

**ANALYSIS OF THE KEY SUCCESS FACTORS OF STRATEGIES IN
ELECTRONIC STORES: CASE STUDY OF CV RESTU PONSELIN
KOTANOPAN SUBDISTRICT**




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FAKULTAS BISNIS DAN EKONOMIKA

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YOGYAKARTA

2024

**ANALYSIS OF THE KEY SUCCESS FACTORS OF STRATEGIES IN ELECTRONIC
STORES: CASE STUDY OF CV RESTU PONSELIN KOTANOPAN SUBDISTRICT**

A THESIS

Presented as a Partial Fulfilment of The Requirements to Obtain The Bachelor Degree

in Accounting Department

By:

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LEGALIZATION SHEET

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A BACHELOR DEGREE THESIS

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Hereby I declare the originality of the thesis; I have not presented someone else's work to obtain my university degree, nor I have presented someone else's words, ideas or expressions without any of the acknowledgments. All quotations are cited and listed in the bibliography of the thesis. If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, July 3, 2024



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Dina Amelia Nasution

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ABSTRACT

CV Restu Ponsel is a business that operates in the field of selling electronic goods, especially cell phones and repair service. The company hires professional employees, offers warranties, and uses social media and event sponsorships to promote its products. However CV Restu Ponsel faces challenges in implementing its strategy, including limited stock of cellphones and accessories, employee competition, and inaccurate revenue calculations due to a lack of software. To overcome this problem, CV Restu Ponsel can create a daily stock list to ensure there are no shortages and restock items as needed. They can also develop robust accounting systems to support accurate revenue calculations. Apart from that, to overcome employee competition, CV Restu Ponsel can make work agreements with statutory regulations, especially in resolving disputes. These steps aim to improve the company's service and overall performance. This research uses interview techniques in collecting data. The research results stated that CV Restu Ponsel has several advantages compared to similar businesses, such as good service for consumers, providing professional employees, and reliable service and high quality maintenance.

Keywords: CV. Restu Ponsel, Marketing Strategy, Service

CV Restu Ponsel adalah sebuah bisnis yang bergerak di bidang penjualan barang elektronik, khususnya ponsel dan jasa servis. Perusahaan ini mempekerjakan karyawan yang profesional, menawarkan garansi, dan menggunakan media sosial dan sponsor acara untuk mempromosikan produknya. Namun CV Restu Ponsel menghadapi tantangan dalam menerapkan strateginya, termasuk keterbatasan stok ponsel dan aksesoris, persaingan karyawan, dan perhitungan pendapatan yang tidak akurat karena kurangnya perangkat lunak. Untuk mengatasi masalah ini, CV Restu Ponsel dapat membuat daftar stok harian untuk memastikan tidak ada kekurangan dan mengisi ulang barang sesuai kebutuhan. Mereka juga dapat mengembangkan sistem akuntansi yang kuat untuk mendukung perhitungan pendapatan yang akurat. Selain itu, untuk mengatasi persaingan karyawan, CV Restu Ponsel dapat membuat perjanjian kerja yang sesuai dengan peraturan perundang-undangan, terutama dalam menyelesaikan perselisihan. Langkah-langkah tersebut bertujuan untuk meningkatkan pelayanan dan kinerja perusahaan secara keseluruhan. Penelitian ini menggunakan teknik wawancara dalam mengumpulkan data. Hasil penelitian menyatakan bahwa CV Restu Ponsel memiliki beberapa keunggulan dibandingkan dengan usaha sejenis, seperti pelayanan yang baik bagi konsumen, menyediakan karyawan yang profesional, dan pelayanan yang handal serta jasa perbaikan yang berkualitas.

Kata kunci: CV. Restu Ponsel, Strategi Pemasaran, Pelayan

CHAPTER I

INTRODUCTION

1.1 Background

Electronic stores are a type of business that is growing rapidly in Indonesia. This is caused by the increasing need for electronic products. Electronic stores also offer various conveniences for consumers, such as complete product availability, competitive prices and good service. Not only focusing on product sales, electronics stores also offer superior after-sales service. Services such as repair warranties, and product improvement programs help building long-term relationships with customers. Additionally, the electronic store is also active in partnerships with leading brands and participates in various community events to strengthen relationships with customers and build trust in the brand.

In the current digital era, electronics stores face various new challenges in an effort to maintain and increase market share. Intense competition, changes in consumer behavior and advances in information technology are the main factors influencing the dynamics of the electronics store business. Therefore, electronics stores need to have the right strategy in order to survive and develop in the market. One strategy that can be implemented is a marketing strategy.

In general, marketing strategy is an effort to market a product or service using structured planning patterns and methods. The goal of a company is to be able to sell a product or service in large quantities. The function of a company's marketing strategy is very important because it can increase the company's economic value. In the business world, every person and company tries as hard as possible to increase sales of their products. One of the most influential factors in increasing sales volume is the right sales

strategy. A good marketing strategy can help e-stores increase sales, increase brand awareness, and increase customer loyalty. Marketing strategies in electronics stores have undergone significant transformation along with technological developments and changes in consumer behavior. One of the main strategies that continues to develop is digital marketing. With the existence of the internet and social media, e-stores have unlimited access to reach their audience.

CV Restu Ponsel is a business operating in the electronics sector. The products sold by Restu Ponsel are cellphones, earphones, power banks, chargers, protective cases, screen protectors, headphones and others. What differentiates CV Restu Ponsel with a similar business is buying and selling goods, all products on CV Restu Ponsel comes from a brand that already has good quality.

CV Restu Ponsel was founded in 2003 and continues to grow to this day. Even though many similar businesses have developed, CV Restu Ponsel is able to show that its presence is still active and developing until now. Starting from only selling low quality products, until now we only sell products with good quality and of course from the best brands.

Even though it has become a large and promising business, to achieve the company's goals CV Restu Ponsel still has obstacles that must be overcome. These obstacles come from within or are usually called internal obstacles and obstacles from outside or are usually called external obstacles. To face various existing obstacles and to achieve goals, companies can take steps which are usually called strategies. Each company will have its own strategy to deal with every problem it faces, including CV. Restu Ponsel.

Innovation and corporate distinctiveness are two key elements that not only differentiate one company from another, but also drive sustainability and growth in a competitive industry. CV Restu Ponsel, as one of the major players in the electronics sector, has demonstrated significant innovations and unique characteristics that attracted the researcher's attention.

One of the main reasons for researching CV Restu Ponsel is its innovative approach to electronics sales, product development, customer service or marketing. These innovations not only increase the company's competitiveness, but also positively impact the entire industry. CV Restu Ponsel has become a pioneer and is followed by many other companies in the area.

In addition to innovation, the characteristics of the CV Restu Ponsel, which always strives to provide everything its customers want, sells goods from well-known brands, and also provides professional employees, are also interesting factors to study. This characteristic not only reflects the company's identity, but also shows how the company has managed to maintain its uniqueness in the midst of changing market dynamics. This creates significant added value for customers and strengthens the company's position in the market.

Based on the background above, the researcher is interested in trying to analyze the strategy carried out by CV Restu Ponsel with the title **“ANALYSIS OF THE KEY SUCCESS FACTORS OF STRATEGIES IN ELECTRONIC STORES: CASE STUDY OF CV RESTU PONSELIN KOTANOPAN SUBDISTRICT”**.

1.2 Problem Formulation

Based on the background that has been described, the problems discussed in this study are:

1. How is the business strategy implemented by CV Restu Ponsel in running its business?

Based on the formulation of the problem above, the researcher will discuss how the strategy, mechanism carried out by CV Restu Ponsel in running its business so that it can still survive with similar conditions and business competition in the field of buying and selling electronic goods at this time.

2. How does the implementation of the business strategy affect the sales of CV. Restu Ponsel?

Related to the formulation of the previous problem which discusses the strategies used by the company, the formulation of this problem will further explain the strategy implementation mechanism carried out by CV. Restu Ponsel.

3. What are the obstacles and challenges faced by CV Restu Ponsel in carrying out its strategy?

Related to the formulation of the first and second problems. The formulation of the third problem will discuss the obstacles faced by CV Restu Ponsel in implementing and running its business strategy.

4. What improvements can be made by CV Restu Ponsel in developing its business strategy?

Regarding the formulation of the fourth problem, the researcher wants to provide suggestions for improvements that need to be considered by CV Restu Ponsel and

also discuss what things CV Restu Ponsel can do in dealing with problems that occur in the process of developing its business.

1.3 Focus of Research

In order for the results obtained to be in accordance with the objectives and answer the formulation of existing problems, the researchers determined the focus of the research as follows:

1. Place of research : Restu ponsel, Jl. Perintis Kemerdekaan No.94 Kec.
Kotanopan, Kabupaten Mandailing Natal, Sumatera Utara
2. Research time : October 2023
3. Research aspects : Analysis of the success strategy of Restu Ponsel as an electronic store.
4. Object of research : The object of research carried out in this research is to find out the business strategies carried out by the company in running its business.

1.4 Research Objectives

Based on the results of the background and problem formulation above, the purpose of this study is to find out more about the strategies in CV Restu Ponsel, the implementation of strategies carried out by CV Restu Ponsel in running its business, then the obstacles and challenges faced by CV Restu Ponsel in running its business and providing recommendations or suggestions for improvement in management strategies in CV Restu Ponsel, so that company performance runs better and can achieve the desired company goals.

1.5 Benefits of Research

The results of this study are expected to provide the following benefits:

1. For Researchers:

This research is useful as learning about supervision and knowledge about management control systems and management strategies by comparing the theory obtained in lectures with the actual situation not only that, this research is one of the requirements to take the thesis exam to get a degree in Accounting at the Islamic University of Indonesia.

2. For CV. Restu Ponsel:

The research results can be used as suggestions in the management control system and company management strategy as well as a reference in the development and implementation of the management control system in the future.

3. Other Parties:

The results of this study are to add insight into the management control system and management strategies and as reference material in conducting further research.

1.6 Research Systematics

The systematic writing in this research is as follows:

CHAPTER I INTRODUCTION

In this chapter, contains the background of the research. From this background, a problem formulation is made. Furthermore, it discusses the focus of research, research objectives, research benefits and research systematics.

CHAPTER II LITERATURE REVIEW

This chapter contains the theories used as a basis for research. The theory that answers the problems of previous research relevant to this research, the framework of this research and to assist researchers in conducting research in the field.

CHAPTER III RESEARCH METHODS

This chapter describes the activity plan used in this research. Some of the things explained in this chapter are about the type of research, research focus, research systematics, sources and types of data, respondent selection, research objects, data collection techniques, and data validity testing techniques.

CHAPTER IV DATA ANALYSIS

This chapter contains the results of the research analysis that has been carried out. The results of the research are organized based on the formulations that have been made before.

CHAPTER V CONCLUSION

This chapter contains research conclusions, research limitations and suggestions for further research.

CHAPTER II

LITERATURE REVIEW

2.1 Chapter Introduction

In this literature review chapter, it discusses the deepening of research material in conducting research which will raise research on management strategies in running a business in the electronics sector. This chapter discusses Commanditter Vennootschap (CV), Management Strategy, Customer Satisfaction, Service Quality, and the concept of companies in the electronics sector. This literature review chapter will later be used as a theoretical basis in research analysis to answer the formulation of existing research problems.

2.2 Definition of Commanditaire Vennootschap (CV)

Commanditaire Vennootschap (CV) is a form of business entity commonly used in Indonesia, which offers flexibility in ownership structure and responsibilities. CV is a form of partnership that consists of two types of partners, namely active partners (complementary) and passive partners (limited). Active Partners are partners that manage the business and are personally liable for its debts and obligations. They actively participate in the day-to-day operations and decision-making processes. Meanwhile, Passive Partners are partners who invest capital in the business but do not participate in its management. Their liability is limited to the amount of capital they have invested. They are not personally liable for the business's debts and obligations beyond their investment.

Commanditaire Vennootschap (CV) or what is usually called a Limited Partnership is explained in Article 19 of *Kitab Undang-undang Hukum Dagang* (KUHD). In this article it is stated that CV is a company that is formed by lending money, which is founded by one or several companies that are jointly and severally responsible and one or more companies

that act as money lenders. According to H.M.N Purwosutjipto in Raihanna (2021), a limited partnership is not the same as lending money. If you lend money, money or objects handed over to someone else can still be asked for back if the debtor goes bankrupt. Meanwhile, money or objects that have been handed over by limited partners to the partnership become the property of the partnership. If the partnership goes bankrupt, the income cannot be recovered.

2.3 Definition of Strategy

The strategy according to Michel E. Porter (2011), is to create adjustments in between the activities carried out by a company. In this case we can see that the success of a strategy depends on doing many things well, there is no specific strategy and there is no permanence. The term strategy is a large-scale plan that is more long-term oriented to interact with the competitive environment to achieve company goals (Pearce and Robinson, 2001). Strategy can be said to be a very important tool to achieve competitive advantage. So it can be concluded that strategy is an effort for the company so that the company runs in accordance with the company's goals and achieves competitive advantage for the company (Porter, 2011). Strategy is also a strategy as a process of designing plans that are aligned with the mission and goals of the organization. According to Fred R. David (2020), this plan must be realistic, achievable, and utilize available resources.

Kim and Mauborgne (2005) in Blue Ocean Strategy (BOS) wrote about the concept of value innovation and creating new market space. Value innovation essentially results from efforts made jointly between differentiation (increasing buyer value) and low cost strategy. Buyer value results from the product utility and price offered by the seller, and Firm value results from the price and cost structure, so value innovation will only be achieved if the entire system of utility, price, and cost activities of the company is properly

integrated. Differentiation also means creating a new market space that is different from the existing market.

According to Kim (2005), Blue Ocean Strategy (BOS) actually undermines traditional thinking about competitive strategy. Blue Ocean Strategy (BOS) calls for getting out of competition, moving away from low-cost competition, emphasizing the creation of new market spaces where there are no competitors, and focusing on fostering value innovation. Blue Ocean Strategy (BOS) does not compete head-to-head, but by: looking at alternative industries; looking at strategic groups in the industry; looking at the buyer chain; looking at complementary product offerings and complementary services; looking at emotional or functional appeal to buyers; and looking at trends over time.

In this case, strategy can be said to be a series of decisions and managerial actions that can determine the company's performance in the long term. Strategic management describes environmental observation, strategy formulation, strategy implementation and evaluation and control according to David Hunger and Thomas L. Wheelen (2018).

2.3.1 Phase Strategy

1. Formulation

- a. The first factor at this stage is explaining the analysis of the internal and external environment is determining the vision and mission, planning and strategic goals.
- b. Then formulate a strategy, in this case formulating future steps intended to build the vision and mission, which are strategic goals and designing strategies to achieve these goals in order to provide the best customer value.
- c. Planning targets and goals to be achieved by the company. So that the company can run and move in accordance with the vision and mission within the company

d. Therefore, a leader must begin to determine his vision of what he wants to become in the future in the chosen environment and what missions must be fulfilled or carried out now to achieve these goals.

2. Implementation

a. After formulating, the next stage is a crucial stage in the company, namely implementing the strategy.

b. Strategy implementation is a process in which strategy and policy through building structures, program development, budgets and implementation procedures. In this case, implementing the strategy itself is the most difficult stage in the strategy process considering that there are many factors that can influence implementation in the field and it is very possible that it will not be in accordance with original estimates. A successful strategy must be strongly supported by a capable leader, adequate resource allocation, appropriate policies, culture, situation and conditions for successful implementation of the strategy.

2.3.2 Factors That Support the Implementation of Company Strategy

1. Method

Method comes from the Greek word "*Greek*", namely "*Metha*" means through, and "*Hodos*" means way, path, tool or style. In other words, method means the path or method that must be taken to achieve a certain goal (Kothari, C.R. (2019).

Literally the term methodology comes from the Greek words "*metodos*" and "*logos*". Then the word "*metodos*" consists of two syllables, namely "*metha*" which means passing or through "*hodos*" which means way or way (Kothari, C.R. (2019).

Method means a path followed to achieve a goal. Meanwhile, "*logos*" means knowledge. So methodology is a method or science used to find the truth using searches with certain procedures to find the truth, depending on what reality is being studied.

2. Tactics and Techniques

In this case, the tactics and techniques in running a company are an explanation of the company's methods. Technique is the way someone uses to implement a method. Tactics and techniques in strategy are important elements that influence effectiveness and efficiency in facing learning or business goals. Both have differences in the context of education and business, but are useful for supporting decision making and preparing steps to achieve goals. Tactics are short-term steps that help achieve smaller goals, while strategy is a long-term action plan that leads to achievement. goals effectively and efficiently. Tactics are a person's style in carrying out individual learning methods, while strategy includes approaches, methods, techniques and learning models.

Tactics and techniques in strategy are very important to support decision making and the preparation of steps in achieving learning or business goals. Follows sound strategy and appropriate tactics to ensure that work is carried out efficiently and effectively, and meets established objectives.

3. Evaluation

After carrying out all the activities carried out within the company, whether in terms of implementing strategy, implementing techniques and implementing tactics, a very important step is needed to move the company in a better direction, namely evaluation. In this company evaluation, it is designed to

provide an assessment of the person being assessed and those providing the assessment is the leader of the company regarding the work that has been done.

The definition of evaluation itself is a process where activities and performance results are viewed and monitored so that they can be used to compare current performance with expected performance. In this case, if there is a deviation, it is necessary to identify the causes of the deviation, and after that corrective action is taken.

Evaluation itself can help leaders with implementation company and to reassess whether the assumptions regarding changes in the company's environment that have been made so far are still worth maintaining or not. When assessing the credibility of a leader, a leader is really tested to see any changes in the company environment so that the vision and mission created will remain in line with the reality on the ground.

2.4 Marketing

Marketing according to Tjiptono (2017) is a very essential business function, encompassing a series of activities aimed at identifying, creating and satisfying customer needs and wants. Marketing is not just about selling products or services, but also involves a deep understanding of market dynamics and consumer behavior. In an academic context, marketing can be defined as a complex managerial process that focuses on creating value for customers and building strong and sustainable relationships with them. Through various marketing strategies and tactics, companies strive to achieve competitive advantage by meeting customer expectations effectively and efficiently.

Companies carry out marketing in order to introduce the products they will offer to consumers. Within the company itself, there are quite a lot of different company styles or

marketing methods that differ from one another. Marketing itself also plays a very important role in the company. One thing that is identical in marketing is to find out how much customer satisfaction is in using the services or products offered by the company.

In the digital era, marketing also involves utilizing technology and online platforms to reach a wider and more segmented audience. Digital marketing includes the use of social media, search engine optimization (SEO), content marketing, and data analytics to understand and influence consumer behavior. Through digital marketing, companies can communicate directly with customers, receive real-time feedback, and adapt their marketing strategies according to changing consumer needs and preferences.

Customer satisfaction is critical to the competitive advantage and long-term success of electronics firms. Customer preferences and loyalty are critical factors in determining market success in an industry where innovation and rapid technological advancements are constant. Customer satisfaction increases the likelihood of repeat business, favourable word-of-mouth recommendations, and a positive reputation for the company. To meet and surpass client expectations, these businesses make significant investments in product quality, post-purchase servicing, and user experience. In an environment where competition is stiff, electronics firms must prioritise maintaining high levels of customer satisfaction as it may boost sales, lower return rates, and strengthen their position in the market.

Other experts also explain customer satisfaction as a person's feeling of happiness or disappointment that comes from comparison as a feeling of pleasure or disappointment that comes from comparing their impression of a product's performance with their expectations (Kotler, 2016).

Therefore, in terms of customer satisfaction, it is the final factor that determines whether or not a product or service is received by consumers. According to Philip Kotler (2016) in his book "Marketing Management" there are several factors that companies must pay attention to in determining the level of customer satisfaction:

a. Product quality

Customers will feel satisfied and happy with the results of their evaluations shows that the products they use are quality.

b. Service quality

Especially for the service industry. Customers will feel satisfied if they get good service or as expected.

c. Emotional

Customers will feel proud and gain confidence that other people will be amazed at the results if they use branded products certain ones tend to have higher levels of satisfaction. Satisfaction will be obtained not because of the quality of the product but social value or self-esteem.

d. Price

Products that have the same quality but set relatively cheaper prices will provide higher value to customers.

e. Cost

Customers who do not need to incur additional costs or do not need to waste time to get a product or service tend to be satisfied with that product or service.

Customer satisfaction and dissatisfaction with the quality of goods or services will influence their subsequent behavior. Customers who are satisfied will use the services

offered to them again, while customers who are less satisfied will be more satisfied choose another company.

2.5 Service Quality

Service quality is a multidimensional concept that is the main focus in research and management practice because of its significant influence on customer satisfaction, loyalty and business performance. According to experts, service quality can be defined as a customer's overall assessment of the excellence of the service they receive. This definition emphasizes the importance of customer perceptions of various aspects of the services offered by the organization. Several scholars have made important contributions to the understanding of service quality, with models and frameworks that are widely used in research and practice.

Parasuraman, Zeithaml, and Berry in A. Along (2020) are some of the most influential scholars in service quality studies. They developed the SERVQUAL model which identifies five main dimensions of service quality: reliability, responsiveness, assurance, empathy and tangibles.

- a. Reliability refers to a store's ability to provide promised electronic products accurately and consistently. This means products must be available as described, and services such as warranties or repairs must be reliable. Customers expect that the goods they purchase function well and comply with the specifications provided.
- b. Responsiveness reflects the readiness and willingness of store staff to help customers and provide fast service. This includes quick responses to customer inquiries both in physical stores and via online platforms, immediate complaint handling, and speed in the purchasing and delivery process.

- c. Assurance involves the knowledge and expertise of store staff and their ability to provide a sense of trust and confidence to customers. Staff who are competent and can provide technical information and appropriate product recommendations are very important in building customer trust.
- d. Empathy means that the store gives personal attention to customers and understands their needs and preferences. This can be realized through personalized services, such as special offers based on purchase history, as well as consulting services that help customers choose the products that best suit their needs.
- e. Physical evidence (Tangibles) refers to tangible aspects of the service, such as an attractive and accessible store layout, the physical condition of the product, and the professional appearance and attitude of the staff. Quality physical evidence can increase customer perceptions of the overall quality of the services provided.

2.6 Customer Satisfaction

Philip (2016) said that consumer satisfaction is a level a person's feelings after comparing perceived performance or results compared to expectations. Satisfaction is defined as a person's feeling of pleasure or disappointment from comparing the product's perceived performance in relation to his or her expectations. Kotler (2016) provides another opinion regarding satisfaction, which is the function and performance that is felt and expected.

As for several methods that can be used to measure and monitor customer satisfaction, Kotler put forward four methods for measuring customer satisfaction, namely:

a. Complaint and Suggestion System

Every customer-oriented company needs to provide the widest opportunity for customers to convey their suggestions, opinions and complaints. Media that can be used include suggestion boxes placed in places strategic, providing comment cards, providing telephone lines.

b. Customer Satisfaction Survey

By going through a survey, the company will get responses and direct feedback from customers as well as provides a positive sign that the company is paying attention towards its customers.

c. Ghost Shipping

This method employs several people to act as customers or potential buyers of company and competitor products. Then the ghost shopper conveys his findings regarding the strengths and weaknesses of the company's products from competitors.

d. Lost Customer Analysis

The company contacts its customers who have stopped buying or who have switched suppliers and hopes to obtain information on the cause of this.

2.7 Companies Operating in the Electronics Sector

An electronics store is a retail entity that sells various electronic products such as smartphones, laptops, smart home devices, televisions and other technology accessories. In the rapidly developing digital era, electronics stores face unique dynamics and challenges. Technological transformation, changes in consumer behavior, and intense competition are some of the factors that encourage e-stores to continue to innovate and adapt to remain relevant and competitive.

According to Pantano, Priporas, and Dennis (2018), electronics stores must focus on a holistic customer experience. They identified that a positive customer experience in e-stores depends not only on the products sold but also on customer service, store environment, and digital interactions. Electronic stores that succeed in creating an engaging and satisfying shopping experience tend to have higher customer retention rates.

Electronics stores are at the intersection of advanced technology and evolving consumer needs. By continuing to innovate, optimize services and adapt to market changes, electronics stores can continue to develop and meet customer expectations in an increasingly complex digital era.

2.8 Previous Research

In this section the researcher will also discuss a little related to previous research that has also been done before and to compare the research model that the researcher did. Some reviews of previous research that are still related to the researcher research topic.

Research conducted by Alva Ibrahim (2021) with the title *Analisis Strategi Pemasaran CV. Dio Dea Telecell*. The marketing strategy carried out by CV. Dio Dea Telecell is to apply segmentation, target market and the right market position. And for the products sold by CV. Dio Dea Telecell, the products are quality, original, good and clean. The price of the products at CV. Dio Dea Telecell is affordable for all levels of society. The transaction process is carried out properly and honestly and the employees provide good and friendly service to every consumer. Promotions carried out by CV. Dio Dea Telecell use currently developing information, both brochures and existing social media and the location of the store is very strategic because it is in the middle of Manado city and is located in the largest retail store, namely the IT Center. The physical condition of the

store is clean, neat and provides air conditioning facilities, music playback, and easily accessible goods so that consumers are comfortable when shopping.

Pungky Ari Wibowo (2022) in his research entitled *Analisis Strategi Promosi Dalam Meningkatkan Penjualan (Studi Pada CV. Twincom Kota Banjarbaru)*. Stated that the promotional strategy implemented by CV. Twincom implements sales promotion in Banjarbaru City through advertising, sales promotion, personal selling, direct selling and Public Relations and Publicity. The strategy implemented so far by CV. Twincom has been declared good, but there needs assessments and corrections to be made, as well as some strategies that highlight how product-based can be made to increase sales, such as holding bazaars to increase sales, and conducting tacit communication through the use of small-scale questionnaires given to customers to help them understand the ongoing promotions carried out at CV. Twincom.

Rika Amalia Putri (2022) in her research entitled *Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Handphone Pada Toko Dunia Cell di Kota Surabaya*, stated that the Cell World Shop inflates its winning strategy by providing high-quality products, increasing customer satisfaction, and accelerating the flow of existing products. Toko Dunia Cell has the potential to increase available opportunities by leveraging the economy that is gradually becoming more stable. Many people are looking for a phone because they need it to make a reservation or move to a new location, and many ordinary users, including older people, are interested in getting one. Toko Dunia Cell has the potential to reduce existing conflicts by strategically placing stores in WTC Surabaya, enhancing employee knowledge of technology, and responding efficiently to employee inquiries. Toko Dunia Cell must prepare a better strategy to minimize the threat that exists in making operational costs and better sort out the stock of unsold and unsold goods.

Siska Khairina (2023) in her research entitled *Analisis Penjualan Handphone Pada Masa Pandemi di Kota Banda Aceh*, stated that cellphone sales during the pandemic in the city of Banda Aceh experienced a decline. This happens because the community's economy in all sectors is also disrupted, causing people to put aside their desire to buy new products. This is different from the researchers assumption that cellphone/smartphone sales in the city of Banda Aceh will increase, but in fact this is not the case.

Melan Susanty Purnamasari and Guruh Parhan Mayyusuf (2021) in their research entitled *Analisis Strategi Pemasaran Untuk Meningkatkan Penjualan Laptop Asus Pada CV. Warna Komputer di Bandar Lampung*, stated that CV. Warna Komputer needs to improve its marketing strategy by utilizing social media and other online platforms. The use of social media will be influenced by technological advances and globalization. CV. Warna Komputer emphasizes the importance of staying up to date and avoiding technology gaps. This can also have an impact on consumer purchasing behavior towards advertised products.

Based on previous research, it has been discussed about service information systems, utilization of social media, strategic location of stores, transaction processes and service quality and service influences. In this case the researcher conducts a different study from the previous study in which the researcher discusses the analysis of the strategies applied by CV Restu Ponsel in developing a business in the electronics sector. In this study, researcher took CV Restu Ponsel because CV Restu Ponsel itself is an electronic coal trading company that has been established since 2003, what is interesting in this study is that the company is still able to develop its company, starting from 2003 until now the company already has many suppliers of goods with good quality. CV Restu Ponsel itself also has suppliers from well-known brands in Indonesia, CV Restu Ponsel is highly trusted

by the community and agencies in terms of quality and service provided to customers. So that in this study the researchers discussed the company's objectives, the strategies used by the company, the implementation of strategies, the obstacles experienced by CV Restu Ponsel in implementing strategies and the shortcomings faced by CV Restu Ponsel itself in carrying out its business operations.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Chapter Introduction

In this chapter the researcher discusses the research methods that will be used in conducting research, the researcher explains the methodology related to data and the methodology related to analysis. namely regarding the type of research, research focus, as well as research objects and subjects, data sources used, types of data, data collection techniques, data analysis techniques, and data validity testing. All facts obtained in the field will be applied based on the methodology that the researcher summarizes so that it can help the researcher to answer the problem formulation that has been created.

3.2 Type of Research

In this thesis, researcher used qualitative research method, where the data used in this study were conducted by means of in-depth interviews and collecting documentary evidence. Qualitative research focuses more on analyzing the inductive thinking process related to the relationship between events that are being observed, and always uses scientific logic thinking. In qualitative research, it does not mean the research is conducted without the support of quantitative data but rather emphasizes the depth of formal thinking of researchers in answering the problems at hand (Gunawan, 2018).

According to Creswell & Creswell (2018), qualitative research is an interpretative methodology that aims to comprehend the significance of experiences and events from the viewpoint of the participants. They stress the value of inductive analysis, in which patterns and themes are revealed by the material itself rather than being forced onto it.

Based on the explanation above, the researcher used qualitative research in this study. In qualitative research, the researcher is the main instrument who understands all aspects of this research. In research topics, it is a process that involves several parties, so it requires depth in the process of searching for data, developing facts in the field, then processing them so that the research objectives and results can be achieved with the hope that these results can be used as input for a CV Restu Ponsel.

In the data analysis process, the researcher uses scientific logic even though the researcher will use some existing data as supporting data. Thus, the researcher considers that this research is more appropriate if it uses qualitative research methods.

3.3 Research Focus

The focus of this research is compiled with the aim of limiting the research conducted in accordance with the objectives and formulation of research problems that have been determined. The focus of this research includes:

1. Business strategy at CV Restu Ponsel
2. How CV Restu Ponsel implements the strategy.
3. Disadvantages and obstacles faced in implementing the strategy.
2. Improvements that can be made by CV Restu Ponsel to deal with the obstacles experienced.

3.4 Data Sources and Data Collection

Qualitative research does not use a population because qualitative research is based on certain cases in certain social situations and the results of the study will not be applied to the population. Interviews are the form of data collection most often carried out in case studies (Hancock and Algozzine, 2006). In this research, researchers conducted interviews

with owners and employees at CV Restu Ponsel, they are Ms. C and Ms. B. The principles used in qualitative research are using observations, interviews, personal documents, photos, recordings, drawings and informal conversations (Emzir, 2010).

In this research, the data sources used by researcher include primary and secondary data sources.

3.4.1 Primary Data Sources

Primary data sources are obtained directly through parties related to the existing problem formulation. In this research, the primary data source was obtained by researchers from interviews with sources who could provide the required data.

According to Creswell (2018) define primary data as data collected directly by researchers from original sources to answer certain research questions. They emphasize the importance of using various data collection techniques such as interviews, observations, and surveys to obtain accurate and relevant information. One of the primary data sources used in qualitative research is interviews with informants to obtain information. "Interviews are guided question-answer conversations, or an inter-change of views between two people conversing about a theme of mutual interest" (Kvale and Brinkmann, 2015). Interviews are verbal question-and-answer activities to obtain information from original sources or first parties, such as individuals or groups who are the object of research. Researchers conducted interviews with several sources from CV. Restu Ponsel.

3.4.2 Secondary Data Source

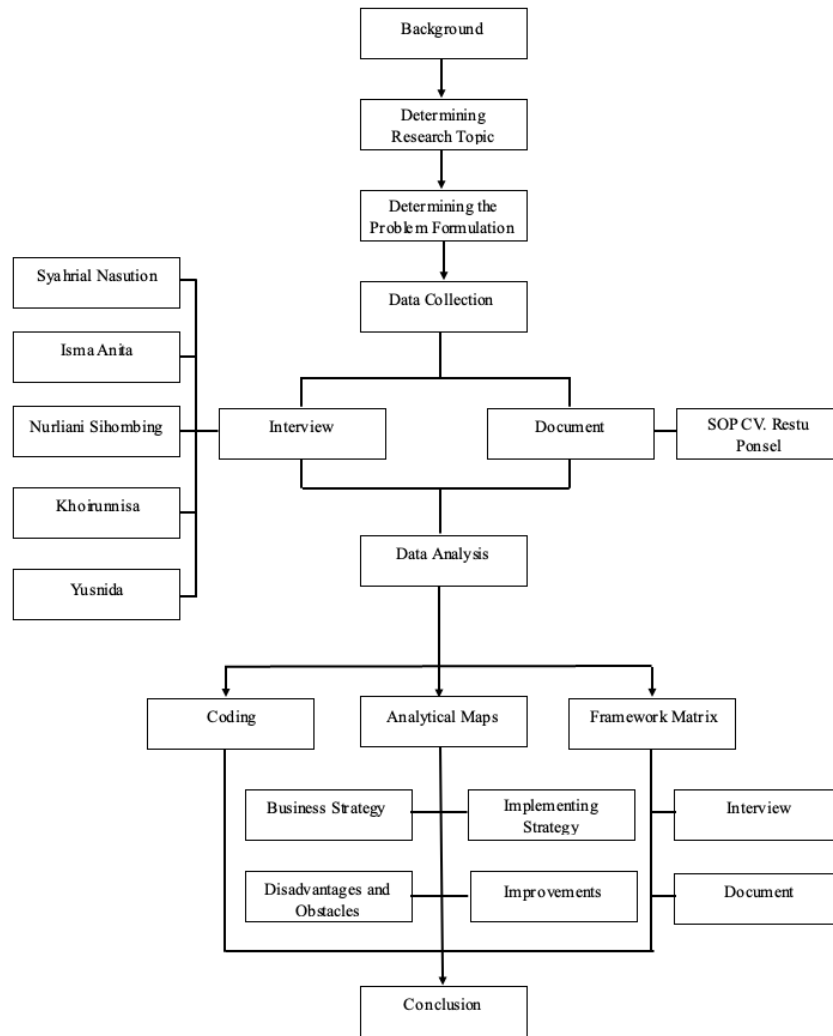
Secondary data sources are used as supporting data from primary data sources. The secondary data source used in this research is the CV Restu Ponsel Standard Operational Procedures document.

3.5 Systematics

Systematics in this research are the steps taken by researchers to obtain conclusions.

The following is the systematics of the research carried out:

Figure 3. 1 Systematic Resource



Sources: Created by the researcher

3.6 Selection of Respondents

In this thesis, researcher determined the sample using the purposive sampling method. According to Moleong (2019) in qualitative research there is no random sample but a purposive sample. In this research, the number of respondents interviewed by the

researcher was 5 people and had knowledge and understanding of strategy CV Restu Ponsel as a business in the electronics sector. Here are the five source person :

1. Mr. A as owner of CV Restu Ponsel is responsible for all operations at CV. Restu Ponsel.
2. Mrs. A as owner of CV Restu Ponsel is responsible for all business operations and managing the sales process at CV Restu Ponsel.
3. Ms. B as an employee at CV Restu Ponsel and the promoter of the Vivo brand.
4. Ms. C as an employee at CV Restu Ponsel and the promoter of the Oppo brand.
5. Ms. D as employee at CV Restu Ponsel and the promoter of the Realme brand, and as Accounting who is responsible for funds at CV Restu Ponsel.

Table 3. 1 Resource Profile

No	Interview respondents	Gender	Position	Educational Background
1	Mr. A	Male	Owner	High School
2	Mrs. A	Female	Owner	High School
3	Ms. B	Female	Promotor Vivo	Bachelor Degree
4	Ms. C	Female	Promotor Oppo	Associate Degree
5	Ms. D	Female	Promotor Realme and Accountant	High School

Souces : CV Restu Ponsel

3.6.1 Data Analysis

The data that has been collected from the interviews is then continued to be analyzed to answer the problem formulation. In conducting this research, the researcher acts as the main research instrument. The data that has been collected is then processed

using NVivo software. For researchers, NVivo helps analyze qualitative data such as images, diagrams, audio, web pages, and other document sources (Bazeley and Jackson, 2013). NVivo is used by qualitative researchers because its work system can make it easier to transcribe interviews or import interview text, interview recordings and arrangements via pdf so that it can form patterns of relationships from all these qualitative data sources, but in terms of discussion and conclusion making, everything returns to the researcher's ability.

3.6.1.1 Coding

Coding is a fundamental task in most qualitative projects that involves collecting all the material on a particular theme or case into nodes for further exploitation (QSR, 2022) Coding in NVivo is stored in nodes. In information systems, the term 'node' is used to denote a terminal or connection point in a branching network. Likewise, in NVivo's fully developed coding system, nodes become points where concepts can potentially branch into a network of sub concepts or dimensions (Patricia and Kristi, 2013).

3.6.1.2 Analytical Maps

Maps are visualization tools that have an important role in qualitative research in exploiting ideas or to present connections in data (QSR, 2023). The results obtained from the coding stage are in the form of analytical maps that provide an overview of the problem formulation that has been compiled. Analytical maps are very useful for providing ease of understanding in the discussion stage. In the maps, nodes and relationships between nodes will appear.

Researchers also made three analytical maps related to the business strategy and implementation carried out by CV Restu Ponsel, obstacles and challenges faced by CV Restu Ponsel in implementing the strategy, and suggestions for improvements that can be

made in dealing with the obstacles experienced. The first map raised by the researcher is the business strategy and implementation carried out by CV Restu Ponsel, the second is the obstacles and challenges faced by CV Restu Ponsel in implementing the strategy, the third map is about suggestions for improvement.

3.6.1.3 Framework Matrix

Frameworks Matrix is a framework that is useful in helping to provide a summary of the source material that is useful for explaining how to work with the sources used (QSR, 2023). Framework Matrix is one of the results of the coding process. In this case, there are two framework matrices, namely interviews and documents. The framework matrix also contains a table that shows the results of the coding process of all internal sources used as references and grouped according to the results of interviews or documents.

3.7 Data Collection Technique

The data collection technique carried out by researcher are two data collection techniques, namely interviews with sources and documents related to the formulation of existing problems. Interviews can be defined as language interactions that take place between two people in a face-to-face situation, one of whom, namely the interviewer, asks for information or expressions to the interviewee that revolve around his opinions and beliefs (Emzir, 2010). The data collection techniques carried out by researchers are as follows:

1. To fulfill data regarding the strategy of CV Restu Ponsel as a business in the electronic field, researchers conducted interviews with resource persons from CV Restu Ponsel.
2. To support the results of interviews as a primary data source, researchers also use standard operating procedure documents CV. Restu Ponsel.

3.8 Data Validity Testing Techniques

Researcher subjectivity is the dominant thing in conducting qualitative research. In terms of the most important data collection techniques in qualitative research are interviews and observations which are considered to have many weaknesses when used openly and without control. To overcome this, it is necessary to check the validity of the data (Djaelani et al, 2013). To explain the validity of the data, several inspection techniques are needed based on four criteria, namely: (1) credibility, (2) transferability, (3) dependability, (4) certainty (Moleong, 2019).

1. Credibility

Credibility is an element that allows others to recognize the experiences contained in the research through interpreting the researcher's experiences, checking the representativeness of the data as a whole, member checking that re-involves the researcher to ensure that the researcher's interpretation is an accurate representation of the research experience.

In this study, researchers conducted interviews with trusted sources, namely people who work daily and are involved with the CV Restu Ponsel business directly.

2. Transferability

Transferability is the ability to transfer research results from one group to another or descriptions used to provide detailed contextual information to readers.

This research provides detailed information with an analysis map. The Analysis Map describes in detail the formulation of the problems and obstacles that exist in the research and describes the systematics of the research until reaching conclusions.

3. Dependability

Dependability relates to the consistency and stability of the research process over time. Dependability can be achieved when researchers have colleagues who participate in the analysis process. In this research, the dependability test was carried out by the supervisor by auditing every process in the research while the research was being carried out.

4. Certainty

The test of certainty is a critical attitude towards oneself on the part of the research into how one's own prejudices can influence research. Researchers are subjective parties, therefore researcher need partners in research so that the research is objective.

Researcher conducts interviews not only with one person. This is because researchers avoid subjective answers. Researchers also involve supervisors as parties who have knowledge and experience to carry out evaluations during the research process so that the results of this research can be accepted.

Researcher also carried out other validity tests to strengthen the validity of the data by triangulation. According to Moleong (2019), triangulation is a data validity testing technique that utilizes information outside the data and is used as a comparison against the data. This technique is very helpful in obtaining valid information because the data collection process cannot be done in a group but strengthens the information obtained. In this research, researcher used triangulation techniques. The triangulation used by researcher is triangulation of sources and techniques. The technique is explained as follows:

1. Source Triangulation

Source triangulation is a way to test the credibility of data obtained from various sources. To find out how the strategy of CV Restu Ponselas a business in the electronics sector, researcher conducted interviews with several sources within the research subject.

2. Engineering Triangulation

Technical Triangulation is a way of testing the credibility of the data used by checking the data against the same source but with different techniques. The researcher conducted several interviews and some with the same questions.

Researcher also used NVivo software to test the validity of the data. The NVivo software itself really helps researchers in finding and explaining sources and the results obtained by coding with nodes. Using the matrix framework can make it easier for researchers to provide evidence of validity because what researcher wrote is already in the matrix framework. The results provided from this matrix framework are in the form of a table, the rows in the table are the case nodes and the columns in the table are the themes of the nodes. Researcher created a matrix framework containing interview data sources and informants. The rows in the table contain sources, while the columns in the table contain nodes resulting from coding. Attachment table of the matrix framework created by the researcher is interviews and documents.

CHAPTER IV

ANALYSIS AND DISCUSSION

4.1 Chapter Introduction

In this chapter, the researcher presents and describes the results of the research conducted by means of interviews and observations conducted by CV Restu Ponsel. This chapter will also describe the answers to the previously determined problem formulations. This chapter will answer about the history of the establishment of CV Restu Ponsel, business strategies run by CV Restu Ponsel, Implementation of CV Restu Ponsel strategy, obstacles experienced by CV Restu Ponsel in running its business, as well as suggestions for improvements that can be made by CV Restu Ponsel for the future.

4.2 Profil of CV.Restu Ponsel

CV Restu Ponsel is an individual company engaged in the electronics sector founded and owned by Mr. A and Mrs. A, which was established in the 1980s in Kotanopan subdistrict, North Sumatra. At first the name CV Restu Ponsel was Usaha Restu when it was still selling CD and DVD cassettes. In 2003, due to the times, the company changed its name to CV. Restu Ponsel. However, due to the times and technology, CV Restu Ponsel changed its strategy to sell electronic products.

With various experiences carried out by CV Restu Ponsel to date, it has proven that CV Restu Ponsel has been able to compete in the market, especially during the Covid-19 period. At that time CV Restu Ponsel was not only engaged in electronics but also helped provide medical equipment such as PPE clothing, masks, face shields, and thermometers. When covid-19 entered Indonesia, at that time CV Restu Ponsel also tried to survive by always providing the equipment needed by its buyers. Therefore, CV Restu Ponsel became

a supplier of medical equipment for schools in the Kotanopan area and also for villages that need medical equipment (Mrs. A, 2023).

The interesting thing about CV Restu Ponsel is that it always tries to provide the things needed by its consumers. CV Restu Ponsel never differentiates the services and prices provided to schools or villages. Everything is given the same service and full of responsibility. As time goes by until now, the amount of enthusiasm and public trust in CV Restu Ponsel has made many school principals and village officials recommend CV Restu Ponsel as a provider of equipment needed by consumers, both in the fields of electronics and health. Because of good service and the principle of always providing goods needed by consumers, CV Restu Ponsel does not lose consumers and can still compete in its market.

The changing of time and the rapid competition in the field of products and services today requires CV Restu Ponsel to always make innovations and added value in order to win healthy competition in the electronics business. CV Restu Ponsel also collaborates with large companies such as Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi and others.

Until now CV Restu Ponsel has the following business forms :

Legal Entity (Legality) : CV. Restu Ponsel

SIUP : 503/016/SIUP/KPPT/2015

Business Identification Number : 1205220039473

Figure 4. 1 Logo CV. Restu Ponsel



Sources: CV Restu Ponsel

4.2.1 CV Restu Ponsel Organizational Structure

Figure 4. 2 Organizational Structure



Sources: CV. Restu Ponsel

4.2.2 Vision and Mission of the Company

a. Vision of CV. Restu Ponsel

To be a successful company that can provide high quality products and services at affordable prices for everyone.

Objectives :

1. Maintain the quality of goods and customer satisfaction
2. Generating a blessed profit

In running the business :

1. Honest in doing work and trustworthy
2. Improve the quality of employees

b. Mission of CV. Restu Ponsel

To be a trusted partner for customers, employees and stakeholders by providing high quality, innovative and affordable products and services.

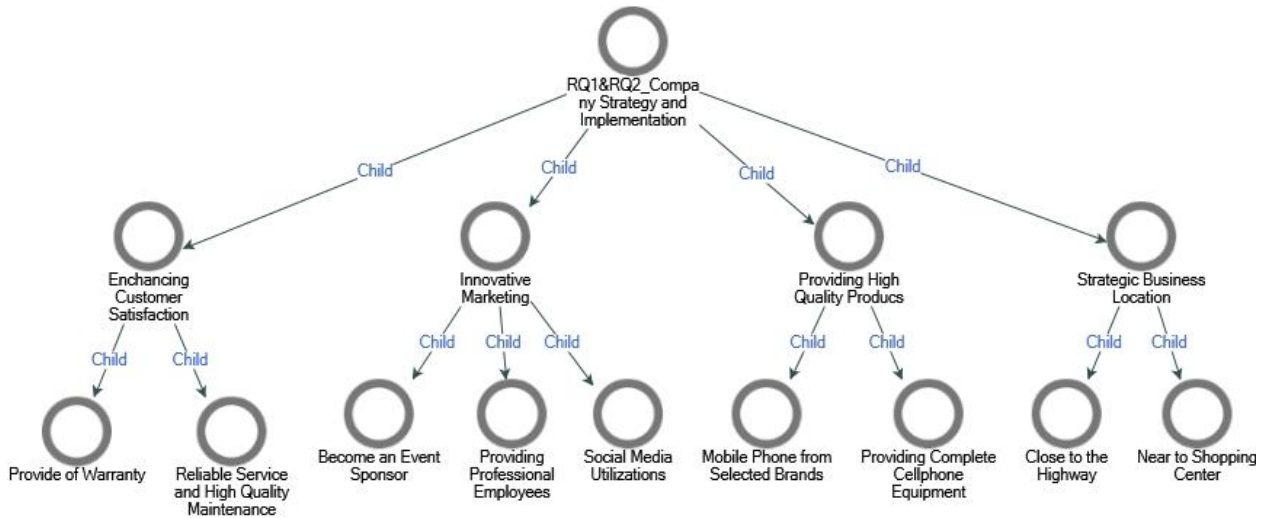
Objectives :

1. Building strong relationships with customers and stakeholders to understand their needs.
2. Creating a positive and productive work environment for employees.
3. Developing efficient and effective business processes.

4.3 Company Strategy and Implementation

CV Restu Ponsel has long-term company goals and the level of strategy to achieve these goals uses a business unit strategy.

Figure 4. 3 Analytical Map Company Strategy CV Restu Ponsel and Implementation



Sources: NVivo Data Analysis

4.3.1 Objectives of CV. Restu Ponsel

CV Restu Ponsel in running its business has company goals for the long term so that through these goals the company can move in accordance with the direction, CV Restu Ponsel also has the targets in running its business. The long-term goals that CV Restu Ponsel wants to implement are developing new products and services, expanding the distribution network, and improving the company's reputation. According to the owner of CV. Restu Ponsel, the long-term goals that he wants to implement are very influential for the company's name in the future. By improving the company's reputation, CV Restu Ponsel can easily reach business agreements with various other competitors.

4.3.2 Enhancing Customer Satisfaction

Improving customer satisfaction is a major key to business success. Satisfied customers tend to be more loyal, buy more products or services, and recommend your business to others. Therefore, it is important for businesses to focus on improving customer satisfaction.

4.3.2.1 Provide of Warranty

Mr. A (2023) said that to ensure the quality of products provided to consumers, CV Restu Ponsel provides a reject warranty for every product it sells. When he product received by consumers cannot function properly, CV Restu Ponsel is willing to replace the item during the warranty period, so that consumers do not feel disappointed and continue to purchase electronic goods at CV. Restu Ponsel.

To minimize the existence of damaged electronic goods, CV Restu Ponsel always provides good quality and of course provides goods from the best brands, and invites customers to try these goods at CV. Restu Ponsel.

4.3.2.2 Reliable Service and High-Quality Maintenance

Business in the field of electronics is a business engaged in service products. The types of products introduced by CV Restu Ponsel to the public are electronic goods such as cellphones, flash drives, and cellphone needs. While in terms of service, CV Restu Ponsel provides problematic cellphone services, such us screen off, and cannot turn on. In providing this service CV Restu Ponsel directly cooperates with the company that produces the goods. With the cooperation of repairs with production companies, the quality provided is reliable. The spare parts used are also ensured to be original, although this makes the repair price a little more expensive.

In accordance with CV Restu Ponsel vision and mission, which is to become a successful company that can provide high quality products and services at affordable prices for everyone. Then CV Restu Ponsel itself began to develop its business both products and services to become bigger, namely by improving the quality of goods which previously only sold cheap and poor quality products. Now CV Restu Ponsel only sells goods with good quality and of course those that already have a brand name with good quality. In terms

of service, CV Restu Ponsel provides cellphone repair recommendations directly to the product brand concerned. Previously, CV Restu Ponsel only provided poor quality services, fake spare parts and of course low prices (Mrs. A, 2023).

In guaranteeing the quality of products provided by CV Restu Ponsel to consumers, the company itself really needs a supplier company that provides good quality products for the company's operational needs in running its business and provides product guarantees on every product purchased. In terms of providing product quality assurance for products purchased, CV Restu Ponsel provides guarantees to consumers for goods purchased for 3 days to a week. The warranty provided by CV Restu Ponsel includes a warranty for electronic goods such as earphones, power banks, and chargers. To minimize frequent complaints of problems after purchase such as goods not functioning properly, CV Restu Ponsel improves its strategy by only selling the best quality products. But it does not rule out the possibility if there are still products that have problems, CV Restu Ponsel still accepts the exchange of damaged goods during the warranty period and will be replaced with new goods (Mr. A, 2023).

4.3.3 Innovative Marketing

Innovative marketing is a strategic approach to marketing that utilizes creativity and the latest technology to create added value for consumers and differentiate products or services in a competitive market. In this context, innovation is not only limited to product development, but also includes communication methods, distribution channels, and interactions with customers. The use of digital technologies, such as social media, and artificial intelligence, allows companies to better understand customer needs and preferences and respond to them more quickly and targeted. In addition, innovation in marketing also often involves creating unique customer experiences and deep

personalization, which can increase customer loyalty and satisfaction. Thus, innovative marketing plays an important role in creating competitive advantage and supporting sustainable business growth in today's digital era.

4.3.3.1 Become an Event Sponsor

Apart from utilizing social media for promotion, CV Restu Ponsel also accepts cooperation in the form of sponsorship. CV Restu Ponsel opens opportunities for anyone who wants to collaborate with CV. Restu Ponsel, the form of cooperation can vary depending on the agreed agreement. Cooperation is usually carried out when there is a big event, and then CV Restu Ponsel becomes a sponsor for these events then in return, the event organizer will promote CV. Restu Ponsel. If CV Restu Ponsel becomes a sponsor for the foot ball team in return the team will put the name CV Restu Ponsel on the jersey used (Mrs. A, 2023).

To be able to work with CV Restu Ponsel, the event organizer can come and provide an activity proposal to CV Restu Ponsel directly. Furthermore, if the activity proposal is approved, the event organizer will be contacted by CV Restu Ponsel to discuss the collaboration that will be carried out (Mr. A, 2023).

Forms of cooperation can vary according to the agreement, usually cooperation in becoming an event sponsor at the event to be held, in return, CV Restu Ponsel will be promoted at the event that will later be held. One form of cooperation carried out by CV Restu Ponsel is in collaboration with the football team, the form of cooperation is in the form of CV Restu Ponsel providing sponsorship funds to support events organized by the football team, in return the football team makes screen printing the name CV Restu Ponsel on the team jersey (Mr. A, 2023).

4.3.3.2 Provide Professional Employee

Providing professional employee services is an important investment for businesses. Employees who feel valued, supported and empowered are more likely to be high-performing, loyal to the company and help achieve business goals.

Employees who work at CV Restu Ponsel are employees who are experienced in the world of work and have received training from related companies. The employees working with CV Restu Ponsel are from many companies, they are Oppo, Vivo, and Samsung. Because of this, owner of CV Restu Ponsel is not too worried about the professionalism and work of its employees. Employees who work at CV Restu Ponsel will work in accordance with the Standard Operating Procedures (SOP) implemented by the relevant company, but at CV Restu Ponsel employees must follow the Standard Operating Procedures (SOP) enforced by CV. Restu Ponsel, this is because they do not only work for a brand but also for a CV. Restu (Mrs. A, 2023)

Professional work is demonstrated by not discriminating in terms of service to customers who come to CV. Restu Ponsel. Promoters provide accurate information regarding the products needed and give potential consumers confidence in the quality of the products offered (Ms. B et al., 2023).

4.3.3.3 Social Media Utilization

CV Restu Ponsel utilizes the ads feature on Facebook and Instagram, and also through WA status. The ads feature is a feature provided by Instagram and Facebook for business accounts used for promotion, where this feature can reach a larger and targeted advertising audience so that it is hoped that potential customers who see advertisements will increase making consumers who make purchases of electronic goods at CV Restu Ponsel can also increase. CV. Restu Ponsel does not only rely on the company's social

media accounts, but also relies on the owner's social media accounts (Mrs. A) and also employees who work at CV Restu Ponsel (Mrs. A, 2023).

The way this advertising feature works is by reaching social media users who have an interest in electronic goods throughout Indonesia including in the Mandailing Natal area. The use of Instagram advertising can bring advertisements about CV Restu Ponsel to targets that have been determined by location, demographics, interests, behavior, special audiences, similar audiences, and automatic targeting. Ads can be photos on feed or on Instagram stories (Instagram, 2023).

Location reach is the reach of Instagram users who are located in a certain location that can be selected by CV. Restu Ponsel. Instagram's Ads feature targets users based on demographic, interest, behavioural, custom audience, similar audience, and automatic targeting. Demographic reach targets users based on age, gender, language, applications, and follower activity. Interest reach targets users based on interests, behavioural reach focuses on repeated activities, custom audience reach targets customers based on email and phone numbers, and automatic targeting is the outreach of audiences who may be interested in businesses quickly using signals, including location, demographics, and interests (Instagram, 2023) (Instagram, 2023). Then social media users who have an interest in electronic goods that are the target of CV Restu Ponsel advertising can directly connect and see the profile of CV. Restu Ponsel.

4.3.4 Providing High Quality Products

Providing high quality products in an electronics store is crucial for establishing a reputable and successful business in a highly competitive market. High quality in electronics encompasses reliability, performance, durability, and adherence to the latest technological standards. For an electronics store, ensuring high quality products begins

with sourcing from reputable manufacturers known for their commitment to excellence and innovation. This involves rigorous vetting processes and establishing strong relationships with suppliers who prioritize quality assurance in their production processes.

In addition to sourcing, an electronics store must implement stringent quality control measures. This includes thorough testing of products before they reach the shelves, ensuring they meet all safety standards and function as advertised. Offering products that have passed industry certifications and compliance checks further assures customers of their quality and safety. Regularly updating the inventory with the latest models and technology advancements ensures that customers have access to the most current and reliable products.

Moreover, maintaining transparency in product information, including specifications, user reviews, and ratings, helps customers make informed purchasing decisions. Utilizing digital tools, such as online platforms and mobile applications, to provide detailed product descriptions and comparisons can further enhance the shopping experience.

4.3.4.1 Mobile Phone from Selected Brands

One of the strategies that electronic stores can do to increase sales and customer satisfaction is to sell cell phones from well-known brands. Well-known brands generally have a good reputation and high-quality products, so they are more trusted by consumers.

Mrs. A (2023) said that currently CV Restu Ponsel only sells good quality products and chooses products that already have a brand name with good quality. Because if you choose a brand with guaranteed quality, it will increase buyer confidence in CV. Restu Ponsel. Data from several suppliers who collaborate with CV Restu Ponsel is as follows:

Table 4. 1 Supplier of CV. Restu Ponsel

NO	Company Name	Brand
1.	PT. Wook Global Technology	1. Robot 2. Vivan 3. Samono 4. Acome
2.	PT. Miniso Lifestyle Trading Indonesia	1. Miniso
3.	PT. Carlcare Service ILA	1. Oraimo 2. Infinix
4.	PT. World Innovative Telecommunication	1. Oppo
5.	PT. Samsung Electronics Indonesia	1. Samsung
6.	PT. Kaisheng Elektronika Teknologi	1. Vivo
7.	PT. Philips Indonesia	1. Philips
8.	Harman International Industries, Inc.	1. JBL
9.	PT. Kreasi Utama Mandiri	1. Lenovo
10.	PT. Foomee Intelligence Science	1. Foomee

Sources : CV. Restu Ponsel

CV Restu Ponsel strongly guarantees the quality of products provided to consumers, such as providing a warranty if an item is not functioning properly, providing repair services, and also selling the best quality goods.

4.3.4.2 Providing Complete Cellphone Equipment

Providing complete cellphone equipment in an electronics store is a strategic approach to meeting the diverse needs of customers and enhancing their shopping experience. This comprehensive offering includes not only the latest smartphones from various brands but also a wide range of accessories such as chargers, protective cases, screen protectors, headphones and power bank. By ensuring that customers can find all the necessary equipment for their cellphones in one place, the store increases convenience and satisfaction, which can lead to higher customer retention and loyalty.

Stocking a variety of brands and product types also caters to different customer preferences and budgets, ensuring that the store appeals to a broad audience. Moreover, staying up-to-date with the latest technological advancements and trends in cellphone equipment helps the store remain relevant and attract tech-savvy consumers who are always looking for the newest innovations.

4.3.5 Strategic Business Location

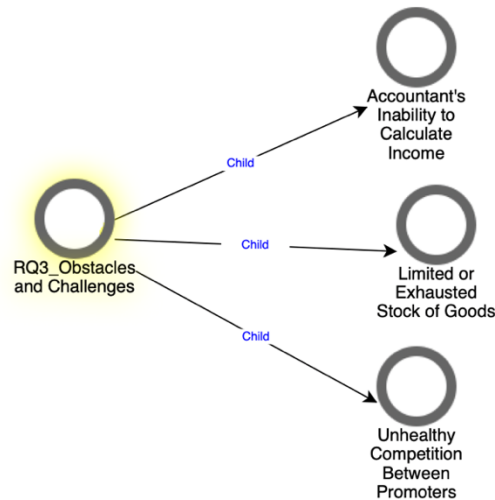
Strategic business location is a critical factor for the success of an electronics store, as it directly influences customer traffic, sales volume, and overall profitability. The selection of a location should be guided by comprehensive market analysis that considers several key factors, including demographic characteristics, consumer behavior, and the competitive landscape. An ideal location for an electronics store is one that is easily accessible to a large segment of the target market, such as being situated in a bustling commercial district, near residential areas with a high concentration of potential customers, or within a popular shopping mall that attracts significant foot traffic.

According to an interview with Mrs. A (2023), one of the main considerations in choosing a strategic location is its proximity to businesses and complementary facilities.

Apart from that, it is close to public transportation centers, on the side of the main road or near shopping centers, so it is easier for people to reach.

4.4 Obstacles and Challenges

Figure 4. 4 Analytical Map Obstacle and Challenges



Sources : NVivo Data Analysis

4.4.1 Accountant's Inability to Calculate Income

Accountant's inability to calculate income on CV Restu Ponsel can have a significant impact on business and financial operations at CV Restu Ponsel. This problem is often caused by several factors, including transaction complexity, ineffective recording systems. CV Restu Ponsel has various types of products with different prices, changing promotions, and various payment methods, such as cash or installments. In addition, product returns and warranty claims also add complexity to accurately recording revenue.

According to the results of an interview with Ms. D (2023), one of the main causes of accountants' inability to calculate income is because they do not have the accounting software or equipment needed to record financial reports effectively. And also purchases at CV Restu Ponsel is still in cash. Without an automated and computerized recording

system, accountants will have difficulty tracking every transaction in real-time, which can cause inaccuracies in financial reports.

4.4.2 Limited or Exhausted Stock of Goods

According to an interview with Ms.C (2023) CV Restu Ponsel has the problem of limited exhausted stock of goods. This happens because there is an incomplete allocation of goods from suppliers and cellphone colors. During long holidays, the head office is closed and suppliers in each region have to provide allocations of goods. This obstacle can also occur because of CV Restu Ponsel does not create a list of out-of-stock items. This problem occurs when purchasing cellphones from certain brands.

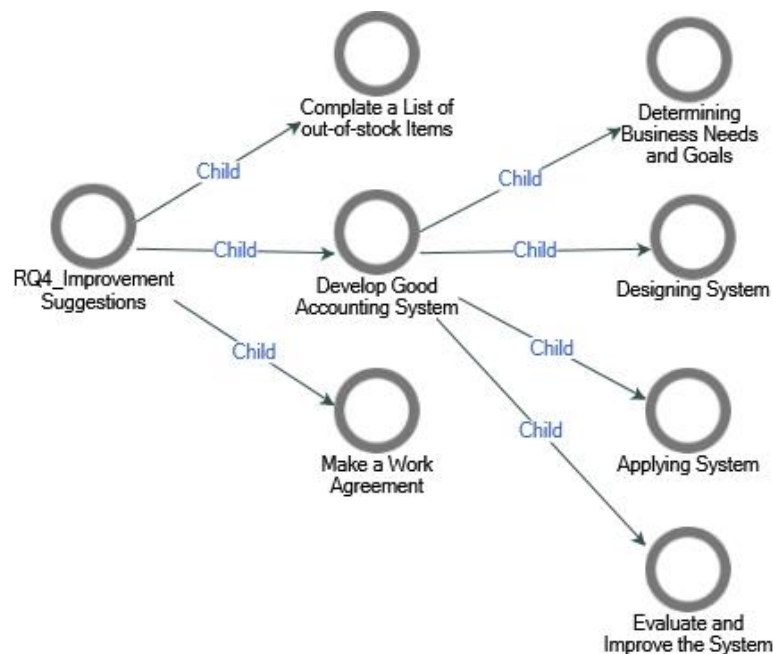
4.4.3 Unhealthy Competition Between Promoters

Unhealthy competition between promoters at CV Restu Ponsel can have various negative impacts on business operations, working relationships, and customer satisfaction. Promoters are individuals tasked with promoting specific products from different brands or companies within a store. According to the results of interviews with Ms. B (2023), Unhealthy competition can occur when promoters try to achieve their sales targets in ways that are less ethical, such as spreading misleading information about competitors' products, and also always boasting about the products of the place where the promoter works.

4.5 Improvement Suggestion

In order to maintain the trust given by consumers to the company, there are several suggestions that can help implement the strategies carried out by the company so that they can run well and as desired. Some of the obstacles that exist in the process of implementing strategies at CV Restu Ponsel certainly also require solutions so that the next one can run properly. Some of these suggestions are illustrated in the analysis map below.

Figure 4. 5 Analytical Map Improvement and Suggestion



Sources : NVivo Data Analysis

4.5.1 Complete a List of out-of-Stock Items

CV Restu Ponsel has problems with goods or stock that is not available. From the existing problems, the improvement that can be done is to complete a list of out-of-stock items. The list of items is very important in business in the electronic field. By making a list of out-of-stock items can help owners and employees in ordering goods. Especially during long leave, promoters who work can immediately list items that have a high level of sales and items that are out of stock. So before the sabbatical, the owner can stock more items in the store.

By making a list of stock items, it can prevent customer disappointment. If goods are often empty in a company, there will be customer disappointment. But if this can be solved by making a list of goods, then customers will always come to the store because

they can always find the items they are looking for in the store. This can also increase customer satisfaction by providing accurate information about product availability.

4.5.2 Develop Good Accounting System

CV Restu Ponsel has a poor income recording system. Interview results with Ms.D as Accounting at CV Restu Ponsel said CV Restu Ponsel does not yet have the accounting software or equipment needed to record financial reports effectively. The improvement that can be made from this problem is to develop a good accounting system.

Developing a good accounting system in an electronics store is an important step to ensure that all aspects of the company's finances are managed efficiently and transparently. A reliable accounting system not only helps in recording financial transactions accurately, but also provides the data needed for strategic decision making. The first step in this development is understanding the business needs. Next is designing the system, the next step is implementing the system. Lastly, a good accounting system must always be evaluated and improved along with growth and changes in the business.

4.5.2.1 Determining Business Needs and Goals

The first step is determining business needs and goals. This can be done by analyzing business processes, identifying the information needed to support business processes, and understanding the organization's goals and objectives. This stage includes determining what data needs to be collected and how the data will be used.

4.5.2.2 Designing System

In the System Design step, involves:

1. Database Design: Entails creating the database structure that will be used to hold accounting information. This involves creating tables, inter-table relationships, and indexes to optimize performance.
2. Process Design: Designing how business processes will be automated in an Accounting Information System. This includes the design of system inputs, processes, and outputs.
3. User Interface Design: Design a user interface that is intuitive and easy to use by system users, such as cashiers, managers, and accountants.
4. Programming and Customization: Programming the system according to the design that has been created. This can involve customizing existing accounting software or developing new software.
5. System Testing: Carrying out tests on the system to ensure that the system works as expected and is free from bugs. This testing includes unit testing, integration testing, and user acceptance testing (UAT).

4.5.2.3 Applying System

After the Accounting Information System (AIS) is designed, the next step is to implement it. This involves:

1. Data Migration: Moving data from the old system to the new system. This includes data conversion and validation to ensure the migrated data is accurate.
2. User Training: Conduct training for new system users so that they can use AIS effectively. This training should cover all aspects of the system that the user will use.

3. System Launch: Officially implement the system in the daily operations of the e-store. This can be done in stages (pilot) or all at once (big bang).

4.5.2.4 Evaluate and Improve the system

A good accounting system must always be evaluated and improved along with growth and changes in the business. Regular evaluation of accounting system performance will help identify areas that require improvement or adjustment. New technology and best practices in accounting must also be adopted to ensure that the system remains efficient and effective in supporting CV Restu Ponsel operations.

4.5.3 Make a Work Agreement

To resolve existing problems in CV Restu Ponsel is related to competition between promoters who work at CV Restu Ponsel Improvements that need to be made are to create employment contracts between company owners and employees. According to the problem that occurred, the owner of CV Restu Ponsel can create a work agreement which contains the rights and obligations of employees and the company. Employees need to know their rights regarding safe and healthy working conditions, the right to training and development, as well as complaints procedures in case of disputes. On the other hand, employee obligations such as compliance with company regulations, maintaining the confidentiality of information, and responsibility for company assets must also be emphasized. From a company's perspective, their rights to manage and direct their workforce, as well as their obligations to provide a conducive and supportive work environment, must be clearly regulated.

By drawing up a clear work agreement, CV Restu Ponsel can ensure more orderly and harmonious operations, reduce the potential for conflict, and increase employee satisfaction and performance. A good employment agreement also reflects a company's

commitment to fair and transparent business practices, which ultimately strengthens the company's reputation and attracts the best talent.

CHAPTER V

CONCLUSION

5.3 Chapter Introduction

This chapter is an explanation of the end of the research, providing an explanation of the data conclusions obtained by the researcher during the research, then recommending suggestions for parties in need and for use in subsequent research, as well as an explanation of the limitations contained in this study.

5.4 Conclusion

The conclusion obtained from the results of this research is to analyze strategy CV Restu Ponsel in running a business in the electronics sector. By using qualitative research methods, three conclusions can be obtained as follows:

1. CV Restu Ponsel is a business that operates in the field of selling electronic goods which uses a business unit strategy with a focus on selling cellphones and servicing services. The service provided to consumers is very good by employing professional employees and providing guarantees for products sold to buyers, marketing products by utilizing social media and sponsoring events, and selling cellphones from well-known brands.
2. CV Restu Ponsel is experiencing problems in implementing its strategy in providing the best service to consumers. CV Restu Ponsel is still not fully able to provide the best due to limited stock of cellphones and accessories and also obstacles due to competition between employees which causes miscommunication, and also cannot calculate income accurately, because there is no software that supports income calculations accurately.

3. To overcome the obstacles experienced, CV Restu Ponsel can make a list of stock items that must be updated every day, so that there is no stock out of goods, because every item will run out, it has been ordered again to restock. To overcome the problem of accountants not being able to calculate revenue, CV Restu Ponsel can develop a good accounting system that can support accountants to calculate revenue accurately. To deal with competition between employees, CV Restu Ponsel can make a work agreement that contains rules and regulations that must be obeyed while working, especially regarding dispute resolution.

5.3 Limitation

The research conducted is not free from various weaknesses, shortcomings and limitations. The following are the limitations of the researcher in conducting research:

1. The researcher cannot analyze the company's financial reports because accountants have limitations in recording financial reports.
2. The implementation of the interview process for employees was slightly hampered due to conflicts with work schedules.

5.4 Research Suggestion

For further research CV Restu Ponsel hopes that the next researcher can carry out research on:

- a. Research regarding company financial reports where in this research it was found that there were deficiencies in the company's financial recording system
- b. Research the effectiveness of planning because one aspect of company progress is careful planning.

- c. For companies, it is important to create clear Standard Operating Procedures (SOP) to ensure consistency, efficiency and compliance with established standards
- d. Research competitors because there are many similar businesses nowadays.
- e. Researcher are advised to explore more data sources related to documents related the company and deepen data acquisition through interviews with the company under study.

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ATTACHMENT

Appendix 1 Interview Transcript 1

Narasumber : Mr. A

Tanggal Wawancara : 26 Oktober 2023

Jabatan : Owner

Instansi : CV Restu Ponsel

P : Bagaimana sejarah awal Restu Ponsel?

J : Restu didirikan pada tahun 1980an di Kotanopan, Sumatera Utara. Dulu awalnya Restu masih menjual kaset CD dan DVD. Tapi tahun 2003 Restu berubah menjadi menjual handphone, voucher dan perlengkapan lainnya.

P : Di tahun 2003 kenapa bapak memilih untuk menjual handphone ?

J : Karena kita sudah melihat gimana pasar pada saat itu. Orang-orang mulai tidak tertarik dengan CD dan DVD. Jadi kita berpikir untuk menambah barang yang akan dijual.

P : Bagaimana caranya untuk mengembangkan bisnis ini ? dan bisa bertahan sampai sejauh ini ?

J : Kalau menurut saya yang terpenting adalah pelayanan. Saya yakin tidak di semua tempat bisa memberikan pelayanan yang baik. Jadi kita selalu mengajarkan kepada karyawan untuk selalu memberikan pelayanan yang baik. CV. Restu juga berusaha untuk menjual produk yang lengkap dan kualitas yang bagus. Supaya konsumen tetap percaya pada kualitas yang ditawarkan.

P : Kalau misalnya ada salah satu dari karyawan yang berbuat tidak baik gimana cara mengatasinya pak ?

J : Biasanya langsung kita panggil, terus kita kasih peringatan dan ditanyakan alasannya kenapa kerjanya kurang optimal.

P : Sekarang ini sudah banyak usaha sejenis yang serupa dengan CV. Restu, apa yang membedakan CV Restu Ponseldengan yang lain?

J : Sama dengan yang saya jelaskan sebelumnya, di toko kita selalu mengutamakan pelayanan, kelengkapan dan kualitas produk. Saya rasa dengan mengutamakan hal itu toko kita bisa bersaing dengan yang lainnya. Toko Restu ini juga membuat tempat yang nyaman, jadi kalau orang yang ingin membeli produk bisa menunggu dengan nyaman. Setiap transaksi yang besar juga kita selalu memberikan bonus seperti earphone, kartu, dan powerbank.

P : Bagaimana cara bapak handle sponsor event ?

J : Untuk sponsor event itu kan biasanya mereka kirim atau antar proposal ke toko. Nanti saya akan baca isi proposal nya terlebih dahulu. Supaya tidak ada salah paham nantinya, dan juga untuk lebih tahu tentang kegiatannya. Jadi kalau udah selesai review proposal baru saya bisa menentukan berapa dana yang mau dikeluarkan.

P : Di toko Restu ada bagian marketing atau tidak ya pak ?

J : Untuk bagian marketing, saya rasa kita semua adalah bagian marketing dari CV. Restu. Karena seperti akun sosial media Restu itu, dikelola oleh semua karyawan yang ada di CV. Restu. Mereka bebas untuk post ataupun mempromosikan produknya di akun sosial media Restu. Tapi mereka juga sering kali mempromosikan produknya melalui akun sosial media pribadi nya.

P : Kalau bagian accounting nya ada atau tidak pak ?

J : Accounting nya juga biasanya dikerjakan oleh Yusnida. Karena kita cuma hitung pendapatan dari Mandiri Link. Jadi cuma buat laporan keuangan sederhana cuma untuk hitung pendapatan dari link tersebut.

P : Kenapa tidak menghitung pendapatan dari penjualan di CV. Restu ?

J : Karena pembelian barang di CV. Restu masih melakukan transaksi secara tunai. Jadi karena masih tunai susah untuk menghitung pendapatan secara akurat.

P : Apakah ada jaminan atau garansi produk yang diberikan terhadap konsumen ?

J : Tentunya ada. Biasanya untuk barang elektronik seperti earphone, power bank, dan charger. Jadi nanti diberikan garansi 3 sampai seminggu setelah barang dibeli. Biasanya ada beberapa barang yang tidak di test kualitas nya saat pembelian. Jadi kalau semisal barang rusak bisa diganti dengan yang baru. Kita tidak mau mengecewakan pelanggan dengan barang yang baru dibeli tapi sudah rusak, karena kita tahu barang yang kita jual itu adalah produk yang berkualitas bagus. Tapi sekarang kita mulai menyarankan untuk di coba saat pembelian.

Appendix 2 Interview Transcript 2

Narasumber Mrs. A

Tanggal Wawancara : 26 Oktober 2023

Jabatan : Manager of CV. Restu Ponsel

Instansi : CV. Restu Ponsel

P : Bisnis elektronik yang seperti apa yang dilakukan oleh Restu Ponsel ini?

J : Restu Ponsel ini adalah bisnis elektronik milik pribadi. Toko Restu menjual barang elektronik seperti Handphone, flash disk, case hp, dan kebutuhan untuk handphone. Yang dimana kita berusaha untuk menyediakan segala keperluan yang dibutuhkan oleh consumer.

P : Bagaimana sejarah awal Restu Ponsel?

J : Restu didirikan pada tahun 1980an di Kotanopan, Sumatera Utara. Awalnya nama Restu adalah Usaha Restu saat masih menjual kaset CD dan DVD. Tapi waktu tahun 2003 karena perkembangan zaman Usaha Restu mengubah nama menjadi Restu Ponsel dan kita jadinya menjual handphone dan perlengkapan lainnya.

P : Kenapa memilih beralih menjual handphone ?

J : Karena waktu itu kita melihat minat orang terhadap CD dan DVD mulai menurun. Jadi kita berpikir untuk mulai beralih menjual voucher dan handphone secara bertahap. Saat itu juga kita melihat profit yang didapatkan cukup tinggi. Jadi mulai saat itu kita mulai mengembangkan usaha dibidang elektronik terutama handphone.

P : Bagaimana caranya untuk mengembangkan bisnis ini ? dan bisa bertahan sampai sejauh ini ?

J : Restu selalu mengutamakan customer, bisnis ini ada dan bertahan karena adanya konsumen, jadi kita berusaha semaksimal mungkin untuk memberikan yang terbaik untuk konsumen, pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat. Kita juga selalu berusaha untuk selalu menyediakan kebutuhan yang diinginkan customer. Itu adalah hal yang disukai customer dari toko Restu. Jadi kalau semisal ada customer yang menginginkan suatu barang dan tidak ada di toko, kita langsung mencari barang yang diinginkan dari customer nya. Secara perlahan saya dan bapak mulai untuk mengembangkan bisnis ini baik produk maupun jasanya untuk lebih berskala besar dengan cara upgrade kualitas barang yang sebelumnya hanya menjual produk murah dan kualitas tidak bagus. Sekarang kita (CV. Restu) hanya menjual barang-barang dengan kualitas yang bagus dan memilih produk yang sudah memiliki nama brand dengan kualitas yang baik. Dari segi Jasa, Toko Restu memberikan rekomendasi perbaikan handphone secara langsung kepada brand produk yang bersangkutan. Sebelumnya CV. Restu hanya memberikan kualitas service yang kurang bagus, dengan sparepart KW dan tentunya harga murah.

P : Sekarang ini sudah banyak usaha sejenis yang serupa dengan CV. Restu, apa yang membedakan CV Restu Ponsel dengan yang lain?

J : Ya seperti yang saya jelaskan tadi, Restu selalu berusaha untuk menyediakan apa yang dibutuhkan oleh consumer, yang dimana setau saya tidak banyak toko yang mau melakukan hal seperti ini. Toko Restu juga memiliki kelengkapan produk yang baik, dan pelayanan. Toko Restu jarang sekali mengganti karyawan, karena banyak orang yang tidak nyaman jika orang-orang yang bekerja di sebuah toko selalu berganti. Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Mr. A) yang akan memeriksa proposalnya.

P : Penyediaan barang apa saja yang pernah dilakukan oleh CV. Restu ?

J : Contohnya waktu covid-19, waktu itu CV.Restu ponsel tidak cuma bergerak di bidang elektronik tapi juga membantu menyediakan alat-alat kesehatan seperti baju APD, masker, face shield, dan termometer. Jadi waktu covid-19 masuk ke Indonesia, CV.Restu berusaha untuk survive dengan cara selalu menyediakan peralatan yang dibutuhkan oleh customer. Karena cara itu juga kita bisa bertahan waktu pandemi. Jadi kita menyediakan alat kesehatan untuk sekolah yang ada di daerah Kotanopan dan untuk desa yang membutuhkan peralatan kesehatan.

P : Produk apa saja yang saat ini dijual oleh Restu Ponsel ?

J : Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya. Dulu toko Restu menjual brand handphone yang kualitasnya biasa saja seperti strawberry, tapi seiring berjalannya waktu kita meningkatkan kualitas dan tidak lagi menjual barang-barang dengan kualitas yang kurang baik, takutnya mengecewakan pelanggan.

P : Bagaimana cara CV. Restu mengenalkan diri Kepada Masyarakat luas?

J : Salah satunya dengan cara bekerjasama dengan perusahaan besar seperti PT. Samsung Electronics Indonesia, PT. World Innovative Telecommunication, dan PT. Kaisheng Elektronika Teknologi. Jadi kalau bekerjasama dengan perusahaan tersebut, toko Restu menjadi lebih dikenal di beberapa daerah lewat event-event yang diadakan oleh perusahaan. Dan juga sejak adanya kerjasama dengan perusahaan masyarakat lebih percaya untuk membeli produk di toko restu karena harga nya juga lebih murah jika dibandingkan dengan perusahaan lain yang tidak bekerjasama. Seiring berkembang teknologi, Restu Ponsel mulai memanfaatkan sosial media

untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads. Tapi toko Restu tidak hanya memanfaatkan sosial media toko Restu, tapi juga memanfaatkan facebook dan instagram dari owner dan karyawan. Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.

P : Seberapa baik kualitas karyawan di CV. Restu ?

J : InsyaAllah kualitas karyawan di toko Restu itu sangat baik. Karena mereka itu bekerjasama langsung dengan PT brand handphone. Disini ada 3 promotor yang bekerjasama langsung dengan brand handphone nya langsung. Jadi mereka sebelum kerja di toko itu harus ada training kerjanya dulu.

P : Apakah promotor yang bekerja di CV. Restu harus selalu mengikuti SOP dari perusahaan tempat nya bekerja ?

J : Kalau di Restu, saya selalu bilang kalau kerja di Restu mereka juga harus mengikuti cara kerja yang saya terapkan. Karena menurut saya mereka bukan hanya bekerja untuk perusahaan brand mereka saja, tapi juga untuk perusahaan saya. Jadi mereka itu harus mengikuti SOP yang saya buat juga.

P : Apakah di CV Restu Ponselada persaingan antara karyawan yang bekerja ?

J : Sebenarnya ada, mengingat mereka harus kejar target penjualan. Jadi sering kali karena ego masing-masing mereka jadi egois tidak mau menjual product yang diminta oleh pembeli. Jika

masalah seperti ini terjadi saya selalu memberi peringatan kepada para promotor, dan kasih peringatan tentang mereka tidak hanya bekerja untuk PT mereka saja tapi untuk CV. Restu juga.

P : Apa tujuan dari CV Restu Ponseldalam menjalankan bisnis, tujuan yang dimaksud disini seperti Visi dan Misi yang diterapkan

J : Untuk visi dan misi sepertinya tidak jauh beda dengan perusahaan lainnya. Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.

Appendix 3 Interview Transcript 3

Narasumber : Ms. B

Tanggal Wawancara : 31 Oktober 2023

Jabatan : Promotor Vivo (PT. Kaisheng Elektronika Teknologi)

Instansi : CV Restu Ponsel& PT. Kaisheng Elektronika Teknologi

P : Sudah berapa lama bekerjasama dengan CV. Restu?

J : 3 tahun 10 bulan

P : Bagaimana cara kerja promotor di CV. Restu ?

J : Restu buka jam 07.00 AM jadi promotor bisa datang dari jam 07.00 pagi dan paling telat datang jam 8 (aturan CV. Restu) kalau dari perusahaan pusat batas jam hadir jam 09.00. Kalau kerja di Restu, kita tidak boleh membeda-bedakan produk. Jadi kita menjual produk yang diinginkan calon konsumen walau kadang tidak sesuai dengan perusahaan tempat kita bekerja. Tapi waktu menjual produk lain, kita bisa memberikan perbandingan ke produk tempat kita bekerja.

P : Apa upaya dari promotor untuk membuat customer menjadi pelanggan tetap ?

J : Dengan tidak membeda-bedakan cara pelayanan kepada pelanggan yang datang ke Restu Ponsel. Menjawab pertanyaan calon konsumen tentang produk atau layanan. Promotor memberikan penjelasan yang lengkap dan detail tentang produk atau layanan yang dipromosikan kepada calon konsumen.

P : Apa pendapat anda tentang persaingan antar promotor ?

J : Persaingan antar promotor itu adalah hal yang wajar di dunia kerja apalagi bisnis. Tapi menurut saya hal tersebut yang membuat saya lebih semangat dalam bekerja dan terus berusaha untuk

meningkatkan kualitas layanan. Kadang persaingan ini juga untuk melatih mental saya, karena terkadang ada rekan kerja lain yang tidak mau mengalah. Tapi owner dari Restu selalu memberikan peringatan kepada promotor yang egois. Owner selalu mengajarkan promotor untuk tidak egois, tidak selalu harus menjual produk dari tempat kita bekerja. Jadi kita promotor harus mengikuti apa yang diminta atau diinginkan pembeli.

P : Strategi apa yang diterapkan karyawan/promotor dalam memasarkan produknya ?

J : Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).

P : Apa saja kesulitan atau kendala yang dialami oleh promotor selama menjalani pekerjaan?

J : Mungkin salah satunya adanya rasa persaingan dari promotor yang lain. Jadi karena ada rasa bersaing membuat komunikasi dalam pekerjaan jadi kurang baik. Belum lagi sebagai promotor harus capai target produk. Kadang penjualan tidak sama setiap bulannya.

P : Laporan seperti apa yang diberikan kepada perusahaan ?

J : Untuk laporan yang pastinya setiap hari kerja, harus lapor masuk kerja dengan cara absen. Terus ada lagi laporan stok barang perhari laporan penjualan perhari dan laporan perbulan.

P : Apa kontribusi anda terhadap pemasaran di CV. Restu ?

J : Membantu CV. Restu menjualkan produk nya, dan juga membantu mempromosikan akun sosial media dan produk dari toko melalui akun sosial media pribadi.

P : Berapa target penjualan dalam sebulan?

J : 40 unit perbulan

P : Apa selama ini ada kendala dengan konsumen ?

J : Untuk kendala pasti ada, apalagi kita berhubungan langsung dengan konsumen. Mungkin ada 1 atau 2 orang yang susah untuk mengerti tentang produk yang dibeli. Jadi promotor harus membantu menjelaskan cara penggunaan produk.

P : Apa ada pelatihan khusus yang diterima oleh promotor ?

J : Tentunya ada, karena kita bekerja sama langsung dengan perusahaan besar. Kalau saya sendiri, sebelum bekerja tetap di toko, harus mengikuti kegiatan training selama 3 hari untuk mempelajari tentang produk-produk yang akan dijual. Terus kita juga waktu training di jelasin tentang SOP kerjasama dengan perusahaan.

P : Apakah ada bonus yang diterima oleh promotor ?

J : Tentu saja ada, kalau capai target biasanya kita dapat bonus. Terus ada bonus tunjangan hari raya dari perusahaan dan juga dari CV. Restu Ponsel.

Appendix 4 Interview Transcript 4

Narasumber : Ms. C

Tanggal Wawancara : 31 Oktober 2023

Jabatan : Promotor Oppo (World Innovative Telecommunication)

Instansi : CV Restu Ponsel& World Innovative Telecommunication

P : Sudah berapa lama bekerjasama dengan Restu ?

J : 3.5 tahun

P : Bagaimana cara kerja promotor di CV. Restu ?

J : Bekerja sesuai dengan SOP yang berlaku baik dari Perusahaan maupun dari CV. Restu sendiri.

P : Apa upaya dari promotor untuk membuat customer menjadi pelanggan tetap ?

J : Memberikan informasi yang akurat terkait dengan produk yang dibutuhkan dan memberikan kepercayaan kepada calon konsumen terhadap kualitas produk yang ditawarkan.

P : Strategi apa yang diterapkan karyawan dalam memasarkan produknya ?

J : Strategi yang pertama harus mengetahui target pasar, siapa yang akan jadi sasaran produk. Yang kedua memberikan pemahaman atau informasi mengenai produk yang ditawarkan. Ketiga promosi lewat sosial media.

P : Apa saja kesulitan atau kendala yang dialami oleh promotor selama menjalani pekerjaan?

J : Kesulitan atau Kendala yg pertama pasar sepi dikarenakan cuaca maupun hal lain. Yang kedua yaitu barang / Stock yang tidak tersedia.

P : Apa alasan stock barang tidak terseedia ?

J : Stock barang tidak tersedia terjadi ketika libur panjang kantor pusat tutup dan sales di setiap daerah tidak memberi informasi tentang alokasi barang. Terkadang hal ini juga terjadi karena wana handphone yang tidak lengkap.

P : Sebagai promotor apa tanggapan mba Nisa tentang persaingan antar promotor lainnya ?

J : Tentang persaingan yang terjadi sebenarnya itu wajar saja, karena kita sebagai promotor juga sering kali mendapat tekanan dari atasan tentang target penjualan. Karena hal itu makanya kita beberapa kali egois untuk menjual produk masing masing. Selain karena tekanan dari atasan masalah gaji juga jadi pertimbangan untuk bersifat egois. Karena ke egoisan dari para promotor terkadang membuat suasana tidak enak.

P : Bagaimana mengatasi hal ini ?

J : Biasanya kita diberi peringatan oleh owner langsung kalau hal seperti itu terjadi.

P : Laporan seperti apa yang diberikan kepada perusahaan ?

J : Ada 3 laporan yang harus diberikan yaitu laporan harian, laporan mingguan dan laporan bulanan.

P : Apa kontribusi anda terhadap pemasaran di CV. Restu ?

J : Memberikan komitmen untuk bekerja keras sesuai dengan SOP yang berlaku, berusaha menjunjung kedisiplinan dan kejujuran serta meningkatkan angka penjualan sehingga apa yang diinginkan/ ditargetkan tercapai.

P : Apakah menurut mba C kualitas barang yang dijual di CV. Restu itu berkualitas baik?

J : Selama saya bekerja di CV. Restu, saya melihat kualitas barang yang diperjual belikan itu berasal dari brand terkenal. Dan Handphone yang dijual juga sudah pasti dari brand yang bagus.

P : Berapa target penjualan dalam sebulan?

J : Target per bulannya tidak menentu. Tetapi jika bulan sebelumnya capai target 100% maka target di bulan berikutnya akan dinaikkan 10-20% dari target bulan yang lalu (Oppo).

P : Apa selama ini ada kendala dengan konsumen ?

J : Kita menerima konsumen dari berbagai gender, usia dsb.. terkadang kendalanya konsumen tersebut tidak memahami apa yang kita sampaikan tentang produk yang ditawarkan.

P : Apa ada pelatihan khusus yang diterima oleh promotor ?

J : Ada. Promotor selalu mengikuti pelatihan atau training mengenai produk baru maupun produk fokus baik secara online maupun offline.

P : Apakah ada bonus yang diterima oleh promotor ?

J : Ada. Jika target tercapai 100% maka ada bonus yg diberikan sebesar 300k diluar dari program-program yang lain (Oppo).

Appendix 5 Interview Transcript 5

Narasumber : Ms. D

Tanggal Wawancara : 31 Oktober 2023

Jabatan : Akuntan

P : Sudah berapa lama bekerja dengan CV. Restu ?

J : Sudah 4 setengah tahun

P : Apa jabatan anda di CV. Restu ?

J : Untuk saat ini sebagai promotor dan akuntan

P : Yang dihitung pendapatan apa saja ya ?

J : Kalau di CV. Restu yang dihitung cuma pendapatan dari mandiri link aja.

P : Bagaimana cara menghitung atau mencatat pendapatannya ?

J : Untuk saat ini hanya membuat pembukuan sederhana saja. Jadi kita mencatat semua transaksi keuangan yang terjadi, baik itu penerimaan uang (penarikan) maupun pengeluaran uang (transfer).

P : Pencatatannya menggunakan buku atau sudah menggunakan aplikasi ?

J : Kita masih menggunakan pencatatan manual

P : Kenapa CV. Restu tidak menghitung pendapatan penjualan barang ?

J : Menurut saya karena belum memiliki perangkat lunak akuntansi atau peralatan yang diperlukan untuk mencatat laporan keuangan dengan efektif. Dan juga pembelian di CV. Restu masih secara tunai.

Appendix 6 Interview Framework Matrix RQ1&RQ2 Company Strategy and Implementation

	RQ1&RQ2_Company Strategy and Implementation	Enchancing Customer Satisfaction	Provide of Warranty
Isma Anita (26 Oktober 2023)	<p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p> <p>Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Syahrial) yang akan memeriksa proposalnya.</p> <p>Seiring berkembang teknologi, Restu Ponsel mulai memanfaatkan sosial media untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads.</p> <p>Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.</p> <p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p> <p>Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Syahrial) yang akan memeriksa proposalnya.</p> <p>Seiring berkembang teknologi, Restu Ponsel mulai memanfaatkan sosial media untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads.</p> <p>Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.</p>	<p>Toko Restu memberikan rekomendasi perbaikan handphone secara langsung kepada brand produk yang bersangkutan. Sebelumnya CV. Restu hanya memberikan kualitas service yang kurang bagus, dengan sparepart KW dan tentunya harga murah.</p> <p>Toko Restu juga memiliki kelengkapan produk yang baik, dan pelayanan</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p> <p>Toko Restu memberikan rekomendasi perbaikan handphone secara langsung kepada brand produk yang bersangkutan. Sebelumnya CV. Restu hanya memberikan kualitas service yang kurang bagus, dengan sparepart KW dan tentunya harga murah.</p> <p>Toko Restu juga memiliki kelengkapan produk yang baik, dan pelayanan</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p>	

	Reliable Service and High Quality Maintenance	Innovative Marketing	Become an Event Sponsor
Isma Anita (26 Oktober 2023)	<p>Toko Restu memberikan rekomendasi perbaikan handphone secara langsung kepada brand produk yang bersangkutan. Sebelumnya CV. Restu hanya memberikan kualitas service yang kurang bagus, dengan sparepart KW dan tentunya harga murah.</p> <p>Toko Restu juga memiliki kelengkapan produk yang baik, dan pelayanan</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p> <p>Toko Restu memberikan rekomendasi perbaikan handphone secara langsung kepada brand produk yang bersangkutan. Sebelumnya CV. Restu hanya memberikan kualitas service yang kurang bagus, dengan sparepart KW dan tentunya harga murah.</p> <p>Toko Restu juga memiliki kelengkapan produk yang baik, dan pelayanan</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p>	<p>Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Syahrial) yang akan memeriksa proposalnya.</p> <p>Seiring berkembang teknologi, Restu Ponsel mulai memanfaatkan sosial media untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads.</p> <p>Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.</p> <p>Kalau di Restu, saya selalu bilang kalau kerja di Restu mereka juga harus mengikuti cara kerja yang saya terapkan. Karena menurut saya mereka bukan hanya bekerja untuk perusahaan brand mereka saja, tapi juga untuk perusahaan saya. Jadi mereka itu harus mengikuti SOP yang saya buat juga.</p> <p>Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Syahrial) yang akan memeriksa proposalnya.</p> <p>Seiring berkembang teknologi, Restu Ponsel mulai memanfaatkan sosial media untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads.</p> <p>Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.</p>	<p>Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Syahrial) yang akan memeriksa proposalnya.</p> <p>Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.</p> <p>Toko Restu juga menyediakan sponsor di acara tertentu, jadi kalau ada event yang mau bekerjasama dengan Restu Ponsel bisa langsung mengirimkan proposalnya ke Toko Restu. Biasanya nanti bapak (Syahrial) yang akan memeriksa proposalnya.</p> <p>Restu Ponsel juga membuka sponsor, jadi apabila ada event yang ingin bekerjasama dengan Restu Ponsel, bisa langsung mengirimkan proposalnya ke Toko Restu.</p>

	Providing Professional Employees	Social Media Utilizations	Providing High Quality Products
Isma Anita (26 Oktober 2023)	<p>Toko Restu jarang sekali mengganti karyawan, karena banyak orang yang tidak nyaman jika orang-orang yang bekerja di sebuah toko selalu berganti.</p> <p>InsyaAllah kualitas karyawan di toko Restu itu sangat baik. Karena mereka itu bekerjasama langsung dengan PT brand handphone. Disini ada 3 promotor yang bekerjasama langsung dengan brand handphone nya langsung. Jadi mereka sebelum kerja di toko itu harus ada training kerja nya dulu</p> <p>Kalau di Restu, saya selalu bilang kalau kerja di Restu mereka juga harus mengikuti cara kerja yang saya terapkan. Karena menurut saya mereka bukan hanya bekerja untuk perusahaan brand mereka saja, tapi juga untuk perusahaan saya. Jadi mereka itu harus mengikuti SOP yang saya buat juga.</p> <p>Toko Restu jarang sekali mengganti karyawan, karena banyak orang yang tidak nyaman jika orang-orang yang bekerja di sebuah toko selalu berganti.</p> <p>InsyaAllah kualitas karyawan di toko Restu itu sangat baik. Karena mereka itu bekerjasama langsung dengan PT brand handphone. Disini ada 3 promotor yang bekerjasama langsung dengan brand handphone nya langsung. Jadi mereka sebelum kerja di toko itu harus ada training kerja nya dulu</p> <p>Kalau di Restu, saya selalu bilang kalau kerja di Restu mereka juga harus mengikuti cara kerja yang saya terapkan. Karena menurut saya mereka bukan hanya bekerja untuk perusahaan brand mereka saja, tapi juga untuk perusahaan saya. Jadi mereka itu harus mengikuti SOP yang saya buat juga.</p>	<p>Seiring berkembangnya teknologi, Restu Ponsel mulai memanfaatkan sosial media untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads.</p> <p>Seiring berkembangnya teknologi, Restu Ponsel mulai memanfaatkan sosial media untuk menjadi media promosi. Untuk yang sudah berteman dengan kami di sosial media, kita selalu update informasi seputar produk dan berbagai penawaran lainnya seperti diskon, untuk masyarakat yang belum berteman dengan kami di Sosial Media, Kami memanfaatkan fitur Facebook Ads, Instagram Ads.</p>	<p>menjual handphone dan perlengkapan lainnya</p> <p>Sekarang kita (CV. Restu) hanya menjual barang-barang dengan kualitas yang bagus dan memilih produk yang sudah memiliki nama brand dengan kualitas yang baik.</p> <p>Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya.</p> <p>Salah satunya dengan cara bekerjasama dengan perusahaan besar seperti PT. Samsung Electronics Indonesia, PT. World Innovative Telecommunication, dan PT. Kaisheng Elektronika Teknologi.</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p> <p>menjual handphone dan perlengkapan lainnya</p> <p>Sekarang kita (CV. Restu) hanya menjual barang-barang dengan kualitas yang bagus dan memilih produk yang sudah memiliki nama brand dengan kualitas yang baik.</p> <p>Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya.</p>

	Mobile Phone from Selected Brands	Providing Complete Cellphone Equipment	Strategic Business Location
Isma Anita (26 Oktober 2023)	<p>Sekarang kita (CV. Restu) hanya menjual barang-barang dengan kualitas yang bagus dan memilih produk yang sudah memiliki nama brand dengan kualitas yang baik.</p> <p>Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya.</p> <p>Salah satunya dengan cara bekerjasama dengan perusahaan besar seperti PT. Samsung Electronics Indonesia, PT. World Innovative Telecommunication, dan PT. Kaisheng Elektronika Teknologi.</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p> <p>Sekarang kita (CV. Restu) hanya menjual barang-barang dengan kualitas yang bagus dan memilih produk yang sudah memiliki nama brand dengan kualitas yang baik.</p> <p>Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya.</p> <p>Salah satunya dengan cara bekerjasama dengan perusahaan besar seperti PT. Samsung Electronics Indonesia, PT. World Innovative Telecommunication, dan PT. Kaisheng Elektronika Teknologi.</p> <p>Untuk Restu sendiri ingin menjadi perusahaan yang sukses dan bisa menyediakan produk dan layanan berkualitas tinggi dengan harga yang terjangkau untuk semua orang.</p>	<p>menjual handphone dan perlengkapan lainnya</p> <p>Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya.</p> <p>menjual handphone dan perlengkapan lainnya</p> <p>Untuk saat ini kita menjual banyak brand handphone (Samsung, Oppo, Vivo, Realme, Infinix, Xiaomi dan lainnya), powerbank, flashdisk, Voucher, Kipas, Printer, earphone, charger, baterai, case handphone, kabel data, dan sebagainya.</p>	<p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p> <p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p>

	Close to the Highway	Near to Shopping Center
Isma Anita (26 Oktober 2023)	<p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p> <p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p>	<p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p> <p>pemilihan lokasi usaha juga berpengaruh, pinggir jalan raya atau dekat keramaian, jadi lebih mudah dijangkau oleh masyarakat.</p>

	RQ1&RQ2_Company Strategy and Implementation	Enhancing Customer Satisfaction	Provide of Warranty
Khoirunnisa (31 Oktober 2023)	Strategi yang pertama harus mengetahui target pasar, siapa yang akan jadi sasaran produk. Yang kedua memberikan pemahaman atau informasi mengenai produk yang ditawarkan. Ketiga promosi lewat sosial media.	Memberikan informasi yang akurat terkait dengan produk yang dibutuhkan dan memberikan kepercayaan kepada calon konsumen terhadap kualitas produk yang ditawarkan.	

	Reliable Service and High Quality Maintenance	Innovative Marketing	Become an Event Sponsor
Khoirunnisa (31 Oktober 2023)	Memberikan informasi yang akurat terkait dengan produk yang dibutuhkan dan memberikan kepercayaan kepada calon konsumen terhadap kualitas produk yang ditawarkan.	Strategi yang pertama harus mengetahui target pasar, siapa yang akan jadi sasaran produk. Yang kedua memberikan pemahaman atau informasi mengenai produk yang ditawarkan. Ketiga promosi lewat sosial media.	

	Providing Professional Employees	Social Media Utilizations	Providing High Quality Products
Khoirunnisa (31 Oktober 2023)	<p>Bekerja sesuai dengan SOP yang berlaku baik dari Perusahaan maupun dari CV. Restu sendiri.</p> <p>Ada. Promotor selalu mengikuti pelatihan atau training mengenai produk baru maupun produk fokus baik secara online maupun offline</p> <p>Bekerja sesuai dengan SOP yang berlaku baik dari Perusahaan maupun dari CV. Restu sendiri.</p> <p>Ada. Promotor selalu mengikuti pelatihan atau training mengenai produk baru maupun produk fokus baik secara online maupun offline</p>	<p>promosi lewat sosial media.</p>	<p>Selama saya bekerja di CV. Restu, saya melihat kualitas barang yang diperjual belikan itu berasal dari brand terkenal. Dan Handphone yang dijual juga sudah pasti dari brand yang bagus.</p>

	RQ1&RQ2_Company Strategy and Implementation	Enchancing Customer Satisfaction	Provide of Warranty
Nurliani Sihombing (31 Oktober 2023)	<p>Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).</p> <p>Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).</p>	<p>Dengan tidak membeda-bedakan cara pelayanan kepada pelanggan yang datang ke Restu Ponsel. Menjawab pertanyaan calon konsumen tentang produk atau layanan. Promotor memberikan penjelasan yang lengkap dan detail tentang produk atau layanan yang dipromosikan kepada calon konsumen.</p> <p>Dengan tidak membeda-bedakan cara pelayanan kepada pelanggan yang datang ke Restu Ponsel. Menjawab pertanyaan calon konsumen tentang produk atau layanan. Promotor memberikan penjelasan yang lengkap dan detail tentang produk atau layanan yang dipromosikan kepada calon konsumen.</p>	<p>Tentunya ada. Biasanya untuk barang elektronik seperti earphone, power bank, dan charger. Jadi nanti diberikan garansi 3 sampai seminggu setelah barang dibeli. Biasanya ada beberapa barang yang tidak di test kualitas nya saat pembelian. Jadi kalau semisal barang rusak bisa diganti dengan yang baru. Kita tidak mau mengecewakan pelanggan dengan barang yang baru dibeli tapi sudah rusak, karena kita tahu barang yang kita jual itu adalah produk yang berkualitas bagus. Tapi sekarang kita mulai menyarankan untuk di coba saat pembelian.</p> <p>Tentunya ada. Biasanya untuk barang elektronik seperti earphone, power bank, dan charger. Jadi nanti diberikan garansi 3 sampai seminggu setelah barang dibeli. Biasanya ada beberapa barang yang tidak di test kualitas nya saat pembelian. Jadi kalau semisal barang rusak bisa diganti dengan yang baru. Kita tidak mau mengecewakan pelanggan dengan barang yang baru dibeli tapi sudah rusak, karena kita tahu barang yang kita jual itu adalah produk yang berkualitas bagus. Tapi sekarang kita mulai menyarankan untuk di coba saat pembelian.</p>

	Reliable Service and High Quality Maintenance	Innovative Marketing	Become an Event Sponsor
Nurliani Sihombing (31 Oktober 2023)	<p>Dengan tidak membeda-bedakan cara pelayanan kepada pelanggan yang datang ke Restu Ponsel. Menjawab pertanyaan calon konsumen tentang produk atau layanan. Promotor memberikan penjelasan yang lengkap dan detail tentang produk atau layanan yang dipromosikan kepada calon konsumen.</p> <p>Dengan tidak membeda-bedakan cara pelayanan kepada pelanggan yang datang ke Restu Ponsel. Menjawab pertanyaan calon konsumen tentang produk atau layanan. Promotor memberikan penjelasan yang lengkap dan detail tentang produk atau layanan yang dipromosikan kepada calon konsumen.</p>	<p>Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).</p> <p>Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).</p>	

	Providing Professional Employees	Social Media Utilizations	Providing High Quality Products
Nurliani Sihombing (31 Oktober 2023)	<p>Tentunya ada, karena kita bekerja sama langsung dengan perusahaan besar. Kalau saya sendiri, sebelum bekerja tetap di toko, harus mengikuti kegiatan training selama 3 hari untuk mempelajari tentang produk-produk yang akan dijual. Terus kita juga waktu training di jelasin tentang SOP kerjasama dengan perusahaan.</p> <p>Tentunya ada, karena kita bekerja sama langsung dengan perusahaan besar. Kalau saya sendiri, sebelum bekerja tetap di toko, harus mengikuti kegiatan training selama 3 hari untuk mempelajari tentang produk-produk yang akan dijual. Terus kita juga waktu training di jelasin tentang SOP kerjasama dengan perusahaan.</p>	<p>Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).</p> <p>Membantu CV. Restu menjualkan produk nya, dan juga membantu mempromosikan akun sosial media dan produk dari toko melalui akun sosial media pribadi.</p> <p>Kalau saya sendiri menerapkan strategi pemasaran online dan offline. Kalau online itu melalui media sosial pribadi dan media sosial Restu. Kadang juga saya chat customer satu per satu untuk menawarkan produk yang dijual (sering dilakukan kalau tidak capai target penjualan). Kalau pemasaran secara offline itu seperti pemasalan melalui penjualan langsung di Restu. Bisa juga seperti pemasangan banner. Untuk banner disediakan dari perusahaan tempat saya bekerja (VIVO).</p> <p>Membantu CV. Restu menjualkan produk nya, dan juga membantu mempromosikan akun sosial media dan produk dari toko melalui akun sosial media pribadi.</p>	

	RQ1&RQ2_Company Strategy and Implementation	Enchancing Customer Satisfaction	Provide of Warranty
Syahrial Nasution (26 Oktober 2023)	<p>Kalau menurut saya yang terpenting adalah pelayanan. Saya yakin tidak di semua tempat bisa memberikan pelayanan yang baik. Jadi kita selalu mengajarkan kepada karyawan untuk selalu memberikan pelayanan yang baik. CV. Restu juga berusaha untuk menjual produk yang lengkap dan kualitas yang bagus. Supaya konsumen tetap percaya pada kualitas yang ditawarkan.</p> <p>di toko kita selalu mengutamakan pelayanan, kelengkapan dan kualitas produk.</p>	<p>Kalau menurut saya yang terpenting adalah pelayanan. Saya yakin tidak di semua tempat bisa memberikan pelayanan yang baik. Jadi kita selalu mengajarkan kepada karyawan untuk selalu memberikan pelayanan yang baik. CV. Restu juga berusaha untuk menjual produk yang lengkap dan kualitas yang bagus. Supaya konsumen tetap percaya pada kualitas yang ditawarkan.</p> <p>Toko Restu ini juga membuat tempat yang nyaman, jadi kalau orang yang ingin membeli produk bisa menunggu dengan nyaman.</p> <p>Tentunya ada. Biasanya untuk barang elektronik seperti earphone, power bank, dan charger. Jadi nanti diberikan garansi 3 sampai seminggu setelah barang dibeli. Biasanya ada beberapa barang yang tidak di test kualitas nya saat pembelian. Jadi kalau semisal barang rusak bisa diganti dengan yang baru. Kita tidak mau mengecewakan pelanggan dengan barang yang baru dibeli tapi sudah rusak, karena kita tahu barang yang kita jual itu adalah produk yang berkualitas bagus. Tapi sekarang kita mulai menyarankan untuk di coba saat pembelian.</p> <p>di toko kita selalu mengutamakan pelayanan, kelengkapan dan kualitas produk.</p>	

	Reliable Service and High Quality Maintenance	Innovative Marketing	Become an Event Sponsor
Syahrial Nasution (26 Oktober 2023)	<p>Kalau menurut saya yang terpenting adalah pelayanan. Saya yakin tidak di semua tempat bisa memberikan pelayanan yang baik. Jadi kita selalu mengajarkan kepada karyawan untuk selalu memberikan pelayanan yang baik. CV. Restu juga berusaha untuk menjual produk yang lengkap dan kualitas yang bagus. Supaya konsumen tetap percaya pada kualitas yang ditawarkan.</p> <p>di toko kita selalu mengutamakan pelayanan, kelengkapan dan kualitas produk.</p> <p>Toko Restu ini juga membuat tempat yang nyaman, jadi kalau orang yang ingin membeli produk bisa menunggu dengan nyaman.</p> <p>Kalau menurut saya yang terpenting adalah pelayanan. Saya yakin tidak di semua tempat bisa memberikan pelayanan yang baik. Jadi kita selalu mengajarkan kepada karyawan untuk selalu memberikan pelayanan yang baik. CV. Restu juga berusaha untuk menjual produk yang lengkap dan kualitas yang bagus. Supaya konsumen tetap percaya pada kualitas yang ditawarkan.</p> <p>di toko kita selalu mengutamakan pelayanan, kelengkapan dan kualitas produk.</p> <p>Toko Restu ini juga membuat tempat yang nyaman, jadi kalau orang yang ingin membeli produk bisa menunggu dengan nyaman.</p>	<p>Untuk sponsor event itu kan biasanya mereka kirim atau antar proposal ke toko. Nanti saya akan baca isi proposal nya terlebih dahulu. Supaya tidak ada salah paham nantinya, dan juga untuk lebih tahu tentang kegiatannya. Jadi kalau udah selesai review proposal baru saya bisa menentukan berapa dana yang mau dikeluarkan.</p>	<p>Untuk sponsor event itu kan biasanya mereka kirim atau antar proposal ke toko. Nanti saya akan baca isi proposal nya terlebih dahulu. Supaya tidak ada salah paham nantinya, dan juga untuk lebih tahu tentang kegiatannya. Jadi kalau udah selesai review proposal baru saya bisa menentukan berapa dana yang mau dikeluarkan.</p>

	Providing Professional Employees	Social Media Utilizations	Providing High Quality Products
Syahrial Nasution (26 Oktober 2023)	Kalau menurut saya yang terpenting adalah pelayanan. Saya yakin tidak di semua tempat bisa memberikan pelayanan yang baik. Jadi kita selalu mengajarkan kepada karyawan untuk selalu memberikan pelayanan yang baik.	Untuk bagian marketing, saya rasa kita semua adalah bagian marketing dari CV. Restu. Karena seperti akun sosial media Restu itu, dikelola oleh semua karyawan yang ada di CV. Restu. Mereka bebas untuk post ataupun mempromosikan produknya di akun sosial media Restu. Tapi mereka juga sering kali mempromosikan produknya melalui akun sosial media pribadinya.	di toko kita selalu mengutamakan pelayanan, kelengkapan dan kualitas produk. CV. Restu juga berusaha untuk menjual produk yang lengkap dan kualitas yang bagus. Supaya konsumen tetap percaya pada kualitas yang ditawarkan.

Appendix 7 Interview Framework Matrix RQ3 Obstacles and Challenges

	RQ3_Obstacles and Challenges	Accountant's Innability to Calculate Income	Limitid or Exhausted Stock of Goods	Unhealthy Competition Between Promoters
Isma Anita (26 Oktober 2023)	Sebelumnya CV. Restu hanya memberikan kualitas service yang kurang bagus, dengan sparepart KW dan tentunya harga murah.			mengingat mereka harus kejar target penjualan. Jadi sering kali karena ego masing-masing mereka jadi egois tidak mau menjual product yang diminta oleh pembeli. Jika masalah seperti ini terjadi saya selalu memberi peringatan kepada para promotor, dan kasih peringatan tentang mereka tidak hanya bekerja untuk PT mereka saja tapi untuk CV. Restu juga.

	RQ3_Obstacles and Challenges	Accountant's Innability to Calculate Income	Limitid or Exhausted Stock of Goods	Unhealthy Competition Between Promoters
Khoirunnisa (31 Oktober 2023)	<p>Kesulitan atau Kendala yg pertama pasar sepi dikarenakan cuaca maupun hal lain. Yang kedua yaitu barang / Stock yang tidak tersedia.</p> <p>Terkadang kendalanya konsumen tersebut tidak memahami apa yang kita sampaikan tentang produk yang ditawarkan.</p>		<p>Kesulitan atau Kendala yg pertama pasar sepi dikarenakan cuaca maupun hal lain. Yang kedua yaitu barang / Stock yang tidak tersedia.</p> <p>Stock barang tidak tersedia terjadi ketika libur panjang kantor pusat tutup dan sales di setiap daerah tidak memberi informasi tentang alokasi barang. Terkadang hal ini juga terjadi karena wana handphone yang tidak lengkap.</p>	Tentang persaingan yang terjadi sebenarnya itu wajar saja, karena kita sebagai promotor juga sering kali mendapat tekanan dari atasan tentang target penjualan. Karena hal itu makanya kita beberapa kali egois untuk menjual produk masing masing. Selain karena tekanan dari atasan masalah gaji juga jadi pertimbangan untuk bersifat egois. Karena ke egoisan dari para promotor terkadang membuat suasana tidak enak.

	RQ3_Obstacles and Challenges	Accountant's Innability to Calculate Income	Limitid or Exhausted Stock of Goods	Unhealthy Competition Between Promoters
Nurliani Sihombing (31 Oktober 2023)	<p>Mungkin salah satunya adanya rasa persaingan dari promotor yang lain. Jadi karena ada rasa bersaing membuat komunikasi dalam pekerjaan jadi kurang baik. Belum lagi sebagai promotor harus capai target produk. Kadang penjualan tidak sama setiap bulannya.</p> <p>Untuk kendala pasti ada, apalagi kita berhubungan langsung dengan konsumen. Mungkin ada 1 atau 2 orang yang susah untuk mengerti tentang produk yang dibeli. Jadi promotor harus membantu menjelaskan cara penggunaan produk.</p>			<p>Persaingan antar promotor itu adalah hal yang wajar di dunia kerja apalagi bisnis. Tapi menurut saya hal tersebut yang membuat saya lebih semangat dalam bekerja dan terus berusaha untuk meningkatkan kualitas layanan. Kadang persaingan ini juga untuk melatih mental saya, karena terkadang ada rekan kerja lain yang tidak mau mengalah. Tapi owner dari Restu selalu memberikan peringatan kepada promotor yang egois. Owner selalu mengajarkan promotor untuk tidak egois, tidak selalu harus menjual produk dari tempat kita bekerja. Jadi kita promotor harus mengikuti apa yang diminta atau diinginkan pembeli.</p> <p>Mungkin salah satunya adanya rasa persaingan dari promotor yang lain. Jadi karena ada rasa bersaing membuat komunikasi dalam pekerjaan jadi kurang baik. Belum lagi sebagai promotor harus capai target produk. Kadang penjualan tidak sama setiap bulannya.</p>

	RQ3_Obstacles and Challenges	Accountant's Innability to Calculate Income	Limitid or Exhausted Stock of Goods	Unhealthy Competition Between Promoters
Syahrial Nasution (26 Oktober 2023)		<p>Karena kita cuma hitung pendapatan dari Mandiri Link. Jadi cuma buat laporan keuangan sederhana cuma untuk hitung pendapatan dari link tersebut.</p> <p>Karena pembelian barang di CV. Restu masih melakukan transaksi secara tunai. Jadi karena masih tunai susah untuk menghitung pendapatan secara akurat.</p>		

	RQ3_Obstacles and Challenges	Accountant's Innability to Calculate Income	Limitid or Exhausted Stock of Goods	Unhealthy Competition Between Promoters
Yusnida (31 Oktober 2023)	karena belum memiliki perangkat lunak akuntansi atau peralatan yang diperlukan untuk mencatat laporan keuangan dengan efektif. Dan juga pembelian di CV. Restu masih secara tunai.	karena belum memiliki perangkat lunak akuntansi atau peralatan yang diperlukan untuk mencatat laporan keuangan dengan efektif. Dan juga pembelian di CV. Restu masih secara tunai.		