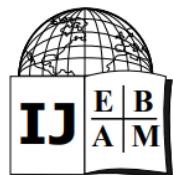


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Marketing Strategy of PT PACC to Increase Consumer Interest in Buying Gadget Accessories: Consumer Perspective

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ARTICLE INFORMATION	ABSTRACT
Section	PT PACC is a retail company engaged in the sale of gadget accessories in Yogyakarta and Central Java. The company faces the challenge of ineffective marketing and the presence of competitors, making it difficult to attract loyal customers. This study aims to analyze the factors that influence consumer purchasing interest and evaluate the marketing strategy of the PACC store. This internship program focuses on analyzing consumer perspectives using descriptive qualitative methods with interview techniques, observations and documentation studies. The results show that the implementation of 4P strategy (product, price, place, promotion) affects consumer purchasing interest. However, it was found that the marketing strategy used by the PACC store still needs to be improved to be more effective.
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INTRODUCTION

In today's digital era, technology is developing rapidly so that it can increase efficiency and effectiveness in doing every job. Smartphones are not just data and information processors, but their use is increasingly widespread and includes the fields of communication and education. In addition, smartphones are no longer luxury items or something rare for someone to own like when they first arrived, but become a general necessity, especially for the modern generation today. The use of smartphones has developed into the fastest means of communication and education today.



So that its use becomes important in sharing information in every aspect of people's lives (Hulwani, Pujiastuti and Rafianti, 2021).

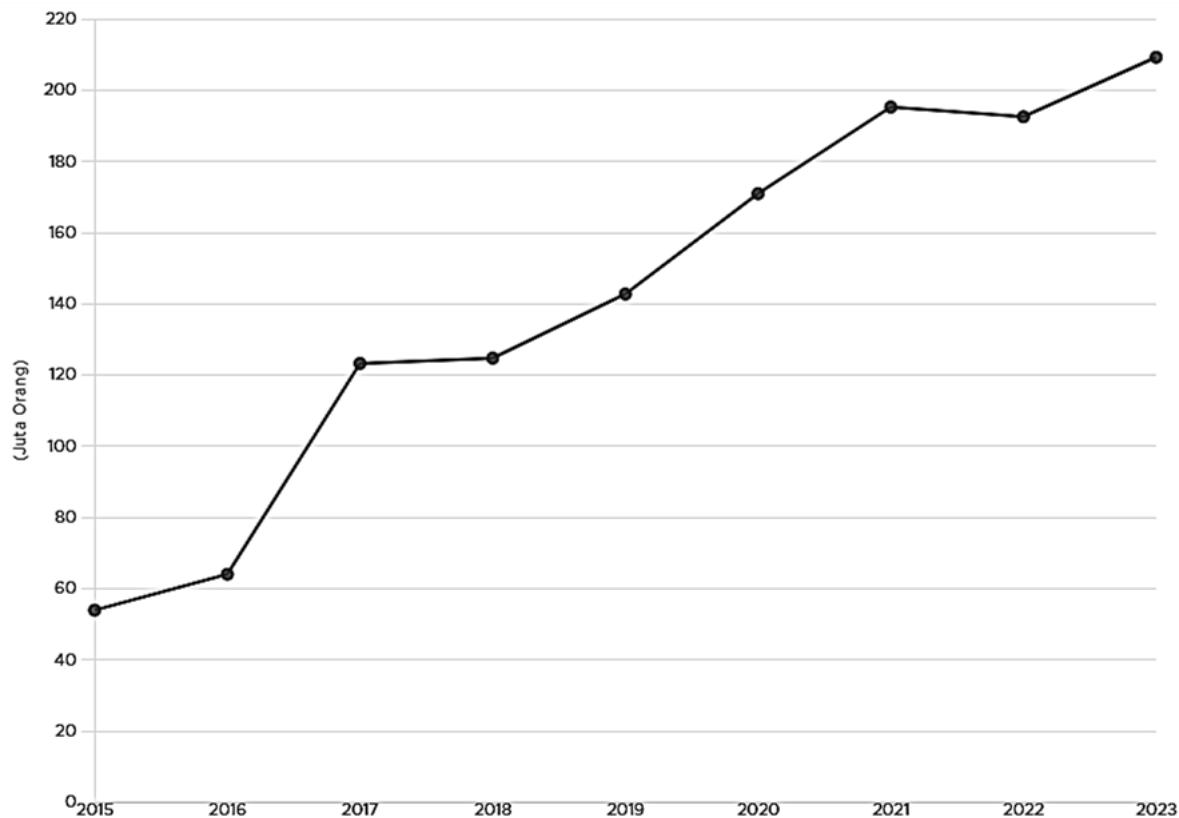


Figure 1. Smartphone Users in Indonesia

Source: Andalas (2024).

According to Andalas (2024), the number of active smartphone users in Indonesia has increased consistently from around 54 million active users in 2015 to 203,9 million active users in 2024. This confirms that smartphones have an important role in daily life. In line with the development of smartphones that present sophisticated features at this time. There are also various supporting components or what are called accessories to complement the use of smartphones. These accessories are expected to facilitate user activities in operating smartphones. The function of accessories on smartphones is to making it easier to use, also as a smartphone protector and decoration to make the appearance of the smartphone cooler. Some smartphone accessory items or products that are commonly used by the public are casings, power banks, screen guards, smartwatches, USB OTGs, headsets, phone holders, and various other similar items (Sari, 2017).

PACC was established in 2013, and there has been an increase in sales from year to year since its inception due to the increasing need for smartphone accessories. Choosing the right product according to your needs and budget is not easy. The many choices available on the market make prospective buyers confused in choosing the existing products. The PACC Accessories Store stands out from its competitors by offering a wide range of products. While some customers may perceive the store's prices as higher, it remains competitive due to its guaranteed product quality and excellent service. This ensures that the PACC Accessories Store consistently attracts visitors (PT.Pabrik ACC Sukses, 2013).

According to Shahnaz and Wahyono (2016), consumer buying interest refers to the desire to purchase or select a product based on the consumer's past experiences. This interest is reflected in the extent of a person's desire to obtain a product and seek information about it. As a result, it creates satisfaction when choosing and purchasing related products. Factors that influence consumer buying interest include product, price, place, and promotion (Nainggolan and Heryenzus, 2018). One challenge faced by the PACC store is the lack of effective promotion, both online and offline, leading to limited recognition among the general public. Currently, the store's promotion mainly reaches young people who are active on social media and follow trends. Additionally, the large number of competitors targeting similar customers presents another obstacle for PACC to maintain a steady base of loyal customers. Despite these challenges, the PACC Accessories Store remains active in the market, continually striving to grow by offering unique advantages that set it apart from other competitors.

Based on observations during the internship, the company's marketing strategy primarily relies on traditional promotion methods, yet there is a lack of documented data on consumer responses to these strategies. This report aims to explore how consumer perspectives can provide valuable insights for optimizing the company's marketing efforts. The study seeks to identify and analyze the factors that influence consumer interest in purchasing gadget accessories at the PACC store. Additionally, it aims to evaluate the marketing strategies implemented by PACC to enhance consumer interest in their products. One key challenge faced by the PACC store is the suboptimal marketing strategy, which has resulted in limited recognition among the wider public. Furthermore, the presence of numerous competitors poses a significant barrier to building a loyal and consistent customer base.

LITERATURE REVIEW

Purchase Interest

According to Tanjung (2020), Purchasing interest is a key aspect of consumer behavior, referring to the desire to buy a product or service. This interest is often triggered when consumers are influenced by the quality and specifications of a product. According to Shahnaz and Wahyono (2016), consumer purchasing interest is the desire to buy or choose a product based on personal experiences. This interest can be observed in how strongly a person desires a product and the effort they make to gather information about it. As a result, it leads to satisfaction in the process of selecting and purchasing the product. Furthermore, Maulidah and Russanti (2021) highlight that purchasing interest is both a complex issue and a crucial factor for the success of product marketing. Consumers' desire to purchase a product, or purchasing interest, can be stimulated by incentives or rewards offered by the seller. For example, consumers may be motivated to buy a product due to a discount or promotional offer. Based on the definitions provided by these experts, we can conclude that purchasing interest is the desire of a consumer to buy a product, which is influenced by rewards, such as promotions, ultimately leading to consumer satisfaction with the product.

Factors That Influence Purchase Interest

According to Kotler and Keller (2012), there are several factors influence purchasing interest, including:

1. Motivation: This refers to the internal drive that pushes an individual to satisfy their desires and needs.
2. Perception: The process of selecting, organizing, and interpreting information to form a meaningful understanding of a product or service.
3. Knowledge: The experience gained through interaction and learning, which influences consumer behavior and leads to change.
4. Beliefs and Convictions: These are formed from past experiences and guide the consumer's decisions and preferences.

Meanwhile, Diah Wardhani (2019), identifies additional factors that influence consumer purchasing interest, including:

1. Internal Factors: Internal factors are factors that come from within the consumer concerned. Factors that come from within the consumer influence consumer interest in buying a product, including:
 - a. Occupation: The work held by a consumer determines a consumer in choosing and buying a product. The higher a person's job level, the higher their income, so this encourages a consumer to buy a product that also has high selling power.
 - b. Attitudes and beliefs: Consumer attitudes are something important that influences consumers in making decisions to buy or not buy a product. Liking or disliking, approaching or avoiding a product is a consumer's attitude towards the product. Belief is also a determining factor in whether a consumer decides to buy or not to buy a product. Because belief is closely related to the description of the idea that consumers believe about a product. Both of these things, attitude and belief, will influence consumers in making decisions to choose and buy a product of goods and services. Because both influence each other. Attitude influences belief and belief will determine attitude.
 - c. Lifestyle: Lifestyle is also a key determinant in a consumer's decision to purchase a product. It reflects a person's daily habits, including how they manage their routines, budget their expenses to fulfill their needs and desires, and allocate their time. These aspects of lifestyle influence the types of products a person is likely to buy, as they are shaped by individual preferences and values.
 - d. Motivation: Motivation from within the consumer is a key driving factor that influences their decision to purchase a product. It is the internal push that encourages consumers to fulfill their needs and desires, guiding them toward making a buying decision.
2. External Factors: External factors are factors that influence a consumer that come from outside the consumer. Some external factors that influence consumer buying interest are as follows:
 - a. Culture: Culture is social values accepted by society that form habits that have been patterned in the order of life of individuals and groups of people. The various cultures cause different needs in each individual, thus encouraging buying interest to fulfill the needs of the culture.
 - b. Social: Social life has a fairly important role in influencing a person's buying interest. Basically a person tends to imitate a behavior or lifestyle that is owned by their environment.
 - c. Price: Price is the main factor that influences someone to buy. In general, consumers prefer products that have a low price but have good quality. With a low price, of course, it will attract consumer interest in buying a product. However, the price is directly proportional to the quality offered. This is certainly based on the calculation of the producer who wants profit from each sale.

- d. Quality: Product quality is one of the supporters that makes a product chosen by consumers to be purchased or consumed. A quality product will attract the interest of potential buyers to the product.

Buying Interest Indicator

According to Ferdinand (2006), there are several indicators of purchase interest, which help to understand consumer behavior in relation to their decision-making process. These indicators include:

1. Transactional Interest: Refers to consumer behavior in deciding to purchase a product.
2. Referential Interest: Refers to consumer behavior when recommending a product to others.
3. Preferential Interest: Refers to consumer behavior in selecting a product as their primary choice.
4. Explorative Interest: Refers to consumer behavior in actively seeking information about a product of interest.

On the other hand, according to Rizky NST and Yasin (2014), the indicators of prospective consumer purchase interest are as follows:

1. Attention: Refers to the prospective consumer's focus or awareness of the product offered by the producer.
2. Interest: Refers to the prospective consumer's level of interest in the product offered by the producer.
3. Desire: Refers to the prospective consumer's desire to own the product.
4. Action: Refers to the prospective consumer's decision to purchase the product offered.

Marketing Strategy

According to Kotler and Keller (2012), strategy is the implementation of a measurable and targeted plan in achieving a desired goal. Meanwhile Pass (1999), explains that strategy is a set of integrated plans and actions from a company to increase market segments towards a more competitive direction. From this explanation, it can be concluded that strategy is a set of plans that are implemented to produce decisions in achieving certain goals. Marketing is human actions that are regulated to obtain needs through exchange (Kotler and Keller, 2012). The marketing concept is intended to satisfy the needs and desires of consumers with the aim of obtaining certain benefits. Therefore, all activities in a company that follows the marketing concept must be aimed at achieving these goals (Yanti, 2019).

Marketing Strategy is the process of planning and implementing company policies to achieve company goals that are in line with the company's vision and mission (Vita, 2018). Marketing strategies are needed to avoid a decrease in the number of consumers which results in a decrease in product competitiveness in the market (Hermawan, 2012). From the explanations, we can conclude that marketing strategy plays an important role for a company. According to Vita (2018), marketing strategy includes several elements including:

1. Segmentation: The process of dividing the market or customers into distinct groups based on their needs, preferences, or characteristics.
2. Market Research: A method used to gather information that helps evaluate the success of a company and informs decision-making.
3. Branding: The development of the company's name, logo, and other visual expressions that communicate the company's identity and values to consumers.
4. New Product Strategy: Approaches aimed at developing and positioning new products in the market to remain competitive.

5. Pricing: The process of assigning value to a product, which serves as a basis for buying and selling decisions.

Types of Marketing Strategies

Every company always strives to survive, develop and compete in order to continue to exist in the business world. There are four main conceptual elements in the marketing mix concept according to Kotler and Amstrong (2012), including:

1. Product: Product is something that can be offered to the market to attract the attention of consumers (Ernawati, 2018). Febiola (2021), define product as something that is produced and offered by a producer to achieve the goal of satisfying consumer needs and desires. Products can be goods, services, people, places, information or organizations. Product strategies carried out by the company include;
 - a. Creating a logo and motto (tagline)
 - b. Creating a brand
 - c. Creating packaging
 - d. Label decisions
2. Price: Price is the value assigned to a product that must be paid by consumers to enjoy the goods or services offered (Ernawati, 2018). Price is an important aspect in marketing activities. Determination and price competition of a product are considered as the main problems faced by companies to determine whether a product of goods and services will sell or not in the market.
3. Place: Place is one of the important elements concerning ease of access and smooth distribution of goods and services offered to consumers (Febiola, 2021). Considerations in determining a location that is easily accessible to potential buyers. In general, places that are potentially visited by consumers are places visited by the general public.
4. Promotion: Promotion intends to disseminate information in order to persuade target consumers (Vita, 2018). The main means in promotional activities are advertising, personal selling, publications and sales promotions. The selection of what media to use in promotion is also important in promotion. Without promotion, customers cannot get to know the products and services offered. Therefore, promotion is the main means to attract and retain customers.

Smartphone Accessories

Currently, technology is developing very rapidly so that it can increase the efficiency and effectiveness in doing every job. One of them is the development of gadget technology. Smartphones are not just data and information processors, but their use is increasingly widespread and includes the fields of communication and education. In addition, smartphones are no longer luxury goods or something rare to be owned by someone like when they first arrived, but they have become a general need, especially for the modern generation like today. The use of smartphones has developed into a means of communication and education that is currently the fastest. So, the use of smartphones becomes important in sharing information in every aspect of people's lives (Azizah, Hutami and Norlita, 2023).

In line with the development of smartphones that present sophisticated features at this time. There are also various supporting components or so-called accessories to complement the use of smartphones. These accessories are expected to facilitate user activities in operating smartphones (Daeng, Mewengkang and Kalesaran, 2017). Accessories on smartphones have certain functions, in addition to making it easier to use, they also function as smartphone protectors and as an additional value of beauty so that the appearance of the

smartphone becomes cooler. Some smartphone accessory items or products that are commonly used by the public are casings, power banks, screen guards, smartwatches, USB OTGs, headsets, phone holders, and various other similar items. Some accessories are specifically made for certain brands of devices so that they will not be compatible if one smartphone brand is paired with accessories from another brand. For example, accessories that are specifically made or designed for Android devices will not be compatible when paired with an iPhone device (Sari, 2017). According to Sari (2017), there are various types of Smartphone accessories to complement their functions, including:

1. Additional lenses are one of the devices that are often used to complement the default lens so that the quality of the default lens shots is better.
2. Wide lenses, are additional devices so that the coverage area of the default lens is wider.
3. Screen protectors are additional protective layers to protect the default smartphone screen.
4. Anti-glare, is a type of screen protector that is rather dark and will make the smartphone screen look dimmer.
5. Cases are protective devices for smartphone bodies, usually made of silicon or plastic, but it is possible to be made of certain materials according to consumer needs and demands.
6. Headsets are additional devices for listening to music better.

Framework

The framework shows the steps to increase consumer interest in buying gadget accessories in PT PACC. The process starts with data collection, using interviews, observations, and documentation to gather information directly from consumers. Furthermore, the analysis focuses on four important factors, including product, price, place, and promotion. These are studied to understand what influences consumer decisions. Then the data were analyzed using Miles and Huberman (1984) method, which includes three steps, including reducing the data, showing the data, and making conclusions. This ensures the findings are clear and useful. In the end, the process produces results that help PT PACC to improve their marketing strategy and attract more customers.

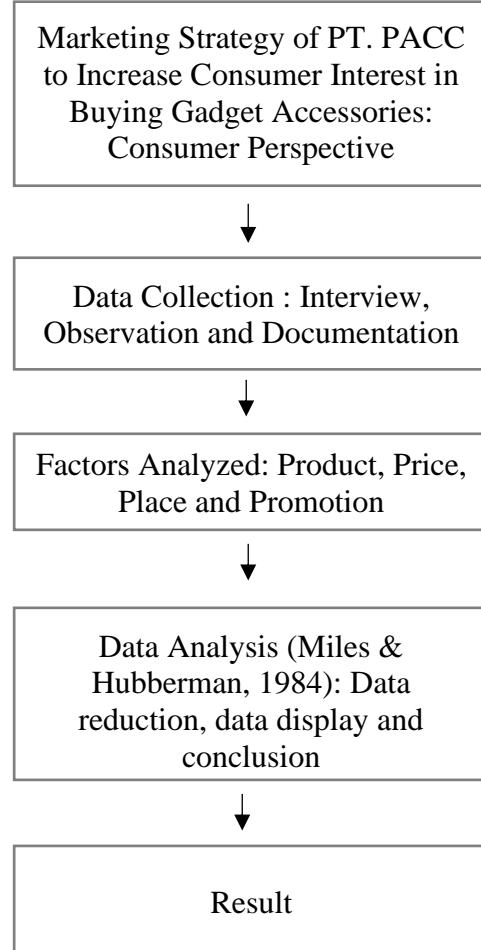


Figure 2. Internship Report Framework

Source: Processed by Author (2024)

RESEARCH METHODS

The approach used in this study is a descriptive qualitative approach. By using a qualitative approach, it is expected to obtain more complete, more in-depth data and in accordance with the actual data so that the research objectives can be achieved. The data collection techniques used in this study are interviews, observations and documentation studies. In this study, the author used Miles and Huberman (1984) for the data analysis, where after the data is collected, the data then reduction, display and conclusion.

Population

The unit analyzed is consumers or the public who come to the PACC store with the aim of determining consumer purchasing interest in gadget accessory products provided by the PACC store.

Sample

The interview respondents in this report numbered 8 people, they were the visitors who shop at the PACC store. PACC store visitors were chosen as interview respondents because

they have a direct understanding of the products and their experience shopping at the accessory store. This report used purposive sampling technique. Purposive sampling technique is a method of determining samples with certain considerations (Sugiyono, 2021). Which means that researchers choose samples based on specific criteria that are relevant to the research objectives.

ANALYSIS RESULTS

The results of the internship at PT Pabrik ACC Sukses which was conducted using the interview method against 8 visitors to the PACC store with the following informant data.

Table 1. List of The Respondent

No.	Name	Age	Gender
1	Dearren Alvado Glendyap	23	Male
2	Steve Ricahardo	22	Male
3	Muhammad Fauzan Billah	19	Male
4	Miko Sebastian	28	Male
5	Jason Cristian	20	Male
6	Ahmad	22	Male
7	Wiji Pinilih	23	Male
8	Sofiani	21	Female

Source: Processed by Author (2024)

Direct and in-depth interviews were used as the primary data collection method. This technique involves asking questions directly to informants to gather detailed information. The interview questions were based on four key marketing mix indicators: product, price, place, and promotion. These indicators served as the foundation for developing the interview guide. The conclusions drawn from the interview results with respondents are as follows:

Table 2. The Interview's Result

No.	Indicator	Interview Result Conclusion
1	Product	Most respondents considered that the Accessories products in the PACC store were very good, both in terms of quality, design and packaging. This indicates that the PACC store has succeeded in meeting consumer expectations and building a positive brand.
2	Price	Most consumers are satisfied with the price of products at PACC, especially in terms of the quality of the products offered. The ease of payment methods is also an added value in respondents' considerations for shopping at PACC stores. Although price changes can affect purchasing interest, the quality of the products offered and promo factors and discounts also play a role for respondents.
3	Place	Most consumers consider that the easy-to-remember store name factor influences respondents in choosing the PACC store. In addition, complete store facilities and satisfactory service are also factors for respondents to consider.

No.	Indicator	Interview Result Conclusion
4	Promotion	Most respondents know the PACC store through recommendations from friends or relatives, social media and online advertising. However, there are still shortcomings in terms of PACC store marketing, namely, less intensive promotion, slower delivery service, some respondents feel that the price is still too high and some outlets have limited stock.

Source: Primary Data Processed by The Author (2024)

Apart from conducting interviews and observation, documentation has been taken as an effort to obtain supporting data in completing this internship report. Here are some documentation photos from the PACC store.

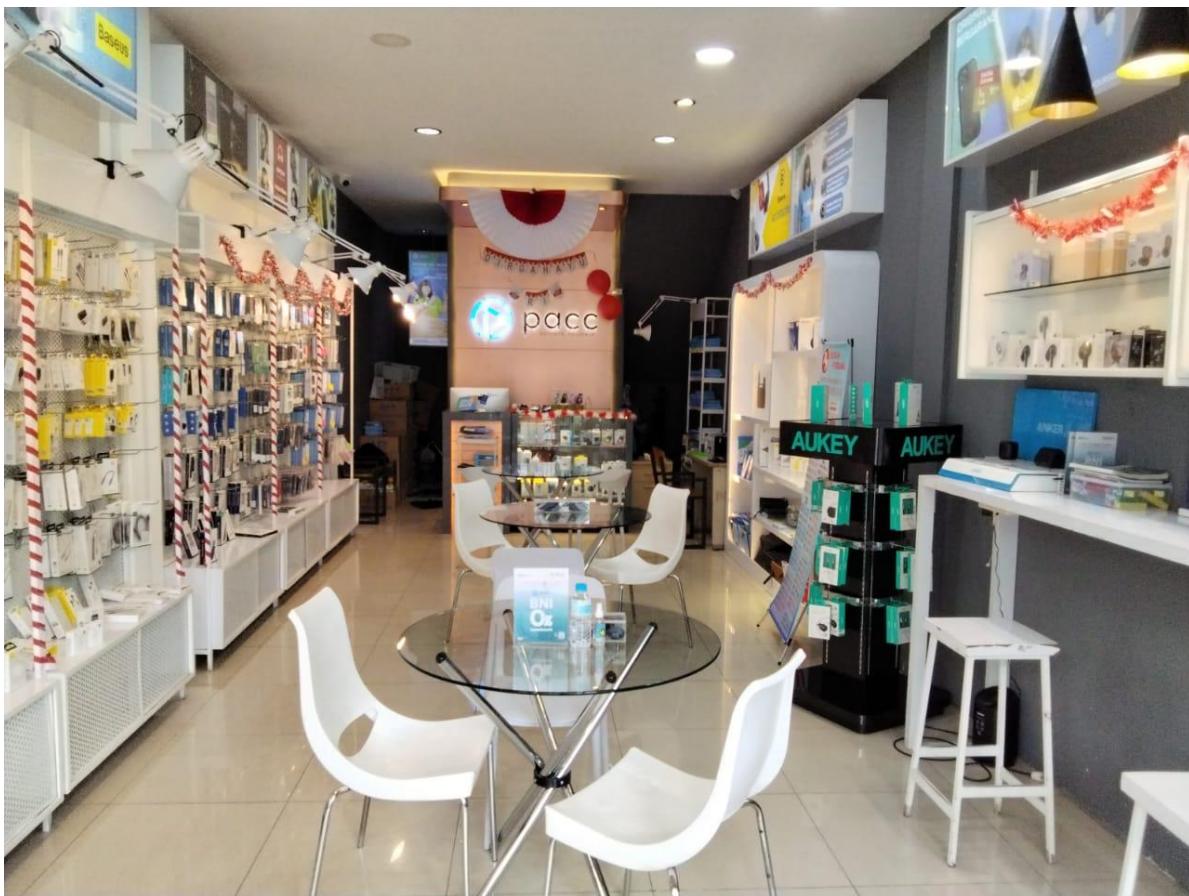


Figure 3. PACC Store



Figure 4. PACC Store

Discussion

The interview activity conducted with consumers at the PACC store is an effort to find out what factors influence consumer purchasing interest in gadget accessory products at the PACC Store and also to find out what marketing strategies the PACC Store implements to increase consumer purchasing interest in gadget accessory products.

Factors Influencing Consumer Purchasing Interest

From the results of interviews with respondents regarding the factors that influence consumer interest in buying accessories products at the PACC store, it can be described that the first factor is in terms of products. According to respondents, the quality of products at the PACC store is of equal or even better quality than similar products on the market. This can be seen from the results of interviews with Dearren who explained that "the quality of products at PACC is very satisfying and can compete with other stores. I even feel that products at the PACC store are often more durable and have a higher aesthetic value". Sofiani said the same thing, "The PACC products that I have bought are satisfying and can even compete in other marketplaces. Products at PACC are also more guaranteed, for example, there are many warranties offered by this PACC store". Attractive product design is also a consideration for consumers in choosing a PACC accessories store. In addition, neat and modern packaging gives a premium and exclusive impression to the product. A store name that is easy to remember and unique such as the "PACC" store helps increase brand recall.

The results of the interview above are in line with the explanation from Diah Wardhani (2019) who explained that quality of product was an external factor that supports consumer purchasing interest in choosing a product. It can be concluded that product quality is an important consideration for consumers when purchasing a product. The second factor in terms of price, competitive and affordable prices are the main considerations for respondents, especially when compared to the quality offered. This is in accordance with the results of an interview with Jason who thought that the prices at the PACC store were "suitable for all groups". There were also respondents who thought that the prices of products at PACC were quite diverse, according to the quality of each product. This was conveyed by Fauzan, "the prices of products at the PACC store vary, there is a price there is quality". The same thing was also conveyed by Sofiani, "the prices of products at the PACC store are in accordance with the quality of the products it sells". However, the majority of respondents agreed that the price of the product was comparable to the quality offered. In addition, the availability of various payment methods such as QRis and debit are also considerations for consumers to shop at the PACC store.

The results of the interview are supported by Ernawati (2018), that states that price is an important aspect in marketing activities, determining the price of a product is considered the main factor in determining whether the product will sell or not in the market. Diah Wardhani (2019), describe that in general consumers tend to choose product that have low price but good quality, however, the price is always directly proportional to the quality offered.

The third factor is place. Place is one of the factors that influence consumer purchasing interest. The interview results showed that the location of the store was one of the considerations for respondents in choosing the PACC store. In addition, an attractive and memorable store name plays an important role in attracting consumer attention and building a positive impression. Friendly and satisfying service is also a consideration for respondents in choosing the PACC store. This was conveyed by Dearren in an interview, "the service at the PACC store is very satisfying. The staff are friendly, informative and always ready to help answer questions or provide recommendations. I feel appreciated as a consumer every time I shop here". Store facilities are also a consideration for respondents, comfortable store facilities, such as clear product layout, comfortable space and adequate parking areas also affect shopping comfort. The responses from the informants indicate a connection to the theory by Febiola (2021), that comfortable and easily accessible place is a factor that consumers consider when choosing a shop. In general, consumers prefer places that are visited by many buyers.

The fourth factor is promotion. Effective promotion plays a very important role in attracting consumer interest in shopping at the PACC store. Most respondents know the PACC store through recommendations from friends or relatives. The results of the interview with Fauzan explained that "because initially I saw my friend using products from PACC and he suggested buying from there because the products are good". In addition, social media also plays an important role in promoting the PACC store. Sofiani said "I got a recommendation from my friend, social media that is certain to have a good reputation". Dearren also said the same thing, "I found out about PACC from my friend's recommendation and through social media and online advertisements." However, some respondents felt that the promotion done by PACC was still not intensive enough. Some complained about slow delivery and some outlets had limited product stock.

The data from the interviews supports the argument by Vita (2018) that promotion is intended to disseminate information to persuade target consumers. Without promotion, customers cannot get to know the products offered. This finding was also in line with one of

the purchase interest factors namely referential interest, it is consumers behavior when recommending a product to others.

Marketing Strategies Implemented by PACC Store

An effective marketing strategy is very important to increase consumer awareness and interest in buying PACC accessories stores. Although most respondents gave positive opinions, some respondents also felt that there were shortcomings and needed to be improved. Some respondents felt that the promotion carried out was still not intensive enough. This was conveyed by Fauzan in an interview "the shortcomings of PACC in my opinion are poor promotion so that the name of the store is still not widely known by people". In terms of price, some argue that the price of products in the PACC store is still too high. This was conveyed by Steve who argued that "the price is expensive, boss". There were also those who complained about the limited stock in several outlets. To increase public interest in buying, the PACC store management must implement an effective marketing strategy. Here are some effective marketing strategies according to respondents based on interview results:

1. Intensive promotion: Increase the frequency and variety of promotional activities such as discounts, bundling offers, and customer loyalty programs. In addition, by utilizing digital marketing channels, including social media, email, and collaborating with influencers to reach a wider target market.
2. Dynamic pricing: Conduct a comprehensive market analysis to determine the optimal price for various product categories. In addition, consider offering promotional prices and discounts to serve various customer segments. Furthermore, by implementing dynamic pricing to adjust prices based on demand and competitor analysis.
3. Wide product range: Conduct market research by exploring new trends and consumer demand in the field of gadget accessories. Introduce new and innovative products to customers to meet customer needs. Consider offering gadget accessory customization options to customers.
4. Improve customer experience: A good customer experience when shopping certainly makes customers impressed, by implementing a strong customer relationship management system to find out customer interactions and improve service quality. In addition, more varied payment options should also be considered to improve a better customer experience.
5. Improve inventory management: Good inventory management will certainly increase customer satisfaction. Implement a more efficient inventory management system to ensure that popular products are always available. Furthermore, optimize the supply chain to reduce waiting times and meet customer needs.

CONCLUSION

Based on the results of the internship that has been done, it can be concluded that marketing strategy has a very important role in building and developing a company. The four factors that are the main concept of marketing strategy or known as 4P (product, price, place, promotion) greatly influence consumer interest in buying gadget accessories at the PACC store. Good product quality, competitive and affordable prices, a comfortable and easily accessible place and exclusive product packaging are the main things consumers pay attention to in choosing the PACC store. Although the PACC store has succeeded in building and developing itself into a reliable destination in selling quality gadget accessories,

there are still some parts that need to be improved, especially in terms of promotion or marketing. An intensive marketing strategy by utilizing digital media is one alternative for developing effective promotions at the PACC store.

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