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## THE IMPLEMENTATION OF MARKETING MIX STRATEGIES AND LOYALTY PROGRAMS IN ENHANCING SALES AND CUSTOMER LOYALTY AT PT SEKAR BENGAWAN



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### Abstract

This study aims to gain a comprehensive understanding of the company's strategy for maintaining customer loyalty, particularly through the implementation of a marketing mix strategy and customer loyalty programs. This internship was conducted to observe how PT Sekar Bengawan, a company in the textile industry, implements marketing mix strategies and customer loyalty programs. To gain this understanding, the author conducted direct observations and collected data from five key informants as part of the data validation process. A qualitative approach was employed in compiling this report, supported by triangulation techniques to ensure the credibility of the data. The analysis consisted of three main stages: data reduction, data presentation, and conclusion. The findings indicate that the implementation of marketing mix elements, namely product, price, place, and promotion, along with customer loyalty initiatives, has contributed positively to enhancing the company's marketing performance and sustaining long-term customer relationships.

**Keywords:** Marketing Mix, Customer Loyalty, Marketing

## INTRODUCTION

The textile industry represents a strategic sector within the economies of developing countries such as Indonesia. One of its significant subsectors is printed fabric production, which involves the process of transferring patterns and colors onto grey cloth. With the growing market demand and dynamic competition, this industry faces intense rivalry from both domestic and international manufacturers. The emergence of new players equipped with advanced technologies and large production capacities compels existing companies to innovate and compete more aggressively. In this context, product quality alone is insufficient; appropriate marketing strategies and consistent efforts to maintain customer loyalty have become essential.

Two pivotal marketing approaches include the marketing mix strategy (4Ps) and customer loyalty programs. The four elements of the marketing mix (such as product, price, place, and promotion) play a central role in shaping consumer perceptions of value (Lestari et al., 2023) and significantly influence purchase decisions (Karim et al., 2014; Kotler, 2022). When managed effectively, these strategies can enhance customer satisfaction, create positive experiences, and foster long-term loyalty. Tailoring products to market needs, setting competitive prices, selecting strategic locations, and implementing effective promotional tactics are key factors in driving sales and expanding market reach (Fadilah, 2020; Maghfur & Dahda, 2022; Julitawaty et al., 2020).

On the other hand, customer loyalty programs are designed to reward consumer engagement and repeat purchases. Such programs not only strengthen the relationship between the company and its customers but also improve retention through relevant incentives. Customer loyalty is a strategic asset that contributes to sustainable competitive advantage, as loyal customers not only generate recurring revenue but also enhance brand reputation (Rahmawati & Utomo, 2025). A combination of a solid marketing mix and attractive loyalty programs has the potential to create long-term competitive advantages and emotional connections that are difficult for competitors to replicate. Numerous studies have confirmed that customer satisfaction has a positive and significant impact on loyalty (Saputra, 2013). In this regard, companies must understand consumer behavior and psychology, including decision-making processes and the extent to which customers recall and trust a brand (Dharma & Sukaatmaja, 2015). Therefore, integrating marketing mix strategies with customer loyalty initiatives serves as a comprehensive approach to enhancing competitiveness, retaining customers, and driving sustainable business growth (Latif et al., 2022).

In today's increasingly competitive business environment, companies must continuously innovate and develop effective strategies to maintain and expand their market share. Beyond offering quality products or services, organizations must manage human resources optimally to drive creativity, innovation, and long-term reputation (Vera, 2017; Dama & Ogi, 2018). Furthermore, building and maintaining customer loyalty is vital. Loyalty reflects not only long-term relationships but also represents a valuable asset capable of sustaining competitive differentiation (Rahmawati & Utomo, 2025). Understanding psychological factors and customer characteristics is thus important, as they influence purchasing decisions and the level of brand attachment (Ngakan & Putu, 2015).

Several factors, including product quality, service, pricing, delivery accuracy, and overall purchasing experience, influence customer loyalty. Product quality, which refers to the extent to which a product meets or exceeds customer expectations, is a key determinant of loyalty (Mensah et al., 2022). Along with competitive pricing, these factors significantly affect customer retention (Bali, 2022). According to Haryadi et al. (2025), the consumer decision-making process consists of five main stages: (1) problem recognition, (2) information search, (3) evaluation of alternatives, (4) purchase decision, and (5) post-purchase behavior. After making a purchase, consumers evaluate whether the decision is appropriate, which may lead to satisfaction or post-purchase dissonance. This reflection influences future perceptions and buying decisions, either strengthening or weakening loyalty toward a brand or company.

The textile and garment industry is one of the main pillars of Indonesia's economy. This sector not only employs more than two million people but also fosters skill development, innovation, and entrepreneurship, thereby contributing significantly to the national Gross Domestic Product (GDP) (World Fashion Exchange, 2024). However, despite its vast potential, the national textile industry faces serious challenges. In 2024 alone, seven major textile companies in Indonesia ceased operations, and four others conducted mass layoffs for efficiency purposes. These closures have impacted tens of thousands of workers, increasing the risk of poverty, social inequality, and potential criminal activity (CNBC Indonesia, 2024). Companies that ceased operations include PT Sampangan Duta Panca Sakti Tekstil, PT Alenatex, PT Kusumahadi Santosa, PT Kusumaputra Santosa, PT Pamor Spinning Mills, PT Sai Apparel, and PT Sinar Panca Jaya, each of which laid off thousands of workers. In addition, companies such as Sinar Pantja Djaja, PT Bitratex, PT Djohartex, and PT Pulomas also carried out mass layoffs in 2024, with the following affected: approximately 2,000 employees at Sinar Pantja Djaja (Central Java), 400 at PT Bitratex (Central Java), 300 at PT Djohartex (Central Java), and 100 at PT Pulomas (West Java).

This situation poses a significant challenge for textile companies operating in a Business-to-Business (B2B) model, particularly in maintaining business continuity, competitiveness, and sustainability amid declining production capacity and increasing market pressures. In the era of globalization, business competition has become increasingly intense, both in domestic and international markets. To remain competitive, companies must ensure customer satisfaction by offering superior product quality, competitive pricing, faster delivery, and better service than their competitors. Therefore, maintaining effective sales promotion strategies and customer loyalty is crucial for ensuring a company's sustained market presence.

Sales promotion is defined as a short-term incentive intended to encourage the immediate purchase or sale of a product or service (Kotler, 2008). These temporary promotional efforts are designed to stimulate buying decisions through attractive incentives. Koeswanto et al. (2023) further emphasize that sales promotions not only aim to boost sales but also serve to communicate product or service attributes, enabling consumers to understand their benefits before making a purchase decision.

Recent studies have demonstrated that sales promotion, along with other marketing factors, has a significant influence on customer loyalty across various business contexts. In B2B settings, service quality plays a pivotal role in fostering customer loyalty (Marjani & Sutisna, 2019). Meanwhile, in Business-to-Consumer (B2C) environments, sales promotions

have a positive impact on loyalty, particularly in industrial-based firms (Aisyah et al., 2024). Other contributing factors to consumer loyalty include product innovation, competitive pricing, brand image, and service quality (Sinurat et al., 2017). These findings underscore the importance of a multifactorial approach to building customer loyalty, where sales promotion consistently emerges as a strong influencer across different business models and industrial sectors.

PT Sekar Bengawan is a textile manufacturing company established in 1986 and officially inaugurated on January 16, 1988. Over the years, the company has grown through a series of strategic expansions. In 2002, its shareholders founded an affiliated company, PT Tantra Textile Industri, focusing on grey fabric weaving. In 2010, PT Tantra Textile Industri expanded by adding a yarn-spinning division. The expansion continued in 2013 when PT Sekar Bengawan and its shareholders acquired a spinning mill in Cirebon, which was subsequently renamed PT Plumbon. Currently, the company is constructing a new spinning facility in Jaten, Karanganyar, as part of its internal supply chain strengthening strategy. PT Sekar Bengawan's production capacity is substantial, reaching 4,000,000 yards of fabric per month (equivalent to 48,000,000 yards annually) and approximately 6,000 yarn balls per month, or around 70,000 annually.

One of the significant challenges faced by PT Sekar Bengawan is the lack of promotional efforts, both offline and online. As a result, the company remains relatively unknown among textile industry players across different regions in Indonesia. Operating within a B2B framework, the company relies heavily on retention strategies by maintaining relationships with existing business partners. However, this dependence on long-term clients becomes a vulnerability when a partner experiences bankruptcy and halts purchases, causing a direct and significant decline in revenue. Furthermore, the marketing team's limited awareness and initiative in maintaining active communication with clients has weakened customer loyalty and long-term business relationships.

This study aims to gain in-depth insights into the company's strategies for maintaining customer loyalty, particularly through the implementation of marketing mix strategies and customer loyalty programs. Direct observations were conducted at PT Sekar Bengawan, beginning with informal interviews with employees during break hours to gather preliminary perspectives on the company's marketing practices. Additionally, the researcher observed the sales department's workflow to gain a deeper understanding of the operational dynamics related to the study topic.

This research employs a qualitative descriptive approach. This method was chosen based on the narrative rather than the numerical nature of the data. The analysis focuses on interpreting the meaning and context of field findings (Nasih et al., 2020). The collected data were analyzed through data reduction, presentation, and conclusion drawing by comparing field practices with relevant theoretical frameworks. A literature review was also conducted to support field data by examining related theories and previous research findings. According to Ismail et al. (2019), literature reviews are crucial in establishing a research context, clarifying the study's significance, and providing a robust theoretical foundation. The literature in this study encompasses theories on sales promotion, customer loyalty, and marketing mix elements, including product, price, place, and promotion.

The results of field observations and literature review are expected to provide a comprehensive overview of the effectiveness of PT Sekar Bengawan's sales strategies in

building customer loyalty. Therefore, this study not only illustrates the company's current condition but also offers an analytical basis for formulating strategic recommendations to strengthen the implementation of marketing mix strategies and customer loyalty programs in the future.

## REVIEW OF LITERATURE

In today's increasingly competitive business environment, companies must continually adapt, innovate, and seek more effective and efficient strategies to maintain and expand their market share. It is crucial to ensure long-term sustainability and competitiveness (Vera, 2017). Human resources play a vital role as the drivers of creativity and innovation within organizations, which ultimately contribute to a company's long-term reputation and profitability (Dama & Ogi, 2018). Beyond offering high-quality products and services, companies must also develop marketing strategies that attract consumers and foster long-term relationships. According to Latif et al. (2022), effective marketing strategies that align with market characteristics and customer needs enable companies to meet consumer demands, expand their market share, and achieve sustainable growth. Two commonly adopted strategies in this context are the marketing mix and customer loyalty programs.

The marketing mix strategy is designed to attract consumers, encourage purchase decisions, and promote product usage (Karim et al., 2014). On the other hand, customer loyalty programs aim to foster and sustain long-term commitment to a brand or company by offering various incentives and engagement initiatives. These programs not only enhance customer retention but also reinforce brand preference and emotional connection.

Sales promotion, as one of the elements of the marketing mix, plays a crucial role in influencing consumer purchasing decisions and increasing sales volume (Syahputra et al., 2019). Promotion efforts go beyond merely conveying information; they aim to build trust, comfort, and emotional resonance with consumers, ultimately encouraging them to choose the product. According to Kolega et al. (2020), promotion involves communication between sellers and potential buyers (or other parties in the channel) to influence attitudes and behavior.

In an era of tight competition, establishing and maintaining customer loyalty is one of the most critical aspects for any company. Loyalty is not merely a short-term relationship; it is a valuable asset that provides a sustainable competitive advantage (Rahmawati & Utomo, 2025). Kotler (2022) defines a product as anything offered to the market to attract attention, be acquired, used, or consumed to meet consumer needs and wants. In a competitive market, firms must align their products with market demands. Product adaptation is a strategic step toward achieving competitive advantage, as it allows businesses to tap into broader market segments and align with specific customer preferences.

Price is another crucial element of the marketing mix. As noted by Maghfur and Dahda (2022), price plays a significant role in determining profitability and potential risks. Accurate pricing not only attracts customers but also contributes to business sustainability. Additionally, Fadilah (2020) highlights that a place or location is a key determinant of business success, particularly due to its direct connection to potential markets. Easily accessible locations improve the likelihood of customer engagement and overall business performance.

Understanding psychological factors and consumer characteristics is critical, as they strongly shape purchasing decisions and brand recall (Ngakan & Sukaatmaja, 2015). Consumers' preferences, motivations, and cognitive processes influence their likelihood of maintaining brand loyalty over time. Accordingly, integrating marketing mix strategies with customer loyalty programs is essential for enhancing competitiveness. The marketing mix enables firms to formulate effective strategies through product, price, promotion, and place, while loyalty programs foster long-term, mutually beneficial relationships. Together, these approaches provide a comprehensive foundation for sustainable business growth in competitive markets.

### **Marketing Strategy**

Marketing strategy refers to a series of planned actions aimed at achieving organizational objectives through creative and innovative responses to internal and external changes (Seran et al., 2023). It is essentially a structured effort to accomplish specific goals by enhancing the visibility and value of a company's offerings. In business, marketing plays a vital role in determining economic value through production, promotion, and pricing (Koeswanto et al., 2023). A well-crafted marketing strategy not only guides firms in competing effectively and allocating resources efficiently but also contributes to sales growth, market expansion, brand development, and the attainment of broader business objectives (Fawzi et al., 2022).

Furthermore, ethical principles in marketing are also addressed in the Qur'an. One relevant example is found in Surah Al-Baqarah, verses 1–2, which provide guidance applicable to marketing practices. These verses emphasize that companies must ensure the quality of their products and services. This guarantee encompasses three key aspects: the quality of raw materials, the quality of processing, and the quality of presentation (Fadilah, 2020). These principles encourage integrity and transparency in commercial activities, aligning marketing strategies with ethical and moral values.

### **Marketing Mix**

The term marketing mix refers to the set of marketing tools and product-related factors that a company employs to achieve its business objectives. It involves the development and coordination of various marketing elements into a comprehensive strategic plan (Safitri, 2023). According to Fadilah (2020), the marketing mix consists of controllable variables that form the core of a company's sales strategy and are used to influence consumer responses and purchasing decisions. This concept, commonly referred to as the 4Ps of marketing, encompasses four key elements: product, price, place, and promotion.

A product is anything that a company offers to the market to attract attention, be acquired, used, or consumed to satisfy consumer needs and wants (Kotler, 2022). In competitive markets, firms must adapt their products to align with evolving demands. Product adaptation provides a strategic advantage to reach wider segments and address specific consumer preferences.

Price is a key element of marketing strategy that plays a critical role in determining both profitability and potential losses for a company (Kotler 2022). Accurate pricing attracts consumer interest and supports revenue generation. A well-defined pricing strategy also strengthens market positioning and enhances the product's perceived value.

Place refers to location selection, which is crucial for business success due to its connection with potential markets (Kotler, 2022). Accessible locations enhance the

likelihood of success. Strategically chosen sites also improve customer satisfaction and overall business performance.

Sales promotion uses inducements to directly stimulate immediate purchases and increase the quantity of products bought (Kotler, 2022). According to Maghfur et al. (2013), sales promotion employs various incentives to influence consumer behavior and increase product adoption. Effective promotional strategies help convey product value, build brand awareness, and differentiate the product in a competitive market.

These four elements of the marketing mix form a foundation for designing and implementing marketing strategies that align with consumer expectations and market dynamics. By managing these variables effectively, companies can enhance their competitiveness, improve customer satisfaction, and achieve their business goals.

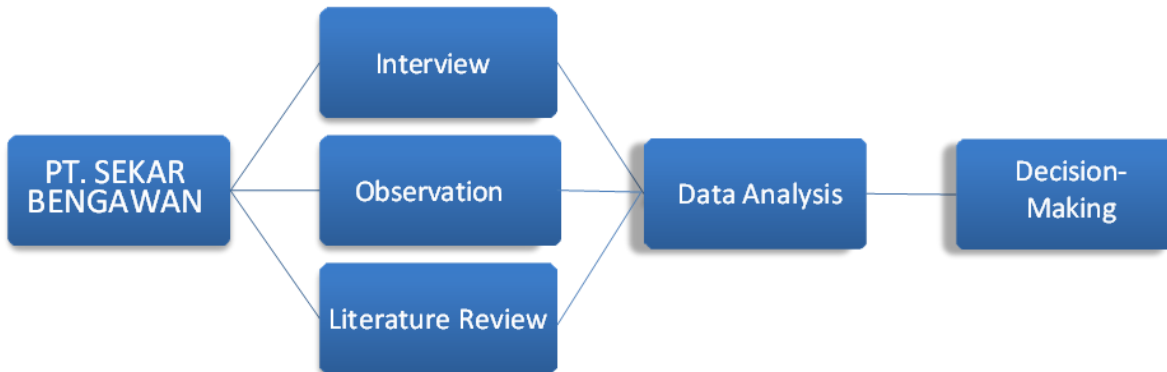
## **RESEARCH METHOD**

This study employs a qualitative research approach using interviews, direct observation, and document analysis to explore the implementation of marketing mix strategies and their influence on customer loyalty at PT Sekar Bengawan. This approach was selected to gain an in-depth understanding of complex organizational phenomena that cannot be fully explained through quantitative measures. Conducted in a natural setting without external intervention, the research aimed to capture authentic relationships between promotional efforts and customer perceptions and behaviors. Aligned with Musianto (2002), qualitative inquiry emphasizes meaning-making within real contexts, while Firmansyah et al. (2021) underscore its focus on symbols, interpretations, and social realities. Data were therefore gathered through direct interaction with participants, considering individual backgrounds and perspectives that shape experiential insights (Harahap, 2020).

Data collection methods included semi-structured interviews to obtain detailed personal perspectives from employees directly involved in operational and marketing functions, as recommended by Ischak and Badjuka (2019) for exploratory studies. Observations were conducted to document real-time activities and organizational dynamics within the workplace (Hasibuan et al., 2023), while document analysis provided supplementary secondary data through company records, images, and archival materials (Thalib et al., 2022; Ardiansyah et al., 2023). The study was carried out during a four-month internship period, from January 25 to May 25, 2024, ensuring contextual relevance and practical applicability. The collected data were analyzed using qualitative descriptive techniques, following the stages of data reduction, data display, and conclusion drawing (Febriani et al., 2023), with the objective of evaluating the effectiveness of the company's marketing mix and customer loyalty strategies in fostering sustainable customer relationships.

## Conceptual Framework

Figure 1 below presents the conceptual framework of the internship report.



**Figure 1.**  
**Conceptual Framework of the Internship Report**

## RESULTS AND DISCUSSION

### Company Profile: PT Sekar Bengawan

PT Sekar Bengawan is a manufacturing company operating in the textile industry with a primary focus on producing printed fabrics. Located on Jalan Raya Palur, KM 8.6, Jaten, Karanganyar, the company has a substantial production capacity of approximately 4,000,000 yards of fabric per month or 48,000,000 yards annually. Additionally, its yarn spinning division has a monthly capacity of 6,000 bales, equivalent to approximately 70,000 bales per year. The company operates under a Business-to-Business (B2B) model, primarily serving other textile manufacturers and industrial clients.

As of the time of this research, PT Sekar Bengawan employs 768 workers and manages two affiliated companies: PT Plumbon in Cirebon and PT Tantra Textile Industri in Kebakramat, Karanganyar. The company is also in the process of expanding its operations through the construction of a new yarn-spinning facility in Jaten, Karanganyar, as part of its strategy to strengthen and integrate its internal supply chain.

Production processes at PT Sekar Bengawan are vertically integrated, covering the inspection of raw fabric (grey fabric), washing, and motif printing—all performed under strict quality control standards. Supported by modern printing technology and a skilled workforce, the company is committed to delivering innovative and competitive products tailored to the needs of both domestic and international markets.

PT Sekar Bengawan's corporate vision is "To become a textile company with integrity," which is supported by four core missions: (1) to operate a healthy and sustainable business, (2) to manage resources efficiently, (3) to maintain and enhance product quality, and (4) to establish strong relationships with customers. The company's organizational structure is led by Mr. Noegroho Raharjo, S.E., as President Director, Mr. Ekajaya Halim as Director I, Mr. Tan Tiong Hoo as Chief Commissioner, and Mr. Emanuel Tanuwijaya as Commissioner.

**Internship Findings: Employee Interviews at PT Sekar Bengawan**

The internship findings at PT Sekar Bengawan were obtained through interviews conducted with five employees across different divisions. These interviews were designed to gather insights regarding the company’s marketing practices and customer retention strategies. The details of the interviewees are presented in Table 1 below.

**Table 1.**

**Respondent Characteristics.**

Name	Age	Gender	Position
Noegroho Raharjo, S.E.	53 years	Male	President Director
Sri Kusrahayu	65 years	Female	Head of PPN Division
Rustam Tsaqib	49 years	Male	Marketing Team
Lusi Karuniawati	48 years	Female	Marketing Team
Andri Kristanti	46 years	Male	Administrative Staff

**Source:** Data interview (2025).

In-depth, face-to-face interviews were selected as the primary method for collecting qualitative data. This technique involved posing direct questions to selected informants, allowing the researcher to obtain rich and nuanced insights based on the participants’ personal experiences and perspectives. The interview questions were structured around the four key indicators of the marketing mix: product, price, place, and promotion. The findings from interviews conducted with several employees of PT Sekar Bengawan are presented in Table 2 below.

**Table 2.**

**Interview Transcript Results**

Marketing Mix: Product		
Question	Respondent’s Answer	Respondent
What products does PT Sekar Bengawan produce?	PT Sekar Bengawan operates in the textile industry, with a primary focus on producing patterned or printed fabrics. The process begins with handling raw fabric, known as grey fabric, which is then processed into printed fabric. To improve production efficiency, we collaborate with other companies within the TAN Group.	Noegroho Raharjo, S.E. (President Director)
How does the company respond if the product quality does not meet the initial agreement?	Before shipment, a quality control team thoroughly inspects the product to ensure its quality. However, if customers raise complaints after delivery, we immediately follow up. We first identify the root cause, whether it originates from raw materials, the production process, or other factors. Subsequently, we are prepared to offer replacements as a gesture of goodwill and responsibility.	Sri Kusrahayu (Head of PPN Division)
	We do not delay responses as customer trust is paramount. Occasionally, issues arise,	Rustam Tsaqib (Marketing Team)

	such as color discrepancies or colors that do not match the initial agreement. In such cases, we promptly coordinate to provide the best possible compensation to the customer.	
	The company places great importance on its reputation; therefore, all customer complaints are taken seriously and addressed in a timely and appropriate manner.	Noegroho Raharjo, S.E. (President Director)
<b>Marketing Mix: Place</b>		
<b>Question</b>	<b>Respondent's Answer</b>	<b>Respondent</b>
How does the location of PT Sekar Bengawan influence the company's sales performance?	The company's location has a considerable impact. We are situated in a strategic industrial area that is easily accessible by logistics vehicles. It facilitates the distribution of raw materials and the delivery of products to customers.	Andri Kristanti (Administrative Staff)
	The location is quite advantageous; besides being close to the main route to the port, it is also relatively nearby. It enhances distribution efficiency, directly affecting service speed and customer satisfaction.	Rustam Tsaqib (Marketing Team)
<b>Marketing Mix: Price</b>		
<b>Question</b>	<b>Respondent's Answer</b>	<b>Respondent</b>
What factors does PT Sekar Bengawan consider when setting the prices of its products?	In my view, pricing is determined based on competitor market analysis; however, this is not the primary factor because we prioritize product quality over low prices.	Lusi Karuniawati (Marketing Team)
	Product quality plays a crucial role in building long-term customer relationships. We also maintain flexibility in pricing by allowing room for negotiation based on the initially set price. Nonetheless, price adjustments still take into account production costs and other relevant factors. As a form of appreciation, customers with long-term partnerships receive more attractive pricing offers compared to new customers.	Noegroho Raharjo, S.E. (President Director)
<b>Marketing Mix: Promotion</b>		
<b>Question</b>	<b>Question</b>	<b>Question</b>
What types of promotions does PT Sekar	PT Sekar Bengawan primarily creates company profiles for promotional purposes. Since this company operates in the manufacturing industry and its customers are	Sri Kusrahayu (Head of PPN Division)

Bengawan conduct?	other businesses, the market is quite segmented, so large-scale promotions are unnecessary, as we do not deal directly with end users.	
	We place more trust in word-of-mouth promotion carried out by our customers, which we consider more effective and profitable.	Rustam Tsaqib (Marketing Team)
Who are the parties involved in the sales promotion process at PT Sekar Bengawan? What is the reason for choosing these parties?	The sales promotion process involves several parties, primarily the Marketing team, but the company's leadership directly manages it.	Noegroho Raharjo, S.E. (President Director)
	Usually, Mr. Steven (company leader) leads the process, and our team acts as support, including follow-ups on orders and collections.	Andri Kristanti (Administrative Staff)
	As a manufacturing company that serves other factories as clients, large purchases are typically handled directly by Mr. Steven, who sets prices according to the agreed-upon terms.	Rustam Tsaqib (Marketing Team)
	We primarily assist in the process; sometimes, billing is also handled directly by Mr. Steven, allowing immediate decisions on payment terms adjustments if a customer company is facing difficulties.	Lusi Karuniawati (Marketing Team)
What strategies does the company implement to build customer loyalty?	The key to customer loyalty is maintaining consistent product quality and timely delivery. When quality consistently meets expectations, customers tend to return naturally.	Sri Kusrahayu (Head of PPN Division)
	Customer service also plays an important role. As part of the administration, we must respond quickly so that customers feel comfortable interacting with us.	Andri Kristanti (Administrative Staff)
	We always take the initiative to maintain open communication with our customers, hoping that even small gestures will have a positive long-term impact.	Lusi Karuniawati (Marketing Team)
	We also offer extended payment terms to help customers who face difficulties, thereby sustaining their loyalty.	Noegroho Raharjo, S.E. (President Director)
Is there a different promotional	Loyal customers usually receive better prices than they did on their initial	Lusi Karuniawati (Marketing Team)

approach for new customers compared to existing customers?	purchases. Additionally, payment terms are more flexible for them due to established trust.	
	PT Sekar Bengawan typically gives gifts during major holidays as a token of appreciation to maintain good relationships.	Rustam Tsaqib (Marketing Team)
What has been the impact on the company after implementing the marketing mix strategy and customer loyalty programs?	Sekar Bengawan has implemented these strategies for a long time, especially in customer loyalty. However, during the COVID-19 pandemic, we conducted a comprehensive evaluation of our strategies and improved communication with customers, focusing on product quality, on-time delivery, and pricing strategies that benefit both parties. Initially, these steps aimed to sustain the business during difficult times; however, indirectly, the positive image of PT Sekar Bengawan attracted new customers who continued to maintain their loyalty.	Noegroho Raharjo, S.E. (President Director)
How does the company respond to changes in the market?	PT Sekar Bengawan views the market shifts, particularly the closure of many textile factories, as an opportunity to attract potential new customers seeking new suppliers. In response to this strategic opportunity, the company has increased production capacity by adding modern machinery to enhance operational efficiency and ensure timely delivery. Currently, PT Sekar Bengawan has a production capacity of 4,000,000 yards of fabric per month (48,000,000 yards annually) and a yarn spinning capacity of 6,000 balls per month (70,000 balls annually).	Noegroho Raharjo, S.E. (President Director)

**Source:** Data interview (2025)

Based on the results of the interviews conducted, when linked to the four main elements of the marketing mix concept, as outlined by Kotler and Armstrong, known as the 4Ps (Product, Price, Place, and Promotion), the following conclusions can be formulated, as presented in Table 3.

**Table 3.**  
**Conclusion of Interview Results**

Marketing Mix Element	Interview Summary
<b>Product</b>	PT Sekar Bengawan specializes in producing printed fabrics, with a production process that begins with raw grey fabrics and culminates in

	the final patterned product. The company collaborates with affiliated firms within the TAN Group to enhance operational efficiency. Product quality is a top priority, ensured through a quality control system prior to delivery. In the event of customer complaints, the company promptly investigates and takes responsibility to maintain customer trust.
<b>Place</b>	The company is located in a strategic industrial area with easy access to logistic vehicles. Its proximity to main transportation routes and ports provides advantages in the distribution of raw materials and finished goods. It contributes significantly to delivery efficiency and service speed, ultimately enhancing customer satisfaction.
<b>Price</b>	Several factors, including production costs, product quality, and competitor analysis, determine pricing at PT Sekar Bengawan. However, product quality remains the primary focus rather than competing solely on low prices. The company employs a flexible pricing strategy, enabling negotiation, particularly with long-term customers. Loyal clients receive benefits such as preferential pricing and flexible payment terms as a gesture of appreciation and to maintain loyalty.
<b>Promotion</b>	PT Sekar Bengawan's promotional strategy is tailored to its business-to-business (B2B) market. As such, promotional activities are limited to creating company profiles and leveraging word-of-mouth referrals. The promotional process involves both the marketing team and senior management, particularly for large-scale transactions, to facilitate effective negotiation and price offering. To foster loyalty, the company maintains consistent communication, ensures product quality and timely delivery, and offers personal touches such as festive gifts or extended payment terms for clients facing difficulties. Strategic evaluations carried out during the COVID-19 pandemic had a positive impact on the company's sales performance.

**Source:** Data interview (2025)

In addition to conducting interviews, documentation was also collected as supporting data during the internship at PT Sekar Bengawan. The following are selected documentation records that illustrate various internship activities at PT Sekar Bengawan.



**Figure 2.**  
**Storage Warehouse**

Source: Documentation (2025)

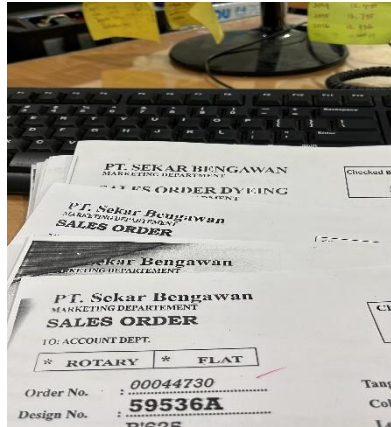
Figure 2 shows the storage warehouse facility at PT Sekar Bengawan. The warehouse serves as a crucial point in the supply chain, where finished goods and raw materials are systematically stored and prepared for distribution. Proper warehouse management ensures efficiency in logistics, maintains product quality, and supports timely delivery to clients.



**Figure 3.**  
**Loading Process**

Source: Documentation (2025)

Figure 3 illustrates the loading process at PT Sekar Bengawan, where finished textile products are prepared and loaded for distribution. The loading procedure is conducted under the supervision of logistics staff to ensure accuracy, prevent damage, and maintain delivery schedules. Efficient loading is crucial to ensuring customer satisfaction and maintaining the company's service standards.



**Figure 4.**

**Internship Activities**

Source: Documentation (2025)

Figure 4 shows internship activities in PT Sekar Bengawan. Throughout the internship period at PT Sekar Bengawan, the researcher was involved in a series of activities aligned with the company's operational and marketing functions. These activities included observing the production process, assisting the marketing team, collecting and analyzing marketing data, conducting interviews with employees from various departments, and participating in daily administrative routines. The internship also provided opportunities to gain practical insights into the implementation of marketing strategies, particularly in the context of Business-to-Business (B2B) operations. These experiences significantly contributed to the researcher's understanding of marketing practices in the textile manufacturing industry.



**Figure 5.**

**Internship Activities**

Source: Documentation (2025)

Figure 5 shows a group photo that captures the researcher alongside employees of PT Sekar Bengawan at the end of the internship period. This moment represents the culmination of collaborative efforts, learning experiences, and professional relationships that have been

built throughout the internship. It also serves as a token of appreciation for the support and guidance provided by the company's team during the research process.

### **Implementation of the Sales Promotion Program**

PT Sekar Bengawan adopts sales promotion as a key strategy to increase customer interest in its products. The programs implemented include offering price discounts, providing festive season gifts, and extending attractive payment terms that are mutually beneficial for both parties. However, implementing these programs requires precision in selecting promotional types that align with customer characteristics. In this regard, the role of the marketing team becomes crucial, not only in offering products but also in fostering emotional connections with customers to build trust and comfort in transactions.

### **Implementation of the Marketing Mix Strategy**

PT Sekar Bengawan utilizes the marketing mix as a core strategy to enhance customer appeal and satisfaction. This strategy encompasses four main elements: product, price, place, and promotion, which are explained in Table 4 as follows.

<b>Marketing Mix</b>	<b>Implementation</b>
<b>Product</b>	PT Sekar Bengawan is committed to maintaining and improving the quality of its textile products to meet customer needs and standards, particularly in the B2B sector. Regular product evaluations are conducted to ensure alignment with market trends.
<b>Place</b>	PT Sekar Bengawan prioritizes timely delivery and easy access for customers within its distribution system. The company ensures efficient distribution channels to support uninterrupted supply to business partners across regions. Its strategic location in Central Java, with proximity to major ports, serves as a logistical advantage that accelerates distribution and enhances competitiveness in both domestic and international markets.
<b>Price</b>	Pricing decisions are made by considering customers' purchasing power and the added value offered by the products. The company applies flexible pricing policies, including discounts for bulk purchases and long-term clients, as well as payment systems that are considerate of both parties' capacities.
<b>Promotion</b>	Promotional efforts include offering price discounts, providing festive season gifts, and direct communication from the marketing team. The company recognizes that promotion is not merely about offering products but also about building a brand image and fostering customer trust.

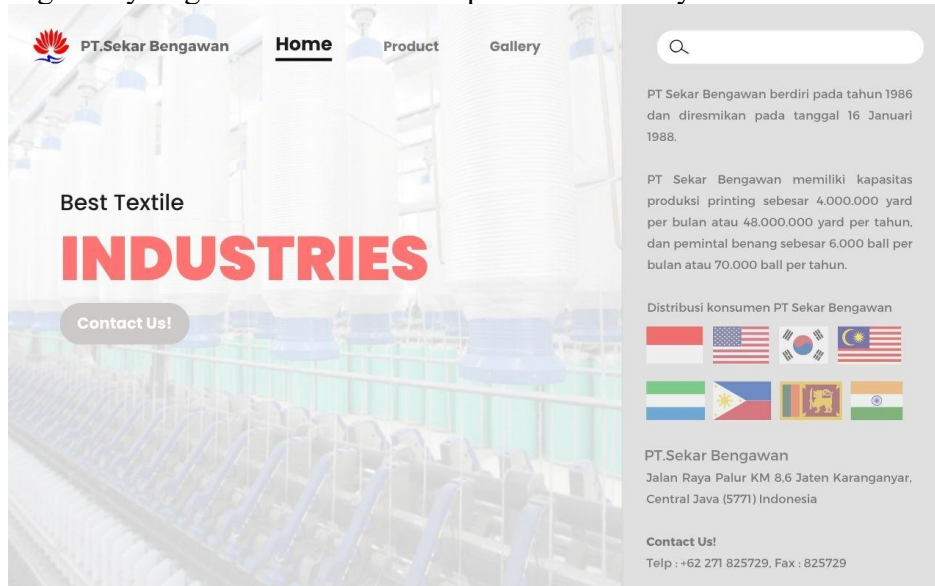
## **CONCLUSION**

Based on the observations and interviews conducted during the internship at PT Sekar Bengawan, it can be concluded that the company has implemented a comprehensive marketing strategy through the application of both the marketing mix strategy and a customer loyalty program. These two strategies serve as the fundamental pillars for maintaining the company's business continuity and growth, particularly in navigating the increasingly competitive textile industry. From the perspective of the marketing mix, PT Sekar Bengawan not only emphasizes increasing sales through promotion but also manages the four key elements (product, price, place, and promotion) in a balanced manner. The company ensures the quality of its products, adopts a flexible pricing policy that considers the conditions of its

business partners, facilitates efficient distribution processes, and designs promotional activities with a personal and relevant approach. This strategy demonstrates that the company is not merely selling products but is also committed to building trust throughout the transaction process.

Meanwhile, the implementation of the customer loyalty program aims to retain existing customers through friendly service, responsive communication, and consistent product quality. These long-term relationships with customers are regarded as valuable assets that contribute to revenue stability and generate powerful word-of-mouth promotion. The synergy between these strategies has had a noticeable impact on the company's sales performance in 2023. The adoption of a more structured and integrated strategic approach has enabled PT Sekar Bengawan not only to retain its existing customers but also to attract new ones gradually. This strategy indicates that the company is on the right track to achieve sustainable business growth.

This study recommends several strategic actions for PT Sekar Bengawan to optimize marketing performance. Despite operating under a B2B sales model, leveraging digital platforms including social media and an official company website is essential for building brand image, expanding market networks, and attracting potential partners. A well designed, structured, and informative website provides comprehensive information on the company's history, vision and mission, products, and production processes, while enhancing professional image, fostering trust, supporting promotions, and extending market reach locally and globally. Figure 6 shows an example of website layouts for PT Sekar Bengawan.



**Figure 6.**  
**Website Layout**

Additionally, continuous training to strengthen the marketing team's soft skills ensures that staff are proficient in sales and capable of professional, empathetic communication with clients. Regular monitoring and evaluation of the marketing mix and customer loyalty programs through sales data, customer satisfaction assessments, and market trends enables dynamic strategy adjustments aligned with customer needs. By implementing these recommendations, PT Sekar Bengawan can maintain and strengthen its strategic

position in the national textile industry. Adaptive marketing strategies, effective digital technology use, and long-term relationship management create opportunities for market expansion, reinforce partner networks, and establish the company as a key, innovative, and competitive player in the evolving textile sector.

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