

## Optimizing Service Quality and Promotional Strategies to Increase Sales Visibility at Suzuki Laksda Sumber Baru Mobil Yogyakarta

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### ABSTRACT

The purpose of this community service is to increase product sales at Suzuki Laksda Sumber Baru Mobil Yogyakarta through optimizing service quality and effective promotional strategies. The method used in this community service activity is through a systematic approach to the work program that is carried out in a planned and effective manner. Through several stages from survey and preparation, planning, work program implementation, and program evaluation. The result of this community service activity is to increase the knowledge and skills of Suzuki Laksda Sumber Baru Mobil Yogyakarta in optimizing the quality of its services to consumers and more creative promotional strategies in order to support marketing activities, so as to increase its competitiveness in the automotive field.

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## **INTRODUCTION**

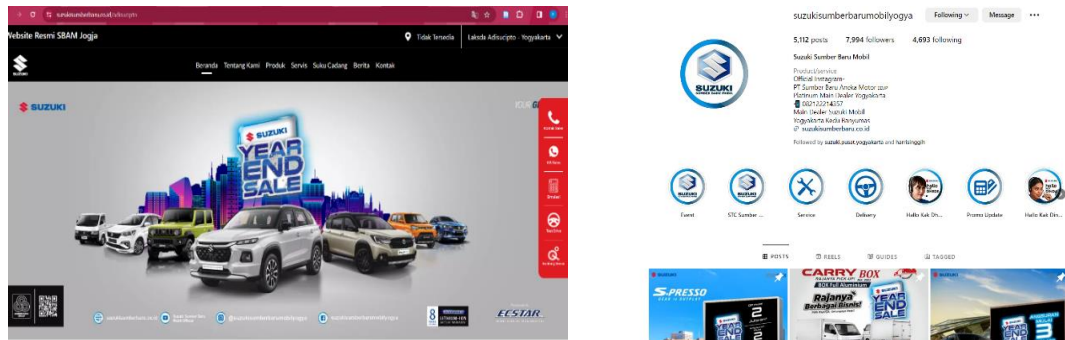
Competition in the business world is getting sharper, especially supported by the rapid development of technology (Labantu et al., 2021). Consumer needs and desires always change over time and in general humans are always interested in new things so that all businesses strive to continue to develop unique new products and make new innovations to existing products to differentiate themselves and compete with their competitors in order to survive in the market. Nowadays, people are more interested in using private transportation than public transportation. Using private transportation in the form of a car, apart from being safer and more comfortable, is also more intense because in the car you only interact with the closest people such as close family, relatives, and friends (Samudra & Wijayanto, 2021). One of the intense competition that occurs is the competition in the automotive industry, which is developing very rapidly in Indonesia, making the level of competition even higher, including the car industry. The Central Bureau of Statistics noted that the growth of the car industry in 2023 increased by 5.38%. The automotive industry tends to grow positively from the third quarter of 2022 to the first quarter of 2023.

Suzuki Laksda Sumber Baru Mobil Yogyakarta is a branch dealer of PT Suzuki Sumber Baru Aneka Mobil in the Yogyakarta area engaged in car sales. The dealership is located at Jl. Laksda Adisucipto No.KM. 7.5, Janti, Caturtunggal, Depok Sub-district, Yogyakarta, Yogyakarta Special Region 55281. The selection of this location has been through observation and various considerations and approval by a number of parties from Suzuki to finally stand Suzuki Laksda Sumber Baru Mobil. The head office of PT Suzuki Indonesia is located at Jl Raya Bekasi KM 19, Kel Rawa Ternate, Cakung, East Jakarta 13920. This strategic location gives Suzuki the advantage of being able to easily reach its customers because it is located right on the edge of a highway that is often traveled by many vehicles. Suzuki has been established more than 15 years ago and has a number of loyal customers. Some of the Suzuki car products sold include the New XL7 Hybrid Type Alpha and Beta which are equipped with Suzuki's Smart Hybrid Vehicle (SHVS) with Lithium-ION batteries that can provide additional power during acceleration. There is also another flagship product, the New Carry with its slogan "King of Pick-Up", which has a cooler look and is equipped with an immobilizer so that it is safer from theft. This product also has a larger carrying capacity and assist grip on both sides, making it superior in its class. The Grand Vitara Hybrid is also one of Suzuki's flagship products because it has a dashing, cool, and modern look. The Suzuki Grand Vitara has a cabin that fits five people with a more spacious atmosphere due to the panoramic sunroof and various other cool modern features. This is the reason why Suzuki cars are so popular with many customers. By emphasizing the advantages of Suzuki cars, the promotion will also generate good feedback from customers.



**Picture 1. Products at Suzuki Laksda Sumber Baru Mobil Yogyakarta**

In addition, Suzuki Laksda Sumber Baru Mobil Yogyakarta also sells spare parts and provides services such as vehicle service. Various efforts continue to be made by Suzuki Laksda Sumber Baru Mobil Yogyakarta to always increase its sales every month. In its sales, Suzuki Laksda Sumber Baru Mobil Yogyakarta in September managed to sell 35 cars. Meanwhile, in October 28 cars. This decline is caused by various factors, especially in the field of marketing. The lack of maximizing and utilizing promotional strategies well is also the cause of the decline in sales (Rasyid et al., 2018). In its current development, to achieve the sales target at the end of this year, balanced marketing strategies are needed because competition in car sales is currently very tight in the dealer business. Companies are trying to maximize or improve their products and services and develop marketing strategies by looking at changes in society that are very massive in seeking information or communicating through online media in order to compete with other similar companies. By implementing an accurate marketing strategy through the utilization of opportunities to increase sales so that the company's position or position in the market. (Rasyid et al., 2018) argue that strategy is a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on the previously set mission. Promotion is a means of communication and delivery of messages carried out by both companies and intermediaries with the aim of providing information about products, prices and places (Ongoh et al., 2015). The information is to inform, persuade, remind consumers, intermediaries or a combination of both. E-marketing is the marketing side of e-commerce, which consists of the work of companies to communicate something, promote, and sell goods and services via the internet (Rasyid et al., 2018).



Picture 2. Website and Instagram as Marketing Communication Media

Service quality is also key in increasing sales. Service quality is something important that must be achieved, because it can influence the presence of new customers and retain existing customers so as not to switch to competing businesses. new customers and can retain current customers so as not to go elsewhere (Kertiyasa & Heryanda, 2022). There are several problems that need to be resolved by partners, such as not utilizing social media optimally to carry out promotions and promotional content that is considered unable to attract customers, there is no SOP for handling consumer complaints as a reference, customer prospect data has not been properly managed as follow-up material in the future, marketing action plans that tend to be the same and have not been able to achieve the expected targets, the use of questionnaires to assess customer satisfaction has not been applied. The purpose of this community service is to increase product sales at Suzuki Laksda Sumber Baru Mobil Yogyakarta through optimizing service quality and effective promotional strategies.

## IMPLEMENTATION AND METHODS

This community service activity is carried out in several stages, as follows:

### 1. Stage 1: Survey and Preparation

At this stage, the service team conducted a situation analysis through discussions with the branch head and marketing support with observations at Suzuki Laksda Sumber Baru Mobil Yogyakarta. Based on the results of discussions with partners, it was found that the main marketing problem at the time of this service activity lies in promotions that have not been maximized to reach consumers more broadly. The second obstacle is that there is no SOP to handle consumer complaints in a more complex manner. The next problem is that there is no questionnaire to assess customer satisfaction. Partners also explained that customer prospect data has not been managed properly.

### 2. Planning Stage

After the preparation stage is complete, the next stage is planning. The service team developed an activity plan that included: (1) Developing an agenda for promotional content creation training activities, (2) Evaluating the marketing program that has been implemented as a basis for preparing a marketing action plan program. 3) Creating a mechanism or SOP for handling consumer complaints. 4) Conduct customer satisfaction surveys and create or improve questionnaires to be more effective in measuring

customer satisfaction. 5) Create customer prospect data and provide education on the importance of customer prospect data for promotional activities. In addition, at this stage a number of materials were prepared and coordinated with partners regarding the work program to be carried out. Based on the results of the discussion, it was agreed on the work program that needed to be carried out by the community service team and the contribution of partners in these activities.

3. Work Program Implementation Stage

Based on the planning that has been made, the service team then carries out work program implementation activities. This activity is the provision of education and training related to promotional strategies and service quality to increase sales at Suzuki Laksda Sumber Baru Mobil Yoyakarta. In addition, to strengthen online marketing activities carried out by salespeople, the service team creates attractive promotional content, effective and efficient SOPs for handling consumer complaints, and effective questionnaires to assess customer satisfaction.

4. Evaluation Stage

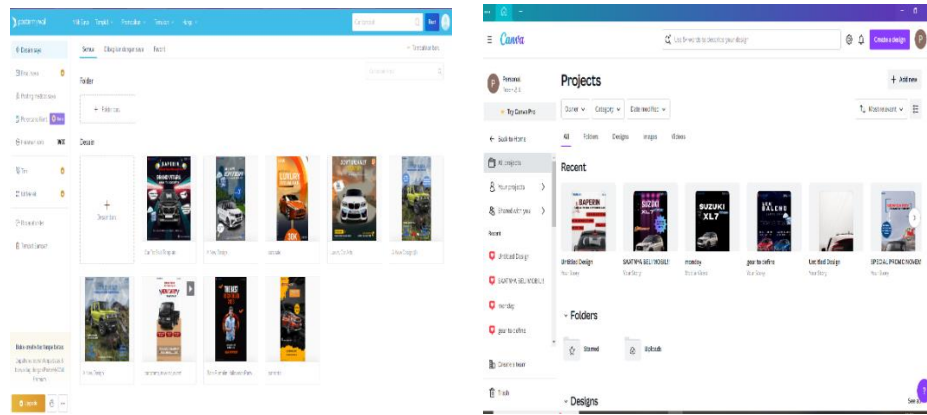
The evaluation stage is the final stage of this community service activity. Evaluation of activity programs helps in achieving the effectiveness and efficiency of implementing activity programs. The evaluation stage is carried out together with partners which aims to identify successful and unsuccessful programs. This is because if the program implemented is not in accordance with the objectives of both parties, a review or adjustment of the strategy will be carried out and it may even be necessary to improve the program for future program development and follow-up.

## RESULTS AND DISCUSSION

Currently the company continues to strive to develop its business and increase sales by strengthening promotions carried out online. Based on the service activities that have been carried out in October and November 2023, there are several conditions that occur during the work program, namely:

1. Training and Development of Online Promotion Content

Social media is a tool to reach a wider audience. Sharing engaging and informative promotional content on social media can build Suzuki's brand awareness among social media users and increase product sales. This content will trigger interactions from consumers that can increase consumer engagement, which will help build relationships with a number of potential customers.



Picture 3. Content creation on canva and postermymwall

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Picture 4. Promotional Calendar Creation

Consumers will tend to be more interested in content that informs about discount offers that will encourage consumers to make purchases. Suzuki Laksda always provides certain offers, such as in October there is a ROCKTOBER month promo which contains dp starting from 2 million with discounts of up to 30 million. There is also a Halloween promo that emphasizes cashback and free service for 2.5 years. The content created must be as interesting and informative as possible to encourage consumers to make purchases. In order to make promotional content more structured, the service providers created a promotional calendar so that the content is better scheduled. In addition, the promotional calendar is a long-term promotional media so that promotional content is better organized.



Picture 5. Training and Creation of Online Promotional Content

The sales person were educated about creating attractive content where the colors and fonts in the post will greatly affect consumer interest in the content created. Feedback from consumers is the purpose of creating promotional content. Consumers who provide feedback in the form of likes or comments will be directly contacted and given offers which are then followed by appointments with consumers. Positive feedback will generate good customer prospect data because it is possible that consumers will make repeat purchases at Suzuki Laksda Sumber Baru Mobil Yogyakarta. Every salesperson tends to have their own social media to promote their products. Therefore, the importance of knowledge and ability of creative promotional content in order to attract consumers.

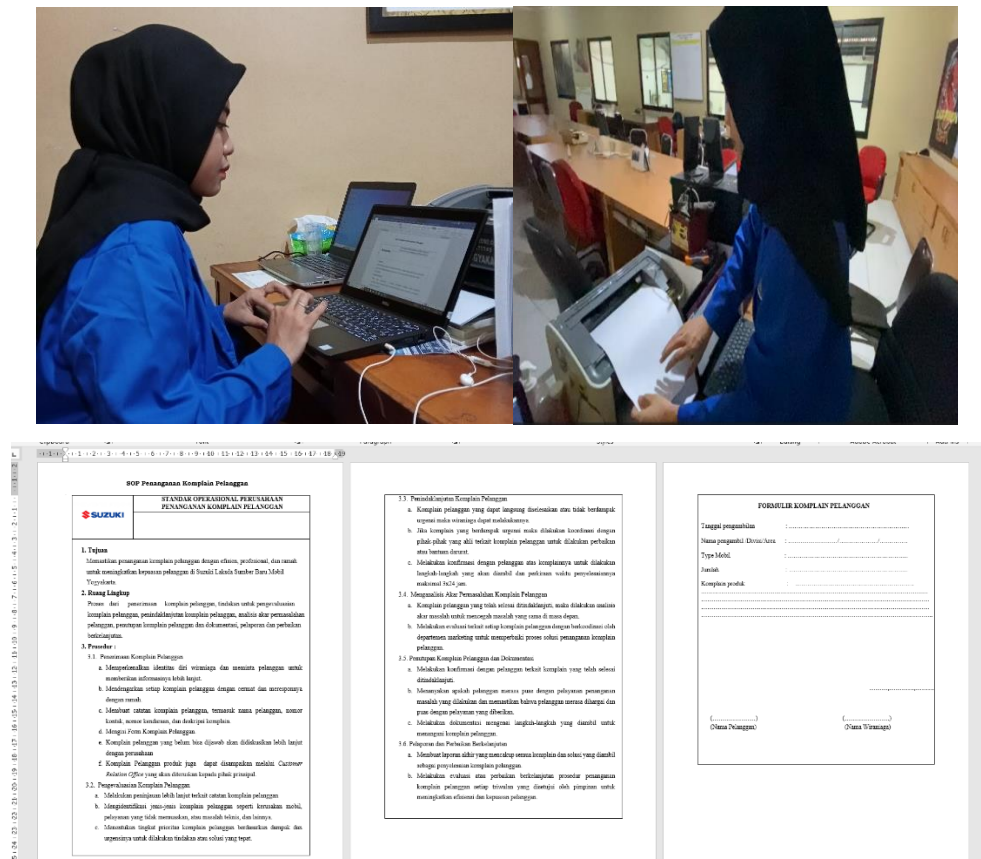
It is hoped that the implementation of this program will have positive impacts, such as:

- a. Suzuki's brand identity became stronger due to increased consumer awareness.
- b. Attracted a lot of attention from social media users, resulting in increased visits to Suzuki's website and social media accounts.
- c. Interaction with consumers increased due to positive feedback.
- d. Consumers are influenced and persuaded to purchase a car or trade-in a car at Suzuki.

## 2. Making an SOP for Handling Customer Complaints

Suzuki Laksda Sumber Baru Mobil Yogyakarta created a customer complaint card to find out what needs to be improved or enhanced in its business. However, there is no SOP that technically regulates the handling of customer complaints so it is not well directed and structured. Pengabdi made a draft SOP, which in the SOP for handling customer complaints consisted of: 1) receiving customer complaints starting from introducing the identity of the salesperson and making a record of customer complaints in the customer complaint form, 2) actions to evaluate customer complaints by identifying the types of consumer complaints and their priority level, 3) follow-up of customer complaints, 4) root analysis of customer problems, 5) closing customer complaints and documentation by confirming complaints that have been identified, 6) reporting and further improvement of all complaints and solutions taken as a settlement of customer complaints and customer complaint handling procedures are further evaluated every quarter. After this SOP draft is complete, it will be consulted together with marketing support which will later be educated to all salespeople to follow the applicable SOP. Through clear SOPs, salespeople can provide fast, consistent and effective responses to customer complaints. This can increase the level of customer satisfaction. Good complaint handling can help retain customers who may feel disappointed or dissatisfied with a product or service. If customers feel that their complaints are treated seriously and solved, they will become loyal customers to the company.





Picture 6. Designing SOP for Handling Consumer Complaints

The implementation of the SOP that has been prepared will provide benefits for partners, such as:

- With a structured SOP, handling customer complaints can be done quickly and precisely, so as to increase customer satisfaction.
- Can identify business problems and solve them more systematically.
- Suzuki's corporate reputation is enhanced among customers because of Suzuki's responsive response to customer complaints.
- By using the complaint handling SOP, Suzuki can collect data and information needed to make improvements and enhancements to products or services.
- Obtain data that can be used to improve understanding of customer needs, so that products or services offered can better meet customer expectations.
- Optimized time and resources used to respond to complaints due to clear complaint handling procedures.



### 3. Preparation of the Marketing Action Plan

Action Plan Marketing is a strategic plan that describes concrete steps to achieve marketing and sales goals at Suzuki Laksda Sumber Baru Mobil Baru Yogyakarta. Understanding concepts related to the vision and mission to be achieved is a focus that needs to be considered in every marketing strategy implementation (Sunandar et al., 2023). Analyzing competitors and target markets as an effort to find out strategies and opportunities in the market. Participating in many events as a path to success. On this program, we helped develop a marketing action plan for the next 3 months, which emphasizes promotional strategies through exhibitions and market "Grebek" events. Exhibitions will provide a number of benefits for Suzuki and are planned to achieve sales targets each month. The market "Grebek" plan is to promote in a number of markets in Yogyakarta by making the event as lively as possible so that buyers or market traders will be interested in purchasing Suzuki's New Carry pick-up car.



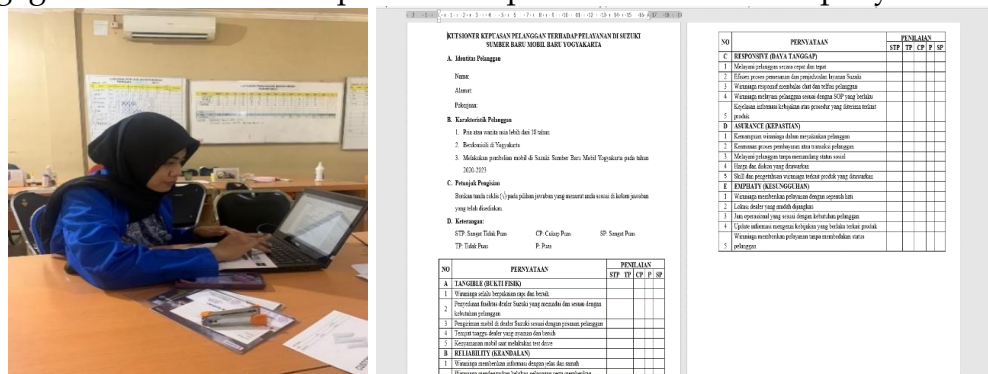
**Picture 7. Discussions with Marketing Support and Salespeople**

The preparation of the Marketing Plan Action that has been created will provide benefits for partners in the form of:

- a. An effective marketing action plan can increase the visibility of product sales or service quality in the market, thus attracting the attention of potential customers to make purchases.
- b. The brand is also increasingly recognized and able to be trusted by consumers when buying a car.
- c. A good action plan can focus on understanding customer needs and providing satisfying solutions, such as traders in the market who need a pick-up car to transport large quantities of goods and Suzuki provides a solution by offering New Carry cars.
- d. Allocating the marketing budget efficiently, such as holding exhibitions in the mall and targeted market "Grebek" events can help increase car purchases.

#### 4. Making Customer Satisfaction Questionnaires

Questionnaires are very important for measuring customer satisfaction because they get organized and methodical data (Sunandar et al., 2023). Making an effective questionnaire will produce precise and relevant data regarding customer satisfaction. Suzuki Laksda Sumber Baru Mobil Yogyakarta has not yet used a questionnaire in measuring customer satisfaction. Therefore, making a questionnaire is done as well as possible through the statements made in order to more effectively assess customer satisfaction regarding the product or service provided. By using a questionnaire, Suzuki Laksda Sumber Baru Mobil Yogyakarta can see whether or not customers are satisfied. The information the company has obtained can also be used as evaluation material regarding service improvements and improving product quality to meet customer expectations. By using questionnaires periodically, Suzuki can track changes in customer satisfaction over time. This makes it possible to monitor the effectiveness of improvements or changes that have been made. Data from questionnaires can be a strong basis for decision-making. Information obtained from questionnaires can help in designing better business strategies to improve customer satisfaction. Involving customers in the process of measuring their own satisfaction can increase their engagement and ownership of their experience with the company.



The image shows a woman in a blue uniform and hijab working on a laptop. To her right is a printed questionnaire form. The form is titled "KUESIONER KEPuasan PELANGGAN TERHADAP PELAYANAN DI STOKI SUMBER BARU MOBIL BARU YOGYAKARTA". It includes sections for customer identification, evaluation of service quality, and a table for recording responses. The table has columns for "NO", "PERSYATAN", and "PENJAWAN" (with sub-columns for "STP", "TP", "CP", "P", "SP").

Picture 8. Preparation of Questionnaires



Picture 9. Filling out the Questionnaire

The team of community service created a questionnaire containing statements related to tangible (physical appearance of the Suzuki office), reliability (reliability of the salesperson), responsiveness (responsiveness), assurance (certainty), and empathy (sincerity). The statements made are able to assess whether or not consumers are satisfied with the services provided by Suzuki Laksda Sumber Baru Mobil Yogyakarta. The questionnaire is given by the salesperson to the customer or can also be given by the CRO when a customer comes to the showroom. The variable is measured using a Likert Scale which contains very negative to very positive answer choices that are scored 1-5 for each answer choice.

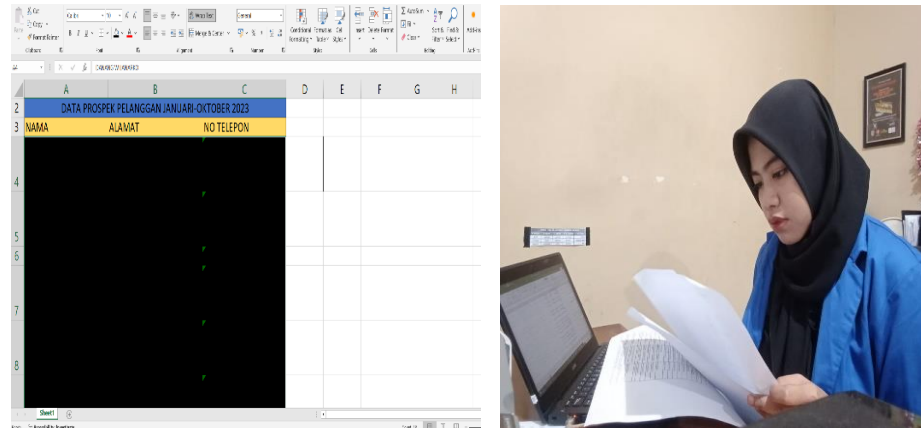
The positive impacts of implementing this program for Suzuki Laksda Sumber Baru Mobil Yogyakarta are:

- a. Customer service improved because the questionnaire helped receive feedback from customers, allowing Suzuki to make the necessary changes to provide better service.
- b. Partner became more aware of what makes customers dissatisfied and Suzuki made improvements or upgrades to certain products or services that could meet customer expectations.
- c. Customers become more loyal and are more likely to give positive recommendations about the products sold to others.
- d. Marketing strategies become more effective which will lead to the achievement of Suzuki Laksda Sumber Baru Mobil Yogyakarta's goals.
- e. Conducting questionnaires regularly and periodically allows the company to continuously monitor and evaluate the level of customer satisfaction over time. This will help the company identify trends and ensure that the improvements made have a positive impact.
- f. Suzuki Laksda Sumber Baru Mobil Yogyakarta can increase its positive reputation in the eyes of customers who become more satisfied and tend to give positive reviews such as on google maps.

##### 5. Customer Lead Data Generation

Customer lead data is very important because it offers useful insights for creating marketing and sales strategies. Prospect data are consumers who decide to make a purchase a maximum of 1 month after the salesperson promotes the product. Suzuki Laksda Sumber Baru Mobil Yogyakarta targets potential customers who have a high probability of becoming customers by using customer prospect data. Preferences, needs, and buying patterns are examples of information that can help focus marketing efforts more precisely. Customer prospect data increases the likelihood of a successful sale by providing insight into individual preferences, past purchases, and future consumer needs. The team of community service program collects these data obtained from salespeople both online and offline which will then be directly summarized and archived in Microsoft Excel. The data inputted is in the form of consumer names, addresses, and telephone numbers that can be contacted.

Customer prospect data that is ready will be socialized together with marketing support, which will then be educated and evaluated regarding prospective customers and which areas can generate opportunities to obtain other customer prospect data. This should be done regularly to ensure that the data is maintained and can be used to follow up with salespeople in the future to promote their products so that customers make repeat purchases. Businesses can predict demand, spot market trends, and improve decision-making by evaluating consumer prospect data.



**Picture 10. Creation of Customer Lead Data**



**Picture 11. Salespeople Follow up with Customers**

Implementation of this program can have a positive impact on Suzuki Laksda Sumber Baru Mobil Yogyakarta Laksda Sumber Baru Mobil Yogyakarta in the form of:

- Partner can customize promotional offers according to the needs of potential customers because of customer prospect data.
- Partner can optimize its marketing budget because it already has a potential target market.
- Partner has a better understanding of consumer preferences and behavior.

## CONCLUSIONS AND RECOMMENDATIONS

The importance of marketing strategy in the development of the automotive business provides deep insight into the importance of service quality and promotion. Suzuki Laksda Sumber Baru Mobil Yogyakarta is very open to new knowledge and skills that can increase its business sales. This is the reason why Suzuki Laksda Sumber Baru Mobil Yogyakarta deserves to be a partner in this community service activity. Based on the explanation above, several problems in terms of service and promotion have been explained. In the implementation of assistance and training provided to partners, several activities have been achieved, including: (1) Promotional content becomes more attractive and informative, thus getting various feedback from consumers. Partner salespeople also began to understand the use of fonts and colors in creating content on canva and postermymwall. (2) Partners in dealing with customer complaints became more focused and structured, so an SOP for handling customer complaints was made. The existence of a customer complaint handling form that can be filled in completely related to the problems complained about by consumers can be data to identify these problems further. (3) Partners in preparing marketing action plans become more creative and have the potential to achieve company targets. (4) Partners use questionnaires periodically and know what makes consumers feel satisfied and dissatisfied. (5) Partners apply customer prospect data as reference material in the future so that they become customers who have the prospect of making repeat purchases. Thus, service quality and promotional strategies play an important role in building brand image and retaining customers to increase the visibility of car sales at Suzuki Laksda Sumber Baru Mobil Yogyakarta. The team of community service program provides suggestions to Suzuki Laksda Sumber Baru Mobil Yogyakarta, such as:

- 1) Use a promotional calendar to create promotional content to be more structured and planned so that the results obtained are maximized.
- 2) Routinely conduct customer satisfaction assessments using questionnaires that contain statements that are effective in measuring customer satisfaction.
- 3) Carry out customer complaint handling in accordance with the existing SOP accompanied by a customer complaint handling form so that it is clearer what kind of complaints consumers face and Suzuki can also respond appropriately.
- 4) Customer prospect data is always updated in order to produce the latest customer data.
- 5) In making the marketing action plan, the exhibition events that are followed are made as interesting as possible to reach as many consumers as possible.
- 6) Always improve existing promotional strategies and improve service quality by always prioritizing and serving consumers wholeheartedly to create loyal consumers.

## ACKNOWLEDGMENT

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