

Marketing Strategy and Product Quality to Improve Purchase Intention at Lastry Bakery Tuban

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ABSTRACT

This research aims to analyze marketing strategies and product quality as important factors to improve purchase intention at Bu Lastry Bakery Bakery, one of MSME's located in Kerek District, Tuban, East Java, Indonesia. This research uses qualitative research methods with the sample used being interviews with the owner of the Bu Lastry Bakery. The results of this research show that effective marketing strategies such as creative advertising and consistent product quality can significantly improve purchase intention. The conclusion of this research is to provide insight to the management of Bu Lastry Bakery to optimize marketing strategies, improve product quality and strengthen its position amidst intense competition. It is hoped that the results of this research can contribute to the development of more effective marketing strategies in the bakery industry and other business sectors.

INTRODUCTION

In doing business, we must use a strategy to develop our business. Not only large businesses, even small businesses such as MSMEs must use marketing strategies. According to Indra Wijaya, quoted in the journal of management science (2013), marketing strategy is a set of principles that are appropriate, consistent, and feasible for companies to implement in order to achieve the target market in the long term and long-term company goals (objectives), in certain competitive situations. According to Kotler and Armstrong (2012: 283), product quality is related to the product's ability to perform its functions, including overall product reliability, accuracy, ease of operation and repair, and other valuable characteristics. According to Kotler, et al. (2012), quality is the ability of a product to perform its functions, including reliability, durability, accuracy, ease of operation, product repair and other characteristics.

Business actors must continue to improve the quality of their products and services because improving the quality of their products can make consumers more satisfied with the products and services they buy and make repeat purchases. Product quality has a significant influence on consumer buying interest. This is supported by previous research conducted by Tsaniya, et.al. (2022) which shows that product quality and price have a significant influence on consumer buying interest in Kedai Kopi Nau, Seririt District. The bread industry is an important part of the consumption patterns of the Indonesian people and continues to grow along with economic development and lifestyle changes. With the increasingly fierce competition in the bread business, including Bu Lastry Bakery in Kerek District, Tuban must pay attention to marketing strategies and product quality in order to maintain and expand its market share.

Kerek Subdistrict, one of the bloods in Western Tuban, has its own uniqueness in terms of consumer preferences, purchasing habits, and the level of business competition. Therefore, it is important for Mrs. Lastry Bakery to understand the dynamics of the local market and adjust its strategy to the needs and preferences of its consumers. An effective marketing strategy requires consideration not only of creative advertising efforts, but also market segments, optimal distribution channels and orders related to consumer needs. In addition, product quality is a key factor in customer loyalty and building a strong brand reputation. Mrs. Lastry Bakery must ensure that its products are not only delicious, but also of high quality and meet applicable food safety standards.

By understanding this background, this study aims to determine the marketing strategy and product quality implemented by Bu Lastry Bakery in Kerek District and its effect on consumer purchase intention. In accordance with the above background, the main problems are formulated as follow how is the marketing strategy implemented by Lastry Bakery to improve purchase intention? And how is the quality of the products used by Lastry's Bakery to meet consumer expectations and improve purchase intention?

Based on the formulation of the problem above, the objectives to be achieved are to find out the marketing strategy implemented by Lastry Bakery in attracting consumer purchase intention and to find out the quality of products at Lastry's Bakery in order to meet consumer expectations and improve purchase intention.

LITERATURE REVIEW

Marketing Strategy

Marketing according to Assauri Sofjan (2011) in his book is a marketing strategy is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities that will be carried out to achieve the marketing objectives of a company. In other words, a marketing strategy is a series of goals and objectives, policies and rules that give direction to the company's marketing efforts from time to time, in each company's response in the face of an ever-changing competitive environment and circumstances. Marketing strategy is a statement that gives instructions on the direction of the objectives of various efforts that are important to achieve the desired goals (Mursid, 2014).

Marketing strategy is a plan designed to accelerate the resolution of marketing problems and make strategic decisions. Each part of management contributes to strategy development at different levels. Marketing has significant interaction with the external environment, but companies only have limited control over the environment. Therefore, the role of marketing is very important in designing development strategies (Abdulah Thamrin, 2019). One of marketing strategy is using e-commerce platform. According to Widyaningrum, S. (2023), e-commerce or electronic commerce is experiencing rapid growth and can provide greater and more efficient market access for businesses. Further training and assistance is needed for MSME business management, especially from areas that are currently weak in MSME management, such as regarding financial literacy, pricing strategies, and digital marketing applications (Widyaningrum, S., & Cahyadi, R. T. (2022). Usage of social media as one of marketing strategy also needed to pay attention. The research results from Nugroho, et al. (2024) show that social media marketing has a significant influence on purchasing decisions, meaning that the better the social media marketing strategy implemented, the higher the consumer purchasing decisions.

Product Quality

Product quality is a key factor influencing consumer buying interest in various industries. Amrullah and Agustin (2016), Quality is a product and service that goes through several stages of the process by taking into account the value of a product and service without the slightest shortage of the value of a product and service, and produces products and services according to the high expectations of customers. Kotler and Armstrong (2012: 282) the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes" which means the ability of a product to

demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and product repair as well as other product attributes.

Yesenia and Siregar (2014) say that there are 5 indicators to measure product quality of food and beverage products, namely:

1. Good product taste.
2. Product hygiene.
3. Appropriate portion.
4. Practical and attractive packaging
5. Good aroma

Purchase Intention

Consumer purchase intention is basically a driver of purchasing decisions for a product. Durianto et al. (2003: 109) states that purchase intention is related to consumer interest in buying a certain product and the number of product units needed within a certain period of time. Purchase intention is a statement of the consumer's mind that reflects the interest in buying a product of a particular brand. Marketers need knowledge about consumer buying interest in their products in order to explain consumer behavior in the future.

The lower the consumer's trust in a product, the lower the consumer's interest in buying the product. Interest is described as a situation where consumers have not taken any action and can be used as a basis for predicting their behavior. Interest is a behavior that occurs in response to an object and shows customer intention (Kotler & Kevin, 2016). Based on the above definition, we can say that purchase intention is a behavior that occurs among consumers and consists of their belief in the quality and price of the products offered to them by business actors. Business like MSMEs should design campaigns that bring the three together, harness the power of influencers to build awareness, hold engaging events to spark curiosity, and facilitate positive to strengthen purchasing intention (Altair, A., et al, 2024).

METHODOLOGY

Research Approach

This study uses a field research method (field research) which aims to find specifically and realistically what is happening in the field related to the analysis of marketing strategies and product quality to attract consumer purchase intention in Lastry Bakery. The author uses a qualitative approach, to get a deep and meaningful understanding. Therefore, this research was conducted directly in the field to collect valid data through observation and interviews.

Research Design

This research design is qualitative so that researchers rely on research instruments, which are systematically organized lists of questions. The preparation of this instrument must be based on validity and reliability, validity can be interpreted as the suitability between the indicator and the concept being measured. Researchers collect data or evidence not to prove the hypothesis that researchers have before carrying out research.

3.

Research Location

This research takes place at Lastry's Bakery which is located at Jl. Raya No. 201, Kerek sub-district, Tuban, East Java, Indonesia. The research site is used to obtain data, information, information and matters relating to the interests of the research as well as the research site. The reason for choosing this place is because the location is very strategic and close to the community environment. Researchers approached the owner directly.

Data Source

In this research, events are heard, felt, or done, described orally or in writing. This type of research is based on natural phenomena or what happens in the field, and emphasizes its characteristics. According to Strauss, A & Corbin (2003) there are several data collection techniques including:

a. Interview Method

Interview is a process of interaction or communication where information is collected between the researcher and the informant or subject through questions and answers. Basically, an interview is an activity that aims to obtain in-depth information about a topic raised in a study. At this stage the researcher directly interacts to conduct a question and answer interview with the owner of Lastry Bakery.

b. Observation Method

Observation is an activity that uses the five senses, in this case including hearing, sight, smell to obtain the information needed to solve research problems. The results of observations can be in the form of actions, objects, and events. Observation is done to get a true picture of an event or to answer research questions. At this stage the research was carried out directly by observing events at Lastry Bakery to obtain data from sources in the form of events.

RESEARCH RESULT

Lastry Bakery is a home-based MSME business that was established in Kerek District in 1999. Founded by a home-based entrepreneur named Mrs. Lastry, this bakery began its career by providing a wide variety of traditional breads and delicious cakes to the local community as a private business. As a private business, the quality of the products offered at Bu Lastry Bakery has always attracted public attention. Determined to provide quality products and excellent customer service, Lastry Bakery began to grow rapidly and gained a good reputation in the area. As time goes by, Mrs. Lastry continues to innovate its products and services, starting to expand its product range by adding more types of bread and cakes that suit customer tastes.

Lastry Bakery also pays attention to effective marketing strategies to increase consumers to buy dedication to Lastry Bakery in providing the best to customers making Lastry one of the main addresses for bread and cake lovers in the Kerek District area. There're 5 (five) employees which have responsibility on production, packing, and distribution. Which there's no employee to handle focus on marketing.

Here are some of the products that have just finished processing, all of these products are made with quality ingredients and go through a meticulous process to ensure the taste and quality of the product.



Figure.1 Chocolate Filled Buns



Figure.2 Klepon



Figure.3 Serabih Selong



Figure.4 Kenong Bread

Marketing Strategy Applied by Lastry Bakery

The marketing strategy implemented by the Lastry Bakery in Kerek District plays an important role in motivating consumers to make purchases. Marketing strategy is a strategy used by companies that produce goods or services on an ongoing basis to win continuous market competition. The preparation of a comprehensive business plan is based on a marketing strategy. Determination of marketing strategy is used to achieve marketing goals. Marketing strategy consists of making decisions about the marketing costs of the company and the marketing mix.

There are four marketing mixes that influence marketing strategy, namely price, product, promotion, location or store.

a. Product (product)

Lastry Bakery is very concerned about the product marketing strategy by providing various types of quality bread and tempting consumers. These products include traditional bread, fresh bread, old-fashioned pastries, and other bread variations that suit the tastes of the local market. Product innovations such as creating breads with unique flavors and textures can also attract new customers and retain existing customers.

b. Promotion

1. Use of Social Media

Lastry Bakery uses social media platforms such as Whatsapp and Facebook to promote its products to consumers. Lastry Bakery shares photos of her products to get noticed and let people know about ongoing promotions and discounts.

2. On-site Advertising

On-site Advertising allows Lastry Bakery to attract the attention of visitors. Stick attractive banners and posters to inform customers about the latest products or special offers to customers.

3. Partnerships with Local Businesses

Lastry Bakery establishes partnerships with local businesses such as cafes and eateries to increase its visitability. For example, Lastry Bakery provides bread as an additional product on the menu of cafes or eateries to conduct joint promotions with local businesses in the area.

4. Special Offers and Discounts

To encourage consumers to buy, Lastry Bakery offers discounts or special promos or buy one get one free promos for certain products. This is an attraction for consumers to buy products from Lastry Bakery.

5. Good Customer Service

Lastry Bakery provides a pleasant shopping experience to buyers by helping customers choose products that suit their needs, friendly to buyers, smiling at buyers and providing the best service.

c. Price (Price)

Lastry Bakery sets prices according to the production costs incurred and the profit margin. In addition, Lastry Bakery Bakery also considers market prices and seeks to compete with rival shops at affordable prices with a sense of quality comparable to other bakery products. As said by the owner of the Lastry Bakery bakery, the Lastry Bakery bakery does not provide too high a price for its products, if it provides a price that is too high, consumers will be discouraged from buying again, the affordable price makes the bread products from the Lasty Bakery Bakery more attractive to buy for consumers. For entrepreneurs, the pricing strategy used is not excessive, it only needs to be adjusted to the tastes and quality of the products offered so that the price set itself is not too high.

d. Location (Place)

The location of Lastry Bakery is very important for the success of their marketing strategy. Located in a very strategic area and is easily accessible to potential customers. Choosing a busy location close to the center of the crowd, schools, not too far from the traditional paar area and and right across the big road Lastry Bakery Bakery increases store exposure and makes it easier for customers to access it.

Product Quality

Lastry Bakery has increased the variety of products produced, so that initially producing donuts only now over time the products offered by Lastry Bakery already have many types, there are various breads that have a variety of flavors ranging from sweet and some are savory !

The following is a complete explanation of product quality at Lastry Bakery:

1. High quality raw materials
Lastry Bakery guarantees the use of high quality raw materials in bread production. High quality raw materials not only affect the taste and texture of the final bread, but also ensure that the bread produced is safe for consumption. The use of high-quality raw materials reflects the bakery's commitment to customer satisfaction and high quality standards.
2. Hygienic manufacturing process
In addition to raw materials, a hygienic manufacturing process is also an important factor to ensure product quality. Lastry Bakery ensures cleanliness and hygiene throughout the manufacturing process, from the storage of raw materials to the baking process using the oven. By maintaining strict hygiene control at every stage of production, Lastry Bakery provides high quality bread that can make consumers feel comfortable.
3. Product innovation
To remain able to compete in a highly competitive market, Lastry Bakery continues to innovate in the development of attractive new products. Product innovation includes developing new flavors, adding unique toppings and fillings, and even introducing special products for seasonal or specific events.
4. Quality consistency
One of the characteristics of Lastry Bakery is the consistency of product quality. All breads produced meet the same quality standards, both in terms of taste and appearance. This consistency builds trust and loyalty, knowing that consumers will receive the same quality products.

DISCUSSION

Marketing Strategies of Lastry Bakery using 4 (four) P dimensions, are Product by provides a wide range of quality bread and cakes, such as traditional bread, fresh bread, and classic pastries. Also innovates by introducing unique flavors and textures to attract new customers. Dimension promotion using social Media, Uses WhatsApp and Facebook to share product photos, promotions, and discounts, on-site advertising: Installs attractive banners and posters, local partnerships: Collaborates with local businesses, such as cafes, for joint promotions like special offers: provides discounts or “buy one, get one free” promotions, and good customer service: Ensures a pleasant shopping experience by assisting customers and providing friendly service. Then for dimension Price, by sets affordable prices based on production costs, profit margins, and market competition. This approach attracts customers without compromising quality. And for dimension place using strategically located near busy areas, schools, and traditional markets, ensuring easy access for customers.

Product Quality at Lastry Bakery guarantees some components as follows : high-quality ingredients: uses premium ingredients to ensure flavor, texture, and product safety; hygienic production process: maintains cleanliness from raw material storage to baking; product innovation: by developing new flavors, unique toppings, and special products for seasonal events, and quality consistency: Ensures consistent standards in taste and appearance, fostering customer trust and loyalty. Lastry Bakery demonstrates that combining product innovation, effective marketing strategies, and a commitment to quality can transform a local MSME into a successful and customer-preferred business.

CONCLUSIONS AND RECOMMENDATIONS

Based on the above research, it can be concluded that:

1. Through this research, it can be concluded that the marketing strategies implemented by Lastry Bakery, such as the use of social media, on-site promotions, and partnerships with local businesses play an important role in attracting consumer purchase intention. Active customer interactions and creative promotions increase product awareness and expand Lastry Bakery's market share.
2. Product quality is an important factor influencing consumer purchase intention. By ensuring the consistency of the quality of the bread served, Lastry Bakery maintains customer loyalty and gains the trust of new consumers. To increase customer purchase intention, it is important to innovate products and respond to customer input.

Based on the results of the discussion and conclusions obtained in this study, the following suggestions can be given:

1. Continue to increase interaction with customers through social media and on-site promotions to maintain and increase product awareness at Lastry's Bakery.
2. Maintain product quality consistency and continue to innovate to meet customer expectations.

ADVANCED RESEARCH

This research may only focus on Lastry Bakery at Tuban MSMEs in one particular location or region, it can be developed by involving MSMEs from various industrial sectors and different geographical locations to test future research. This will help in understanding the marketing strategies implemented by MSMEs in attracting consumer purchase intention and to know the quality of products produced by MSMEs in order to meet consumer expectations and increase consumer purchase intention.

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