

Based on Table 1 of the sales data above, most sales targets are not being met, i.e., 250 million per month. It is known that only in January and March do they reach the sales target, while in February, April to December they do not reach the target, there is an unstable decline and increase, and the sales target tends to decrease, because there are many competitors who offer price discounts when buy more goods. and bonus items with a certain amount of purchases. The study also observed other supermarkets located around the Manunggal area also regarding the average monthly sales achievement, to compare it with the Haura Mart supermarket. Based on the results of interviews with the owners. The comparison of the estimated monthly sales of each supermarket is as follows (Figure 1).

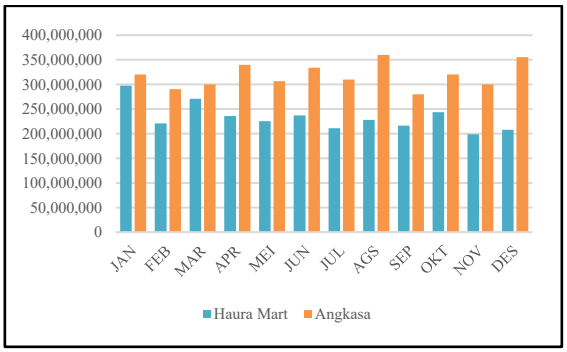

Figure 1. Sales comparison chart
(Source: Haura mart supermarket dan Angkasa supermarket, 2023)

Based on Figure, sales at Haura Mart supermarkets are still many that have not reached the target desired by business owners, while at Angkasa supermarkets it can be seen in the graph that it is superior in terms of monthly sales. To overcome these problems, the Haura Mart supermarket should rearrange its marketing strategy in order to increase sales. Efforts that can be made are identifying the most dominant factors in the marketing target and choosing priority strategies that can be implemented. To pass this stage, a method is needed that can meet these goals.

Marketing Mix is combining important factors in marketing consisting of products, prices, promotions, and places, physical evidence, people, and processes to increase or even increase consumer satisfaction with the goods or services offered by the company and produce the desired goals in marketing goals (Dilieano, et al., 2023). SOAR is used to identify strengths and opportunities in the current situation and use common aspirations and related results in future situations to develop strategic goals that involve all interested individuals in an organization or company. This approach is able to realize the company to build the future through collaboration, understanding, and mutual commitment. (Zamista and Hanafi, 2020). Therefore, the author has conducted this

research with the aim of analyzing in order to be able to provide input and an overview to the owner regarding the strategies that should be implemented for a good and appropriate marketing Haura Mart in the face of the competition, there are 2 (two) methods that will be used to increase sales, namely using the Marketing Mix dan SOAR Analysis. Marketing Mix composed of Product, Price, Place, Promotion, Physical Evidence, People, Process are used to identify the most important dominant factors in marketing objectives. Meanwhile, SOAR is made up of strengths , opportunities, aspirations, results with the aim of formulating marketing strategy proposals in the face of the competition.

2. LITERATURE REVIEW

Marketing strategy

A marketing method is a plan created by an organization to achieve marketing goals. The process involves the act of promoting, distributing, and selling a product or service to consumers. The goal is to increase awareness and sales by building relationships with consumers. Formulating and implementing a marketing strategy requires careful consideration and alignment of various aspects and elements to achieve the most profitable results (Sudirjo, 2023).

Marketing Mix (7P)

Marketing Mix (7P) is a descriptive analysis that is quantified using the Likert scale. This Marketing Mix (7P) which consists of Product, Price, Promotion, and Place, Physical Evidence, People, and Process is carried out by paying attention to each process or the most dominant important factors in the marketing strategy. Here are explanation of these seven variables consist of (Wijayanti and Ariyanti, 2022): (a) Product: Things that are offered to the market to satisfy the desires of customers, (b) Price: The value to pay to buy the product, (c) Place: Distribution mechanism from producer to consumer, (d) Promotion: Presentation of products to consumers, (e) Physical tests: What consumers see when they use the product, (f) Leaf through: People who are directly involved with the product, (g) Process: A system that builds the quality of the product and service for consumer satisfaction.

Marketing Mix processing is carried out by paying attention to each process or the most dominant important factors in the Haura Mart supermarket marketing strategy following the methods that are carried out, namely, as follows: (a) The Classic Assumption Test consists of: (1) Normality Test:The purpose of this study was to test whether the data in the regression model had met the requirements of normal distribution and whether the residuals in the regression model had been distributed normally, (2) Multicoloniality Test: The aim was to test whether the regression model 2 found a correlation between independent variables, (3) Heteroscedasticity Test: The aim was to test whether in the regression model there is an inequality of variance from the residual of one observation to another. (b) Multiple Regression Analysis: Multiple linear regression analysis is a statistical procedure in analyzing the influence between the independent variable (X) on the bound variable (Y), with the formula for multiple linear regression. Multiple regression analysis aims to determine the relationship between 1 independent variable and 2 or more independent variables. (c) The Hypothesis Test consists of: (1) Individual Parameter Significance Test (t-Test): The statistical test of t basically shows how far the influence of one individual explanatory/independent variable in explaining the variation of the dependent variable, (2) Simultaneous Significance Test (Test F): Used to test the feasibility of the research model. The model is said to be feasible if the processing results from SPSS have a significance value of <0.05, In addition to being seen from the significance, it can also be seen by the testing mechanism if the Fcal>Ftable is accepted and H0 is rejected. On the other hand, Fcal<Ftable, H0 is accepted and Ha is rejected, (3) Coefficient of Determination: The determination coefficient is to measure how far the model is able to explain variable variations. The value of the determination coefficient is between zero and one.

SOAR Analysis

SOAR stands for Strengths, Opportunities, Aspirations, and Results, which is a new strategic design framework with an approach. This model focuses on strength and engages stakeholder voices to increase motivation. The

SOAR method consists of four elements: (a) Strengths (S): The company's maximum ability to support business continuity, (b) Opportunities (O): External environments that need to be identified to take advantage of opportunities, (c) Aspirations (A): The shared hopes and visions of the members of the company for the desired future, (d) Results (R): A measure of the fulfillment of the business enterprise's strategic planning objectives.

SOAR processing, The following are the steps in the preparation of the SOAR matrix, namely, as follows: (a) Identify Internal and External factors by analyzing the internal and external environment to get available opportunities. Furthermore, identify all the opportunities and strengths that will be included in the SOAR analysis so as to produce appropriate aspirations and results. After that, determine internal and external factors, then the next stage is to calculate the weight and rating, (b) Create a SOAR Matrix by matching by making input from the results of internal and external weight calculations that have been done previously. The SOAR matrix consists of SA, OA, SR, and OR. This is done in order to get the appropriate strategy at the highest level in determining the direction of marketing in the face of competition.

IFE Matrix and EFE Matrix

Internal Factor Evaluation (IFE) Matrix is a method method tool used to investigate the strengths and aspirations in a company's business and organizational functions. Meanwhile, External Factor Evaluation (EFE) Matrix is used to decide the business enterprise's outside elements related to opportunities and results. outside data is accumulated to investigate related troubles, such as monetary, socio-cultural, and other issues (Satoto and Norhabibah, 2021).

$$\text{Bobot} = \frac{\text{Number of Answers Per Question}}{\text{Number of Respondents}}$$

$$\text{Rating} = \frac{\text{Number of Answers Per Question}}{\text{Total Respondents}}$$

IE Matrix

The IE (Internal-External) matrix is positioned as a division of an organization in a nine-cell view. The IE Matrix is primarily based on dimensions: the total weighted score of IFE on the X-axis and the total weighted score of EFE on the Y-axis. These total weighted scores help organize the IE matrix as a whole. For the X-axis, an IFE score between 1.0 and 1.99 indicates a weak internal position; a score between 2.0 and 2.99 is taken into consideration slight; and a rating between 3.0 and 4.0 is strong. Similarly, for the Y-axis, an EFE score between 1.0 and 1.99 is taken into consideration low; a score between 2.0 and 2.99 is moderate; and a score between 3.0 and 4.0 is high (Satoto and Norhabibah, 2021). Below is the shape of the IE array which is as follows (Figure 2).

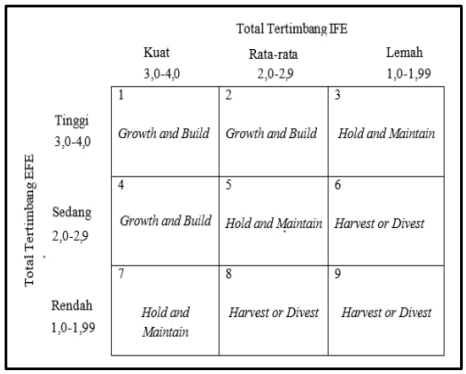

Figure 2. IE (internal-external)
(Source: Satoto dan Norhabibah, 2021)

3. RESEARCH METHODS

The type of questionnaire used is a closed questionnaire that has been provided with answer choices so that respondents only have to choose according to what they experienced. The population in this study is owners, employees, buyers and residents who are around the Haura Mart supermarket located in the Manunggal area and who have shopped at the Haura Mart supermarket. In this study, the determination of sampling uses the Non Probability Sampling technique with the type of Purposive Sampling, where the meaning is that the determination of this sample is based on sampling data sources with certain considerations or certain criteria that have been formulated first by the researcher, for example the respondent is considered to know the most about what the research expects. The number of the population is unknown. Thus, in determining the sample size in the research population, the Lemeshow formula can be used as follows (Setiawan, et al., 2022):

$$n = \frac{Z^2 \text{ x } P(1-P)}{d^2}$$

n = Number of samples
Z = Z-score on confidence level 95% (α = 0,05) so that it is obtained (Z =1,96)
d = Alpha (0,10) atau Sampling error 10%
P = Maximum estimated proportion 0,5

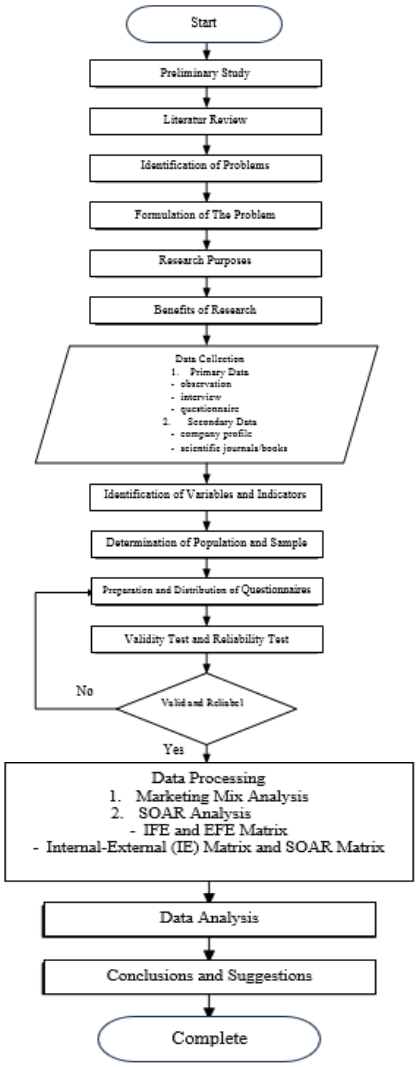

Figure 3. Research framework

Based on the formula above, the number of samples to be taken is, as follows:

$$n = \frac{Z^2 \text{ x } P(1-P)}{d^2}$$

$$n = \frac{1{,}96^{\,2} \text{ x } 0{,}5\ (1-0{,}5)}{0{,}01^{\,2}}$$

$$n = \frac{3{,}8416 \text{ x } 0{,}25}{0{,}01^{\,2}}$$

n = 96,04

needed in this study is 96 respondents, so that this research is better, it will be rounded to 100 respondents because if one of the questionnaires has data that is not valid, then you can use the content of the questionnaire more and to make it easier to process data. The reason for the study using the Lemeshow method is because the target population is too large with varying numbers.

4. RESULTS AND DISCUSSION

A. Maketing Mix

Validity test

The questionnaire is declared valid if $r_{counts} >_{table}$ r and vice versa if $r_{counts} <_{table}$ r, then the questionnaire is said to be invalid in the study. In the study, there are 2 types of questionnaires, namely, the Marketing Mix Questionnaire (7p) and the SOAR questionnaire, each questionnaire is administered to consumers who have shopped at Haura Mart supermarket up to 100 respondents. So that the table r at α = 5% or 0.05 is 0.1945. Then it turned out that all questionnaires and statements were declared valid because $r_{calculated} >_{table}$ r.

Reliability Testing

Furthermore, to determine the reliability of the questions in the questionnaire, the Cronbach's Alpha calculation method is used. A statement is said to be dependable if the Cronbach's Alpha value is > r table. The test output results show that the Cronbach Alpha values for the questionnaire reliability test results are all above 0.6. So if the Cronbach's Alpha value ≥ 0.6, the questionnaire is said to be reliable and can proceed to the next stage.

Classical Assumption Test

a. Normality test

The normality test is intended to check whether the regression of perturbing or residual variables has a normal or near-normal distribution in a data set or variable. The following are the results of normality testing processed using the SPSS software, which are as follows (Figure 4).

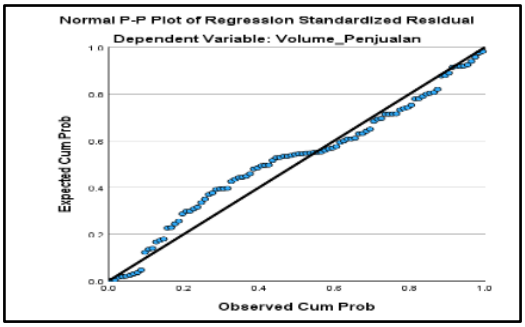

Figure 4. Normality test output
(Source: data processing)

In the Figure 4, it can be that the results of the data that was tested in this study is normally distributed. this may be seen from the regular P-P Plot image where the data or points spread around the diagonal line and observe the course of the diagonal line, thus describing the ideal state of the data following the normal distribution.

b. Multicollinearity Testing

The multicollinearity test aims to check if there may be a sturdy relationship between impartial variables. In addition, this test also additionally objectives to determine whether or not there is a similarity among impartial variables in a version. the following are the consequences of the multicollinearity check processed using the SPSS software, namely, as follows (Figure 5.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	Collinearity Statistics VIF
1	(Constant)	1.448	2.816		.514	.608		
	Product	.312	.166	.155	1.877	.064	.777	1.287
	Price	.104	.152	.061	.688	.493	.669	1.494
	Place	.363	.130	.244	2.784	.007	.694	1.440
	Promotion	.383	.132	.227	2.902	.005	.869	1.151
	Physical-E	.083	.146	.047	.569	.571	.772	1.296
	People	.394	.150	.230	2.630	.010	.698	1.432
	Process	.392	.184	.170	2.133	.036	.836	1.196

a. Dependent Variable _Sales Volume

Figure 5. Multicollinearity test output
(Source: data processing)

Based totally on the figure above, it can be visible that each one tolerance values > 0.10 and VIF values < 10.00, showing that the linear regression model is free from the assumption of multicollinearity.

c. Heteroskedasticity test

This test is used to discover and see if there is any variance and residual inequality in an observation inside the regression model the subsequent are the effects of the heteroskedasticity check processed the usage of the SPSS software, the following (Figure 6).

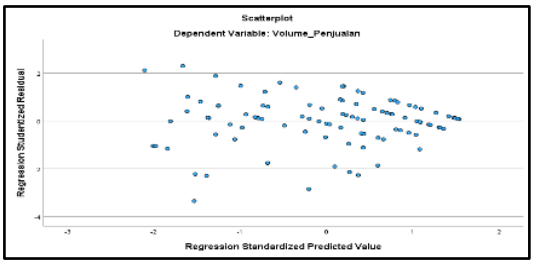

Figure 6. Heteroskedasticity test output
(Source: data processing)

In the figure 6, it can be visible that there's no heteroskedasticity within the regression model because there may be no clean model and the dots unfold above and do now not shape a certain model and are underneath the wide variety 0 on the Y-axis.

Multiple Linear Regression Testing

Table 2. Variable and indicator

Variable	Indicators
Maketing Mix (X1)	Product
	Price
	Place
	Promotion
	Physical Evidence
	Person
	Process
Sales Volume (Y1)	Sales level
	Consumer interest

Multiple linear regression examines the linear relationship between two or more independent variables (X1, X2,.... Xn) and dependent variables (Y). In this study, it was used to find out to what extent the influence of independent variables consisting of Product (X1), Price (X2), Place (X3), Promotion (X4), Physical Evidence (X5), People (X6), Process (X7) influence on sales volume (Y). Below are the results of the calculation with the SPSS software, you get the results, namely the following (Figure 7).

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.448	2.816		.514	.608
	Product	.312	.166	.155	1.877	.064
	Price	.104	.152	.061	.688	.493
	Place	.363	.130	.244	2.784	.007
	Promotion	.383	.132	.227	2.902	.005
	Physical-E	.083	.146	.047	.569	.571
	People	.394	.150	.230	2.630	.010
	Process	.392	.184	.170	2.133	.036

a. Dependent Variable _Sales Volume

Figure 7. Multiple regression test output
(Source: data processing)

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5 + b6X6 + b7X7$$
$$Y = 1.448 + 0.312 + 0.104 + 0.363 + 0.383 + 0.083 + 0.394 + 0.392$$

The regression equation may be explained as follows::

1. The immutable value is obtained as 1.448, indicating that the constant independent variable (7P) is 0, so the dependent variable (sales volume) is worth 1.448.
2. The Product (X1) variable regression coefficient cost of 0.312 is a value of (+), which shows that the Product variable will increase and also increase sales volume.
3. The Price (X2) variable regression coefficient cost of 0. is a value of (+), which shows that the price variable will increase and also increase sales volume.
4. The Place (X3) variable regression coefficient cost of 0.363 is a value of (+), which shows that the product variable will increase and also increase sales volume.
5. The Promotion (X4) variable's regression coefficient cost of 0.383 is a value of (+), which shows that the promotion variable will increase and also increase sales volume.
6. The Physical Evidence (X5) variable regression coefficient cost of 0.083 is a value of (+), which shows that the Physical Evidence variable will increase and also increase sales volume.
7. The People (X6) variable regression coefficient cost of 0.394 is a value of (+), which shows that the Person variable will increase and also increase sales volume.
8. The Process (X7) variable regression coefficient cost of 0.392 is a value of (+), which shows that the process variable will increase and also increase sales volume.

Hypothesis Testing

a. Test simultaneo (Test F)
The simultaneous importance take a look at (f-test) is used to decide whether all impartial variables blanketed inside the version have a combined effect on the based variable. The following F-test results with SPSS calculation software can be viewed in the Figure 8.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	302.777	7	43.254	13.693	<,001[b]
	Residual	290.613	92	3.159		
	Total	593.390	99			

a. Dependent Variable: Volume_Penjualan
b. Predictors: (Constant), Proses, Bukti_Fisik, Promosi, Produk, Orang, Tempat, Harga

Figure 8. Meaningful test output simultaneo (Test f) (Source: data processing)

The F test is performed to check whether products, prices, places, promotions, physical tests, people and processes affect the sales volume at the same time, From the figure above, it can be observed that the value of fcal = 13.693, while the value of ftable = 2.11 (df 1 = k = 7 and df2 (n-k-1) or (100-7-1) = 92). So that fcalculate > ftable and its significance value or $\alpha = 0.001$ so that $\alpha < 0.05$. Since the value of fcal > ftable (13.693 > 2.11), then the F test is accepted, which means that products, prices, place, promotions, physical tests, people, and processes simultaneously have a massive effect at the related, sales volume.

b. Partial test (Test t)
The t-test is used to find out to what extent an independent variable is partially affected. The presence or absence of a significant effect of unbiased variables on established variables. The subsequent are the t-take a look at outcomes that had been processed using the SPSS software program, namely the following (Figure 9).

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.448	2.816		.514	.608
	Product	.312	.166	.155	1.877	.064
	Price	.104	.152	.061	.688	.493
	Place	.363	.130	.244	2.784	.007
	Promotion	.383	.132	.227	2.902	.005
	Physical-E	.083	.146	.047	.569	.571
	People	.394	.150	.230	2.630	.010
	Process	.392	.184	.170	2.133	.036

a. Dependent Variable: _Sales Volume

Figure 9. Partial test output (t-Test) (Source: data processing)

Based on the partial test results in the figure above, it can be seen in each variable for the dependent variable, that is, it can be explained as follows:

1. The outcome of the t-check for the product variable (X1) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tconta= 1.877, while the value of tof the table = 1.986 so that tcalculates < tof the table

and its significance value or α = 0.064 so that α > 0.050. This shows that the product (X1) partially or alone has no effect on its constrained variable, i.e. sales volume (Y1).

2. The outcome of the t-check for the price variable (X2) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tcount = 0.688 while the value of tof the table = 1.986 so that tcount < tof the table and its significance value or α = 0.493 so that α > 0.050. This shows that price (X2) partially or alone has no effect on its constrained variable, i.e. sales volume (Y1).
3. The outcome of the t-check for the place variable (X3) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tconta= 2.784 while the value of tof the table = 1.986 so that tcounts > tof the table and its significance value or α = 0.007 so that α < 0.050. This shows that the Place (X3) partially or alone influences its limited variable, i.e., the Sales Volume (Y1).
4. The outcome of the t-check for the promotion variable (X4) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tcalculates = 2.902 while the value of tof the table = 1.986 so that tcalculates > tof the table and its significance value or α = 0.005 so that α < 0.050. This shows that the promotion (X4) partially or alone affects its constrained variable, i.e. sales volume (Y1).
5. The outcome of the t-check for the physical evidence variable (X5) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tconta= 0.569 while the value of tof the table = 1.986 so that tcounts < tof the table and its significance value or α = 0.571 so that α > 0.050. This shows that physical evidence (X5) partially or alone has no effect on its limited variable, i.e., sales volume (Y1).
6. The outcome of the t-check for people variable (X6) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tconta= 2.630 while the value of tof the table = 1.986 so that tcalculates > tof the table and its significance value or α = 0.010 so that α > 0.050. This shows that the person (X6) has partially or alone an effect on his constrained variable, i.e. sales volume (Y1).
7. The outcome of the t-check for the process variable (X7) in relation to the sales volume (Y). Based on Figure 8, it can be explained that the value of tcalculates = 2.133 while the value of tof the table = 1.986 so that tcalculates > tof the table and its significance value or α = 0.036 so that α < 0.050. This shows that the process (X7) partially or alone affects its limited variable, i.e., sales volume (Y1).

c. Coefficient of determination (R^2)

The R^2 determination test aims to compare the Y variation described by X1 and X2 together to the total Y variation.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.714[a]	.510	.473	1.777	1.503

a. Predictors: (Constant), Proses, Bukti_Fisik, Promosi, Produk, Orang, Tempat, Harga

b. Dependent Variable: Volume_Penjualan

Figure 10. Output of the determination test (Source: data processing)

Based on the figure above, the coefficient of determination (R^2) shows that the value of R = 0.714, which indicates a very strong relationship between variable X and variable Y, with 71.4% of the variation explained by this relationship, while the remaining 28.6% is attributed to factors not examined in the study. The R Square value of 0.510 means that 51% of the variation in the dependent variable, sales volume (Y1), can be explained by the seven independent variables, namely product (X1), price (X2), location (X3), promotion (X4), physical evidence (X5), people (X6), and process (X7). The remaining 49% is attributed to other factors or variables that are not included or not yet identified in this regression analysis.

B. SOAR Analysis

IFE Matrix

The IFE analysis matrix identification is conducted based on the internal factors of the company, focusing on the strengths and aspirations of Haura Mart supermarket. The

calculation of the rating and weight is as follows:

Tabel 2. IFE matrix

Affirmation	Rating	Weight	Result
Strengths			
The location of the Haura Mart supermarket is easy to reach and has adequate facilities.	3,75	0,134	0,502
The price of Haura Mart supermarket products is in line with the quality offered.	3,5	0,125	0,438
The Haura Mart supermarket has a fairly large and comfortable space for shopping and parking.	3,75	0,133	0,502
The service of the employees at Haura Mart supermarket is friendly and professional/very helpful.	3,25	0,116	0,377
The purchase and payment process or system is easy, fast, and convenient to use.	3,5	0,125	0,438
Total			**2,257**
Aspiration			
Provision of customer service with appropriate employees.	3	0,107	0,321
Increase the most attractive promotions for customers.	3,5	0,125	0,438
The price can compete with the products on the market.	3,75	0,133	0,502
Total			**1,261**
Total Internal factors	28	1,000	3,518

(Source: data processing)

EFE Matrix

The identification of the EFE analysis and matrix is carried out with respect to the external factors of the company, where there are opportunities and results from the Haura Mart supermarket. The calculation of the rating and weight is as follows (Table 3).

Tabel 3. EFE matrix

Affirmation	Rating	Weight	Result
Oppurtunities			
Technological and information developments can be used as a means of promotion.	3,77	0,168	0,168
Haura Mart supermarkets can leverage technology (online payments) to facilitate purchases.	3,7	0,165	0,165
Increase consumer satisfaction by building customer loyalty.	3,34	0,149	0,149
Total			**0,482**
Results			
Get a good rating by providing customer service to employees.	3,57	0,159	0,159
The shopping experience at the Haura Mart supermarket is in line with expectations/enjoyment.	3,97	0,177	0,177
It has many loyal customers and repeat customers.	3,99	0,178	0,178
Total			**0,541**
Total external factors	**22,32**	**1,000**	**3,737**

(Source: data processing)

IE Matrix

The IE matrix analysis is a synthesis of the IFE and EFE matrices to produce an IE matrix consisting of nine cells, which shows the combination of the total score of the IFE and EFE matrices. This IE matrix is intended to simplify detailed analysis of the location of Haura Mart supermarkets and determine the correct strategy for Haura Mart supermarkets.

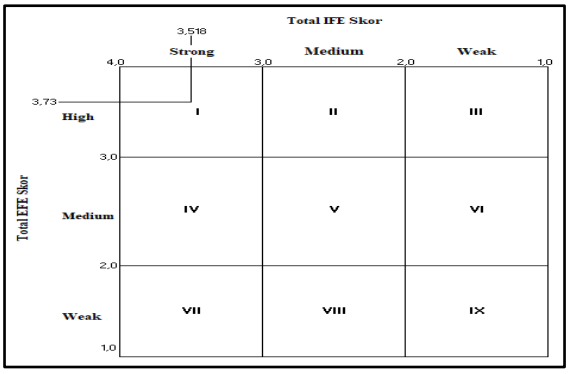

Figure 11. IE Matrix
(Source: data processing)

Based on Figure 10, the results from the IE matrix show that Haura Mart supermarket is located in Quadrant I, with a total score of 3.518 for the IFE matrix and a total score of 3.737 for the EFE matrix. Where Haura Mart supermarkets have a great opportunity to grow and achieve goals through intensive strategies and integration can be used in this quadrant. The main objective is to strengthen internal factors by increasing sales volume. This strategy helps Haura Mart supermarkets meet sales targets and stay competitive in the face of fierce competition.

SOAR Matrix

After knowing the location of Haura Mart supermarkets and the strategies suitable for the business, the next step is to conduct a SOAR analysis to discover the right strategic propositions for Haura Mart supermarkets in facing the competition primarily based at the evaluation of internal and external factors, numerous strategic alternatives derived from the SOAR matrix are identified, being the SA method, OA method, SR method, and OR method. The SOAR matrix analysis for Haura Mart supermarkets is presented in Table 4 below (Table 4).

Table 4. SOAR Matrix

Item	**Strengths (S)**	**Opportunity (O)**
	1. The location of the Haura Mart supermarket is easy to reach and has adequate facilities. 2. The Haura Mart supermarket has a fairly large and comfortable space for shopping and parking. 3. Consumers are satisfied with the marketing of the products offered by Haura Mart supermarkets. 4. The service of the employees at Haura Mart supermarket is friendly and professional/very helpful. 5. The purchase and payment process or system is easy, fast, and convenient to use.	1. Technological and information developments can be used as a means of promotion. 2. Haura Mart supermarkets can leverage technology (online payments) to facilitate purchases. 3. Increase consumer satisfaction by building customer loyalty.
Aspiration (A) 1. Provision of customer service with appropriate employees. 2. Increase the most attractive promotions for customers. 3. The price can compete with the products on the market.	SA Strategy 1. Providing friendly service and a quick process so that consumers are satisfied. 2. Develop a pricing strategy that can compete with the market, making Haura Mart the main choice.	OA Strategy 1. Improve and introduce more attractive promotions to customers so that more people are interested in 90shopping.
Results (R) 1. Get a good rating by providing customer service. 2. The shopping experience at the Haura Mart supermarket is in line with expectations/enjoyment. 3. It has many loyal customers and repeat customers	SR Strategy 1. Using online payment technology to speed up and facilitate the transaction process.	OR Strategy 1. Use social media to attract more consumers, thus increasing the number of repeat customers. 2. Increase customer satisfaction by providing a convenient and simple shopping experience.

(Source: Data Processing)

5. CONCLUSION

On the basis of the findings and discussions of the previous chapters it may be concluded that: The results of this study found that the most influential on the Marketing Mix method was from the results of the t-test, it was found that the factors that influenced sales volume were place with a t-value of 2.784, promotion with a t-value of 2.902, people with a t-value of 2.630, and process with a t-value of 2.133. This is because t-value > t-table (1.986). So that the most important factor-factor in marketing goals that affect sales volume use the analysis of the Marketing Mix method in a bid to increase Haura Mart supermarket sales, namely location, promotion, people, and process. Haura Mart's marketing strategy uses the SOAR method, which is the result of analyzing the most dominant or influential factors of the Marketing Mix strategy (7P). Based on the SOAR (Strengths, Opportunities, Aspirations, and Results) analysis method in an effort to increase sales in Haura Mart supermarkets, it produces alternative strategies, which are as

follows: Providing friendly service and a quick process so that consumers are satisfied, Develop a pricing strategy that can compete with the market, making Haura Mart the main choice, Improve and introduce more attractive promotions to customers so that more people are interested in shopping, Using online payment technology to speed up and facilitate the transaction process, Use social media to attract more consumers thus increasing the number of repeat customers, Increase customer satisfaction by providing a convenient and simple shopping experience. This research's suggestion for further researchers is that it can be a reference and a foundation for those interested in developing research using the latest innovative methods regarding marketing strategies.

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