

Marketing Strategy of Aceh Dodol Cake Products, in Gampong (Village) Matang Kruet in Increasing Customer Satisfaction in Lhok Nibong Town, Sub-District Pante Bidari District East Aceh

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ABSTRACT

The purpose of this observation is to find out the marketing strategy carried out in the Aceh dodol cake production business in increasing customer satisfaction at Matungan Kruet. By using the three marketing strategy indicators, product, price and promotion. This research uses a qualitative descriptive approach with data collection including observation, interviews and documentation. The informants in this research consisted of 1 key informant and 4 supporting informants. The results of this research indicate that the role of the product in supporting increased customer satisfaction in the production of Aceh dodol cake is by maintaining the quality of the product and the ingredients used in accordance with customer wishes. The role of price in supporting increased sales in the Aceh dodol cake business by setting prices in accordance with the quality of the product and the target market. The role of promotion in increasing sales in the Aceh dodol cake business is by utilizing social media as a form of promotion such as Facebook and WhatsApp. So the three indicators such as product, price and promotion in marketing strategies can increase sales and increase customer satisfaction.

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INTRODUCTION

Marketing strategy is an effort to market products or services with structured planning patterns and methods, aiming to increase sales of products or services in greater numbers. In the context of community needs, both in terms of primary, secondary, and tertiary, an effective marketing strategy can help companies maintain and increase sales of their products or services. Marketing is the process of managing profitable consumer relationships with the aim of attracting consumers, promising superior value, and maintaining and growing customer satisfaction (Kotler & Armstrong, 2012).

According to Stanton in Tambajong (2013), marketing is a system of business activities designed to plan, price, promote, and distribute products that satisfy desires and achieve company goals. By recognizing the strengths and weaknesses of the company and the competition, marketing strategy seeks to find a profitable marketing position in an industry. Noor Jannah (2020) states that marketing strategy is the process of

determining plans that focus on goals, accompanied by efforts so that these goals can be achieved, including facing competition and maintaining business continuity.

Customer satisfaction is key in running a business, especially in the culinary field. This satisfaction is achieved if the needs and desires of customers can be met in accordance with their expectations through quality service (Kotler & Armstrong, 2012). According to Kotler (2014), customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance or product results that are thought of against the expected performance.

This research focuses on the Aceh dodol cake business in Matang Kruet Village, Pante Bidari District, East Aceh Regency. The Aceh dodol cake business, which has been running for approximately 40 years, is one form of economic business that has good prospects. However, many Aceh cake businesses have gone out of business because they were unable to maintain the number of visitors. Based on the survey results, there are three Aceh dodol cake businesses, namely Nyakmah, Lutvi Bhoi, and Walamah. Among the three, Walamah's Aceh dodol cake business has the most crowded buyers and continues to increase every day.

To increase customer satisfaction, Aceh cake businesses innovate products and utilize social media as a marketing strategy. Optimizing social media, establishing good relationships with customers, and utilizing digital marketing strategies are some of the steps taken to achieve marketing success. A customer-oriented marketing strategy requires companies to understand customer behavior and meet customer needs to achieve customer satisfaction, which in turn will lead to customer loyalty.

This study aims to determine how much the level of customer satisfaction in the Aceh dodol typical Aceh cake business, focusing on product quality, price, and service. Based on observations, the Aceh dodol Walamah cake business, owned by Umi Salamah, has good product quality and affordable prices. However, the main problem faced is a less effective marketing strategy.

From initial research, it appears that many Aceh dodol cake entrepreneurs have not developed due to marketing problems, even though the product quality and price are good. Therefore, this study is entitled "Marketing Strategy of Aceh Dodol Cake Products in Gampong (Village) Matang Kruet in Increasing Customer Satisfaction in Lhok Nibong Township, Pante Bidari District, East Aceh Regency." The focus of this research is on marketing strategy, pricing, and product quality, with the aim of overcoming marketing problems and increasing customer satisfaction.

LITERATURE REVIEW

According to Purba (2019: 275) product quality is one of the main values that is highly expected by consumers from producers to create quality products or services that have high or good value. High or good product quality can provide something that can satisfy consumers. Product quality is an important thing that must be applied by every company.

There are 5 discussions that will be discussed, which are as follows:

1. Marketing Strategy of Aceh Dodol Cake Business from the Product Aspect
2. Marketing Strategy of Aceh Cake Products in Matang Kruet from the Price Aspect
3. Obstacles that cause difficulties in producing dodol aceh cake
4. Marketing Strategy of Aceh Cake Products in Matang Kruet from the Promotion Aspect

RESEARCH METHODS

The research location is in the Aceh cake production house in Gampong Matang Kruet, Pante Bidari District, East Aceh Regency. In addition, this Dodol Cake is also interesting to study because Aceh dodol cake is still believed to be a form of economic business that has quite good prospects. This research uses a qualitative method which can be understood as a research method that uses descriptive data in the form of written or spoken language from people and actors who can be observed and people we have asked or interviewed.

In this study, the qualitative descriptive method aims to determine how marketing strategies through product quality in increasing customer satisfaction. In Lhok Nibong City. Researchers chose informants consisting of 5 people who were selected purposively.

The data collected in this study consisted of primary data and secondary data, primary data, primary data, namely data sources that directly provide data for data collection. Primary data sources are the main sources obtained through words (interviews) and actions from observation sources (seeing, hearing and asking). While secondary data is obtained from reading articles, journals, theses, books and the internet which are references for the population, then the authors collect and study the data.

RESULTS AND DISCUSSION

Pante Bidari is a sub-district in East Aceh district, consisting of 22 villages including: alu ie mirah village, blang sunong village, buket bata village, buket kareng village, grong-grong village, keude baro village, matang kruet village, matang perlak village, matang pudeng village, meunasah leubok village, meunasah tengoe village, pante labu village, pante arrow village, pante rambong village, paya fever two village, paya fever sha village, white two village, white sha village, sah raja village, seunebok tuha village, sijudo village and suka damai village.

The research focused on matang kruet village, pante bidari sub-district, east Aceh district. The research was conducted because the village has a production house for making Acehese dodol cakes that researchers want to observe directly (May 22, 2024).

Kue aceh dodol matang kruet is a culinary business in the field of traditional preparations with a variety of distinctive flavors. This aceh cake was first pioneered in 1964 with a pre order system. That's because in 1948, the aceh dodol cake business was still selling with small production.

Walamah is an Acehese cake entrepreneur who has been around for approximately 40 years in pursuing his business which has become a livelihood as an economic enhancer for his family. Mrs. Walamah's full name is ummi salamah who is 60 years old. Walamah's business location is Jln Medan-Banda Aceh, Matang Kruet Village, Pante Bidari District, East Aceh Regency.

Marketing Strategy of Aceh Dodol Cake Business from the Product Aspect

An effective marketing strategy is highly dependent on the quality of the products offered. Good product quality not only attracts customers' attention but also encourages their loyalty. According to Meutia (2020), product quality is the factors that cause goods to meet their production objectives, and high-quality products will be in demand by consumers. Strict control and supervision of the production process is necessary to maintain quality and minimize product defects. Gunawan (2022) also states that product quality fulfills customer desires in terms of durability, reliability, ease of use, and other valuable attributes.

The case study on the Aceh dodol cake business in Matang Kruet shows that the owner and employees are very concerned about product quality and service to customers. The owner, Mrs. Walamah, ensures the best product quality and provides friendly service, while employees such as Mrs. Deva and Mrs. Nilawati focus on improving quality and adjusting prices. Customers such as Ms. Sarah and Ms. Putri feel that the price set is in line with the quality of the product. This shows that marketing strategies that emphasize product quality and affordable prices are effective in attracting and retaining customers, in accordance with Kotler and Armstrong's (2011) view of products that can satisfy market wants or needs.

Marketing Strategy of Aceh Cake Products in Matang Kruet from the Price Aspect

Price is a key component in marketing strategy that determines the number of purchases of a product. Kotler and Armstrong (2016) state that price is the amount charged for a product or service, reflecting all the value provided by customers to benefit from the product or service. Research on the marketing strategy of Aceh dodol cake products in Matang Kruet shows that prices are set based on product quality, taste, and size. The business owner, Ibu Walamah, emphasized that price variations are made to provide options that suit customers' abilities. This is supported by employees such as Ms. Deva and Ms. Nilawati who confirmed that prices vary from 10,000 per roll to 280 thousand per talam, depending on size and shape.

Interviews with customers such as Ms. Sarah and Ms. Putri show that the prices set are considered affordable and in line with the quality of the products. Customers feel that the prices reflect the quality and size of the cakes, so they get value for money. This varied pricing strategy allows customers to choose according to their needs and desires, making the Aceh dodol cake product marketing strategy in the price aspect very effective and well received by the market.

Barriers that cause difficulties in producing dodol aceh cake

Obstacles in the business world, including the production of Aceh dodol cake, are common and often affect pricing and the smooth running of the business. Some of the main obstacles faced by Aceh dodol cake entrepreneurs in Matang Kruet include lack of capital, high prices of raw materials, and difficulties in finding attractive packaging and designing logos. Ms. Walamah, the business manager, stated that lack of capital is one of the main factors hindering production. Ms. Deva, an employee, added that the high price of raw materials is also a big challenge. In addition, Ms. Nilawati revealed that unattractive packaging and logo designs reduce the product's appeal in the market.

In addition to capital and raw material issues, the production of Aceh dodol cakes is also constrained by the use of traditional methods and limited production equipment. Ms. Sarah, a customer, observed that the Aceh cake manufacturing process still uses firewood. Ms. Putri, another customer, highlighted the lack of adequate labor and production tools, resulting in reliance on traditional methods. These obstacles impact

production fluctuations, which only take place according to demand. Therefore, attractive promotions and marketing through online media are needed to increase customer demand.

Marketing Strategy of Aceh Cake Products in Matang Kruet from the Promotion Aspect

Promotion is an important component of marketing that serves to inform, persuade, and remind consumers about products. Tjiptono (2015: 387) states that promotion is an element of the marketing mix that focuses on these efforts. In Matang Kruet, Aceh dodol cake entrepreneurs utilize social media such as WhatsApp and Facebook to promote their products. They also offer various attractive promos to satisfy and attract customers. Ms. Walamah, the manager of Aceh dodol cake, confirmed that promotions are carried out through WhatsApp and Facebook, as well as directly offering customers the latest flavors.

An interview with Ms. Deva, an employee of the business, showed that promotion through social media and direct interaction with customers about new flavors is effective in attracting customers. Ms. Nilawati, another employee, stated that direct promotion through WhatsApp and Facebook is the main strategy. Customers such as Ms. Sarah and Ms. Putri felt that the promotions were quite good and interesting. They consider social media promotions that include product information and attractive promos to be effective in attracting their interest. Based on these interviews, it can be concluded that the promotional strategy of Aceh dodol cake at Matang Kruet is quite effective in attracting customer attention and interest.

CONCLUSION

Based on the results of the research and discussion above, the conclusions of the three indicators in this study are as follows:

1. Product

Aceh cake products in terms of marketing strategies that walamah apply the results obtained that the marketing strategy from the aspect of product quality obtained that in its application the products marketed by the Aceh cake business always consider and prioritize in terms of quality. As well as by always providing the best service to customers. According to some customers, the quality of products owned by Aceh cake entrepreneurs in Matang Kruet is very good. Product is one of the things that is very important in supporting success in marketing strategies, with the quality of the product will make customers more loyal in making purchases. Therefore, a good product must really be owned and controlled by a company to be able to achieve the expected marketing.

2. Price

Prices are guided by the quality, taste, and size or shape of the cake. The price set by the Aceh dodol cake entrepreneur itself varies from the cheapest to the most expensive. Even according to one of the loyal customers of Aceh dodol cake, the price set is cheaper than other cake brands. Product quality is one of the keys to competition among businesses offered to consumers. Consumers always want to get quality products according to the price paid, although there are those who argue that expensive products are quality products.

3. Promotion

Promotion is one of the strong supporters in a marketing that is carried out, with a good level of promotion and right on target, the marketing strategy can be said to be successful and successful. Promotions carried out by entrepreneurs or managers of Acehnese cakes in Matang Kruet prioritize using social media to carry out the promotions they do such as through whatshapp, facebook, even offering various variations or the latest designs to their loyal customers through whatshapp. Even in the promotions carried out by Aceh cake entrepreneurs themselves, they offer various attractive promos to their loyal customers. This is done so that customers feel satisfied and happy.

4. Production barriers

The obstacles experienced by Aceh dodol cake entrepreneurs in Gampong matang kruet are starting in terms of capital, labor. The existence of limited knowledge is one of the obstacles that must be overcome in managing the production of dodol aceh cake, such as limited marketing of products through online media. That is what has an impact on the production of aceh dodol cake which is not continuously increasing because there is also a decline, it was shown during the observation that the production of aceh dodol cake made aceh cake only according to orders, there are certain days production is not carried out due to lack of demand. Therefore, a very attractive promotion and marketing through online media is needed, which is likely to make Kue Aceh Dodol known further and increase customer demand. Then the limited production equipment where this aceh dodol cake is still traditional and relies on firewood, this is still a challenge that requires a solution so that production can run smoothly. So that in the production of this aceh dodol cake, the use of environmentally

friendly and efficient production machines is needed, so that it can optimize production results so that no losses occur.

Suggestion

Based on the conclusions above, the suggestions that researchers can submit in the form of several recommendations are as follows:

From the conclusions presented above, it turns out that the use of marketing strategies applied by the aceh dodol cake business is quite good and competitive. However, there are also shortcomings owned by entrepreneurs / managers of aceh dodol cakes, namely the lack of attractive packaging (packaging) carried out so that the model applied is only so-so there has been no change. Therefore the authors have the following suggestions:

Disadvantages owned by entrepreneurs/managers of aceh cakes should entrepreneurs need to pay attention to packaging (packaging) by looking for and choosing broader observations so as to provide more value to aceh cake products so that aceh dodol cakes are not easily rivaled by other products.

The author also recommends related to the dodol aceh cake business in matang kruet sub-district pante bidari district East Aceh district where this walamah business must migrate or switch from traditional concepts to modern concepts from starting to produce cakes to the manufacturing process by relying on firewood and it should have switched to the concept of modernization by following the current times.

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