A STUDY ON HOW MARKETING AND SALES ORGANIZATION WORKS IN A BUILDING MATERIALS COMPANY IN THE CITIES OF MADIUN, KEDIRI, TUBAN, MALANG, AND BANYUWANGI

BY:
WINARSIH
3303012026

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2016
A STUDY ON HOW MARKETING AND SALES ORGANIZATION WORKS IN A BUILDING MATERIALS COMPANY IN THE CITIES OF MADIUN, KEDIRI, TUBAN, MALANG, AND BANYUWANGI

CASE STUDY REPORT
Submitted to
BUSINESS FACULTY
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
To Meet Most of the Requirements of Obtaining a Bachelor Degree of Management Majoring in International Business Management

BY:
WINARSIH
3303012026

INTERNATIONAL BUSINESS MANAGEMENT
FACULTY OF BUSINESS
WIDYA MANDALA CATHOLIC UNIVERSITY
SURABAYA
2016
STATEMENT OF AUTHENTICITY SCIENTIFIC WORK AND APPROVAL OF PUBLICATION OF SCIENTIFIC PAPERS

For the sake of the development of science, I am a student of Widya Mandala Catholic University Surabaya:

I undersigned bellow:

Name : Winarsih

NRP : 3303012026

Title : A STUDY ON HOW MARKETING AND SALES ORGANIZATION WORKS IN A BUILDING MATERIALS COMPANY IN THE CITIES OF MADIUN, KEDIRI, TUBAN, MALANG, AND BANYUWANGI.

Stated, that this final report is my original paper. If there is evidence of this Case Study on plagiarism, I am willing to accept the sanctions or penalty that will be provided by the Business Faculty of Widya Mandala Catholic University Surabaya. I approve also that this Case Study paper is published/displayed on the internet or any other media (digital
library in Widya Mandala Catholic University Surabaya) for academic interest limited to statutory copyright.

Thereby, statement of authenticity and approval of publication of scientific Case Study I created truthfully.

Surabaya, June 6th, 2016.

Declared by:

(Winarsoh)
A STUDY ON HOW MARKETING AND SALES ORGANIZATION WORKS IN A BUILDING MATERIALS COMPANY IN THE CITIES OF MADIUN, KEDIRI, TUBAN, MALANG, AND BANYUWANGI

BY:
WINARSIH
3303012026

Has Been Approved and Accepted by:

Advisor 1,

Dr. Rey Antonio Loyola Taganas
Date: 23/05/16
RATIFICATION PAGE

The Case Study report written by: Winarsih with student number 3303012026

Has been tested June 3rd, 2016 and is accepted by the Examiner Team

Examiner Leader
Lena Elligan, PhD

Confirmed by:

Dean of Business Faculty
Dr. Lediwicu-Lasdi, SE., MM
NIK: 321.99.0370

Head of Management Program,
Elisabeth Suprihayanti, SE., M.Si
NIK: 311.99.0369
FOREWORD

Thanks to Almighty God that has given the Author the strength and health to complete this Case study. The intent of writing this Case Study is to meet with the requirements set for graduated economic management majors in the faculty of business in Widya Mandala Catholic University Surabaya.

Preparation, structuring and completion of this Case Study could not have been achieved without the support and guidance from various parties. Author would like to thanks to:

1. Parents, husband, and my lovely sweet daughter, and the whole family that supported the Author, both in prayer, financial, and the time that was spent to help me.

2. People nearby, friends, and especially for all people in PT D Company that were very helpful.

3. Dr. Rey Antonio Loyola Taganas as a great adviser for Author and very helpful.

4. Dean faculty of business Dr. Lodovicus Lasdi, SE., MM and IBM coordinator Dr. Wahyudi who both helped in approving this Case Study. Also the Author expresses his thanks to the all
the Lecturer of IBM that have been teaching the Author with science during the course.

5. All the friends in Widya Mandala Catholic University Surabaya which could not be mentioned one by one, but who helped in prayer, passion, and time, so this Case Study could be finished. Hopefully the guidance and attention that has been given in writing this Case Study will get answered by Almighty God.

Hopefully this Case Study can be beneficial to the other authors and for readers.

Surabaya, June 6th, 2016.

Author
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAGE COVER</td>
<td>i</td>
</tr>
<tr>
<td>STATEMENT OF AUTHENTICITY</td>
<td>iii</td>
</tr>
<tr>
<td>APPROVAL PAGE</td>
<td>v</td>
</tr>
<tr>
<td>RATIFICATION PAGE</td>
<td>vi</td>
</tr>
<tr>
<td>FOREWORD</td>
<td>vii</td>
</tr>
<tr>
<td>TABLE OF CONTENT</td>
<td>ix</td>
</tr>
<tr>
<td>LIST OF DATA</td>
<td>xii</td>
</tr>
<tr>
<td>LIST OF FIGURE</td>
<td>xiv</td>
</tr>
<tr>
<td>LIST OF APPENDIX</td>
<td>xv</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>xvi</td>
</tr>
<tr>
<td>ABSTRAK</td>
<td>xvii</td>
</tr>
<tr>
<td>CHAPTER 1: INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.1 Background of the Study</td>
<td>1</td>
</tr>
<tr>
<td>1.2 Research Scope</td>
<td>3</td>
</tr>
<tr>
<td>1.3 Research Objectives</td>
<td>4</td>
</tr>
<tr>
<td>1.4 Significance of the study</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1.4.1 Academic Significance

1.4.2 Practical Significance

1.5 Chapter Outline

CHAPTER 2: LITERATURE REVIEW

2.1 Marketing Strategy

2.3 Marketing Mix

2.4 Business-to-Business Marketing Strategy

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Research Design

3.2 Date and Source of Data

3.2.1 Data

3.2.2 Source of Data

3.3 Research Instrument

3.4 Technique of Analysis

CHAPTER 4: ANALYSIS AND DISCUSSION

4.1 Marketing and Sales Organization of PT D

4.1.1 Target Segment

4.1.2 Marketing Strategy

4.1.3 Marketing Mix
4.1.4 Business to Business Marketing

4.2 Survey and Result Finding

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.1 Conclusion

5.2 Recommendation

5.2.1 Academic

5.2.2 Practitioner

REFERENCES

APPENDIX

A - Survey Questionnaire to the PT D Company’s Client Stores

B – Interview Question from the Author to PT D Company
LIST OF DATA

Table 3.1 Distribution of the Respondents by Location or Area

Table 4.1 The Established in Years and Years of Cooperation with Agent/Distributor

Table 4.2 Turnover of Retailer by Shop for Pipe

Table 4.3 Turnover of Retailer by Shop for Fitting

Table 4.4 Turnover of Retailer by Shop for Glue

Table 4.5 Best Sold Brand for Pipe

Table 4.6 Best sold Brand for Fitting

Table 4.7 Best Sold Brand for Glue

Table 4.8 Frequency of Shop Visit by Agent/Distributor

Table 4.9 Order Delivery Time

Table 4.10 Order Fulfillment versus Purchase Order

Table 4.11 Sales Service Rating

Table 4.12 Trade Promo Information Received

Table 4.13 Promotion Preference

Table 4.14 Most Effective Media

Table 4.15 Most Interesting Promotion Material for Branding

Table 4.16 Satisfaction Level with PT D Company’s Product Trade Promotions
Table 4.17 Recently Seen Media Advertising for Pipe

Table 4.18 Price Acceptance

Table 4.19 Retailer Discount/Margin

Table 4.20 Size and Type of Pipe is Sold Most

Table 4.21 Size and Type of Fitting is Sold Most

Table 4.22 Type of Glue Packaging Sells Best

Table 4.23 Complains on Quality of PT D Company’s Products (Pipe, Fitting, and Glue)
LIST OF FIGURE

Figure 1 Marketing Elements 4 P’s in Business-to-Business

Figure 2 Target Segment Market of PT D Company
LIST OF APPENDIX

Reference

A - Survey Questionnaire to the PT D Company’s Client Stores

B – Interview Question from the Author to PT D Company
ABSTRACT

This Case Study aims to know more about on the workings of marketing strategy and marketing mix 4 Ps in business to business (B2B) within the PT D Company and to get a better understanding on how that business to business strategy is used by the PT Company. This Case Study uses primary data from the questionnaires used by the PT D Company organization for interviews with retail hardware stores in five cities in East Java. Those five cities are Madiun, Kediri, Tuban, Malang, and Banyuwangi. Other primary data used comes from direct face to face interviews with the PT D Company management, conducted directly by the Author. The findings from the interview with management and field interviews show a close match between practice and theory as described in the chapter literature review.

Key words: marketing mix 4 Ps, marketing strategy, business to business marketing
ABSTRAK

Kasus Studi ini bertujuan untuk mengetahui lebih banyak tentang cara kerja strategi pemasaran (marketing strategy) dan bauran pemasaran 4P (marketing mix 4Ps) dalam business to business (B2B) dalam Perusahaan PT D dan untuk mendapatkan pemahaman yang lebih baik tentang bagaimana bisnis untuk strategi bisnis yang digunakan oleh Perusahaan PT D. Studi Kasus ini menggunakan data primer dari kuesioner yang digunakan oleh organisasi Perusahaan PT D untuk wawancara dengan toko-toko bangunan yang ada di lima kota di Jawa Timur. Kota tersebut adalah Madiun, Kediri, Tuban, Malang, dan Banyuwangi. Data primer lainnya yang digunakan berasal dari tatap muka secara langsung wawancara dengan manajemen Perusahaan PT D, dilakukan langsung oleh Penulis. Temuan dari wawancara dengan manajemen dan bidang wawancara menunjukkan pertandingan yang erat antara praktek dan teori seperti yang dijelaskan dalam bab landasan teory.

Kata Kunci: marketing mix 4 Ps, marketing strategy, business to business marketing.