

Marketing Mix Study at Hero Tailor

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Abstract : *The study aimed to describe the marketing mix at Hero Tailor in Makassar City. The study used descriptive quantitative approach. The sample of study was 100 Hero Tailor consumers chosen by purposive random sampling. Data collection used questionnaire which then analyzed with descriptive statistics. The results showed that the marketing mix used at Hero Tailor in Makassar City included product, price, location, promotion, employee, production process and physical facility aspects. Most of the marketing mix at Hero Tailor was in very good category based on consumer responses, especially on product, promotion and production process aspects. The quality of product raw materials, price and quality suitability, location access ease, direct visit promotion, employee speed and friendliness service, production completion timeliness, and parking availability area were the indicators of Hero Tailor marketing mix aspects that were still lack and required further improvement. The improvement was very important as an effort to provide good service for consumers and to increase consumer satisfaction.*

Keywords: *marketing mix, hero tailor*

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I. Introduction

Digital culture gradually dominated the current trends that could maximize public attention in short time [1]. Technological developments were strong support factor in facilitating the implementation of service strategies compared to conventional service providers [2] & [3]. The utilization of technology could create business value [4]. The utilization of technology can provide convenience for humans in running their business. On the other hand, the value and ease of utilizing technology provides opened competition for business actors. Strict business competition especially fashion world currently affected the sewing business. The condition was also experienced by Hero Tailor as one of the companies engaged in sewing services in Makassar. The main obstacles and challenges caused by the tight competition of the apparel industry, furthermore the apparel currently were very accessible and could be purchased online.

In order to stay competitively and avoid the destruction of small and medium business, needed to build and manage dynamic and non-hierarchical networks to respond market opportunities [5]. Companies were always required to have effective thinking and strived to increase market sharing in order to gain new customers. Furthermore, the marketing strategy should be developed in accordance with market developments and provided cleared and focused pictures of what should be done by business actors. The marketing mix was one of the marketing strategies for delivering information widely, introducing goods and services products, stimulating consumers to give personal preferences on the image of product. The marketing mix was the most fundamental controlled marketing concepts to create the desired response by the market [6]: [7]. The marketing mix element was valuable asset for any service sector to assess business results through feedback from consumers, as well as identified problems that could arise in provided services [8]. The marketing mix included products, prices, places, promotions, employees, processes and physical evidences [9]; [6].

Literature Review

Quality was essential for product. Product quality was the main reason for the goods to be purchased [11]. Important companies considered the visual packaging design as the core of product development [12]. Product innovation would encourage companies to have strategic sustainability perspectives, which would support the company long-term success [13]. In addition to product quality, pricing is also the strategy and bargaining value of product. Price elasticity was as the measure of willingness that many consumers use or the ability to pay for goods and services jasa [14]; [15]. Knowledge of price elasticity was very important to know by the business owners in designing the success of marketing strategy [16]. The knowledge of price elasticity was also important for developing industry growth strategies related to successful product brand and good sales promotion [17].

Furthermore, the choice of location was as service center needed to consider and access speed. Understanding location was as service center in the context of value determination in new way [18]. The extensive branch and network system would have the opportunity to attract customers [19]. In addition to

location, promotion through communication was also able to raise awareness for consumers [20]. After reducing the uncertainty, firms tended to adapt communication and pricing strategies [21]. Pricing becomes one of the company strategies in attracting consumers' attentions. The enterprise system could provide significant operation and strategic benefits but was also the major source of disruption [22]. Major disruptions could be caused by employee knowledge. The understanding of how to improve employee knowledge became very important [23]. The Increase of employee knowledge could be done by combining a number of different employees into one work unit [24].

The production process would determine the path and consequences of the service activity system. The production process was as customer management where all methods, mechanisms, marketing work trends, supervision, marketing activities and demonstrations should be considered [25]. Improving the quality of the process directly or indirectly would affect the quality of the product or better service [19]. Providing services and fast time would have good impression in improving customer satisfaction. In addition to the production process, physical facilities had also effected on marketing. The environment helped differentiating service providers from their competitors and influenced customer behavior [19]. Good facilities and equipment would improve service quality and customer satisfaction level would be higher. Building surfaces, views, interior furnishings, appliances, and other observable were considered physical evidences, and provided the tangible evidences of company quality services and would have favorable impression on consumers' perceptions that should be well regulated by the company [25].

Marketing mix was as the starting point of consumer satisfaction included product, price, place and promotion [26]; [27]. Marketing mix strategy included pricing, distribution, promotion, physical evidence, process, and personal strategy impacted patient satisfaction [28]. Product, price, location, promotion, employee performance, production process and physical facility completeness were variables correlated with consumer decision making [29]. Combining strategic marketing mix elements would strategically satisfy consumers, meet company goals, improve market position, and enhance competitive advantage.

Several descriptions of the study above showed the marketing mix variables conducted by various companies in increasing comfort and customer satisfaction. Marketing mix greatly determined consumer behavior in increasing the sales volume of products or services. The results of relevant study studies confirmed that product variables, prices, locations, promotions, employees, production processes and physical facilities were marketing mixes that could increase sales volume, convenience and customer satisfaction levels. However, previous study only used some marketing mix variables or separately on a wider scale of firms. Therefore, this study would explore all variables of the marketing mix on narrower scale that was tailoring business. The marketing mix of tailoring business was very interesting to be analyzed because of fewer researchers who studied it, especially in Makassar City.

The study aimed to describe the marketing mix conducted by Hero Tailor in Makassar City. The study contributed to provide the pattern of marketing mix implementation conducted by Hero Tailor in Makassar City. Thus, study could be reference for sewing entrepreneurs in managing business so as surviving in the middle of increased competitive competition.

II. Methodology

The study used quantitative descriptive study, with the consideration that the study tried to describe many events that had occurred in the present, in the form of meaningful numbers. The study was conducted in Makassar City, South Sulawesi, Indonesia. The study population was all direct consumers of Hero Tailor. The sample was set by 100 consumers [30], determined by *purposive random sampling technique*. Data collection techniques in the study used questionnaires that contained questions related to product variables, price, location, promotion, employees, production processes and physical facilities. The instrument used a scale model of assessment 1-5. Data analysis techniques used descriptive analysis. Technique of data analysis used descriptive analysis in order to know the characteristics of each variable and could do objective representation of study problems based on the achievement of respondents score (consumer). Descriptive analysis was done with the help of IBM SPSS statistic software 20. Categorization assessment of each variable referred to the categorization [31].

III. Result and Discussion

1. Result

The description of marketing mix data on Hero Tailor at Makassar City reviewed from seven covered aspects: product, price, location, promotion, employee, production process and physical facility. Visually the consumer responded to the seven aspects with the marketing mix indicators generated by Hero Tailor in Makassar City was presented in the following table:

Table 1. The Percentage of product indicator data

Indicator	Percentage				
	Very Suitable	Suitable	Enough Suitable	Less Suitable	Not Suitable
Neatness	44	37,6	9,2	0,9	0
Variety	45	33	13,8	0	0
Raw Material Quality	46,8	30,3	11,9	2,8	0
Durability	37,6	40,4	13,8	0	0

Table 1 showed that most consumers were satisfied with the products produced by Hero Tailor, especially the variety of produced products. Nevertheless, the quality of raw material and the neatness were still less or less satisfactory based on the consumer response.

Table 2. The Percentage of price indicator data

Indicator	Percentage				
	Very Suitable	Suitable	Enough Suitable	Less Suitable	Not Suitable
The amount or cost of sewing	45,9	30,3	12,8	2,8	0
Price and quality compatibility	46,8	28,4	10,1	6,4	0

Table 2 showed that most consumers declared good price level, especially the amount of sewing costs provided by Hero Tailor. But the amount of cost, especially the suitability of price and quality were also still felt less suitable by small number of consumers.

Table 3. The percentage of location indicator data

Indicator	Percentage				
	Very Suitable	Suitable	Enough Suitable	Less Suitable	Not Suitable
The ease of access	45,9	32,1	11,9	1,8	0
Strategic location	43,1	37,6	11,9	0	0

Table 3 showed that most consumers stated that the location of Hero Tailor was very strategic, but a small percentage of consumers stated that access was less suitable, especially consumers who lived far away from Hero Tailor location.

Table 4. The percentage of promotional indicator data

Indicator	Percentage				
	Very Suitable	Suitable	Enough Suitable	Less Suitable	Not Suitable
Ads in newspapers/magazines	51,4	31,2	9,2	0	0
Ads on TV and radio	50,5	30,3	11	0	0
Direct salesperson visits	30,3	40,4	18,3	2,8	0
Participation at exhibitions and sponsors	32,1	40,4	18,3	0,9	0

Table 4 showed that news/magazine advertisements were the most appropriate or most used promotions by Hero Tailor. While participation in the exhibition, alone direct visits from Hero Tailor owner were still perceived less by consumers.

Table 5. The percentage of employee indicator data

Indicator	Percentage				
	Strongly Agree	Agree	Enough Agree	Less Agree	Not Agree
Measuring skill and sewing suit	48,6	32,1	11	0	0
Positive response while serving	43,1	33,9	11	3,7	0
Polite on consumers complaints	31,2	36,7	22,9	0,9	0
Friendly and polite	40,4	32,1	13,9	5,5	0
Speed, precision to serve the consumer	39,4	31,2	15,6	5,5	0

Table 5 showed that most employees had excellent measuring and sewing skills based the consumers. However, service speed, friendliness and positive responses in service were still felt less by Hero Tailor consumers.

Table 6. The percentage of production process indicator data

Indicator	Percentage				
	Strongly Agree	Agree	Enough Agree	Less Agree	Not Agree
On-site measurement service	45,9	33	12,8	0	0
On time completion	32,1	36,7	16,5	6,4	0
Free fixed-sewing	33	35,8	20,2	2,8	0

Table 6 showed the on-site measurement service was an indicator of the production process perceived very well by Hero Tailor consumers. However, the completion of sewing on time was still considered very less by some consumers. In addition free fixed-sewing was also lack.

Table 7. The percentage of ph-ysical infrastructure indicators data

Indicator	Percentage				
	Strongly Agree	Agree	Enough Agree	Less Agree	Not Agree
Comfort waiting room	41,3	39,4	11	0	0
Public facilities availability	37,6	35,8	16,5	1,8	0
Parking space availability	14,7	34,9	30,3	11,9	0

Table 7 showed the comfort of waiting room was very good physical facility indicator from the most of Hero Tailor consumers. However, in terms of public facilities availability, moreover parking space availability was still less based on a small portion of consumers.

Based on the above table, a bar chart was created to see the percentage of each aspect in general. Visually the bar chart was presented in the following figure.

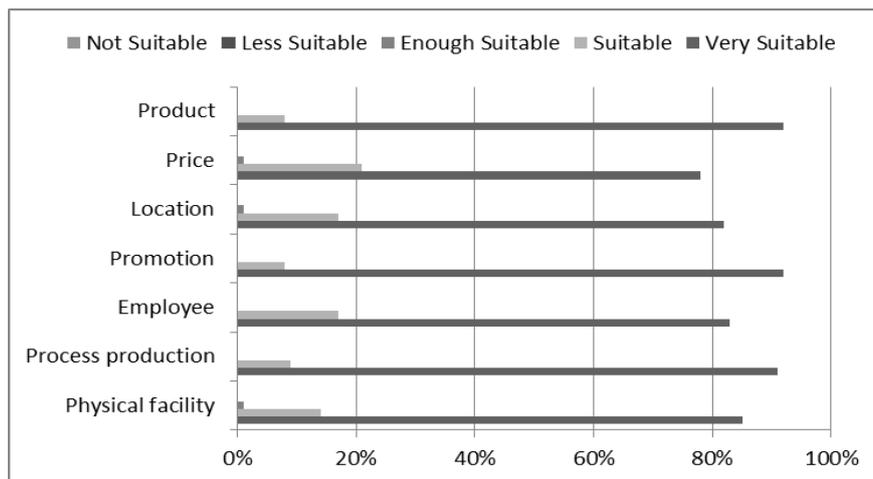


Fig. 1 The consumer response toward seven aspects of Hero Tailor marketing mix

Figure 1 showed the consumers responses toward the seven aspects of the marketing mix. Most consumers expressed a high degree of conformance to the marketing mix aspects of Hero Tailor. The high level of conformity is obtained by product aspect (92%) and promotion (92%), and also followed by production process aspect (91%). While the aspects that were considered lower or less suitable / good was the aspect of price (78%), location (82%), employees (83%), and physical facilities (85%). It could be also seen in the figure that showed the existence of consumers who stated less suitable to the aspect that was 1% of each.

2. Discussion

Product Aspect

Most consumers considered that Hero Tailor suit products had quality, product variety, product durability and tidiness. Although the results of the analysis showed that Hero Tailor suit products were categorized very well, there were still statements that made the product aspect on under average (see table 1). This needed to be the attention of Hero Tailor in dealing with the differences in consumer tastes. Product quality was the main reason to buy an item [11]. The desire to buy from consumers was strongly influenced by their expectations in the context of product quality [26]. The study fact confirmed that the quality of the product became an important assessment to select the product or use the services offered by Hero Tailor in Makassar City. Therefore, it was important for Tailor owner to innovate in designing quality products that could provide satisfaction and comfort of consumers.

Price Aspect

Most consumers consider that the price of suit-making services offered by Hero Tailor was relatively affordable and price and quality was also suitable. Price became one factor of every consumer in choosing purchased suit. But the price of suits offered would be a point that was disregarded if the quality of the product suits could provide satisfaction to the consumer. Although the results of the analysis showed that the cost of suit-making services offered by Hero Tailor was categorized as suitable, but there were still statements that made up the price aspect under the average (see table 2). Differences in consumer tastes, in terms of product quality related to prices needed to be concerned. Pricing that was not suitable with product quality would result in consumer disappointment.

Pricing was also a strategy and bargaining value of product. Price elasticity was as a measure of willingness that many consumers used or the ability to pay for goods and services [14]; [15]. Knowledge of price elasticity was very important to know by the owner of the business in designing the success of strategy marketing [16]. Knowledge of price elasticity was also important for developing industry growth strategy related to product brand success and good sales promotion [17]. The study facts confirmed that the price of Hero Tailor suit in Makassar became an assessment for the consumer. Therefore, it was important for every tailor entrepreneur to set the price based on the quality of the offered product.

Location Aspect

Most consumers considered that the access of Hero Tailor location in Makassar City was relatively easy to access through transportation and its strategic location. The ease of location access became consumer factor to visit Hero Tailor. Easy access the location provided opportunities for business stakeholders in offering products or services. Although the results of the analysis showed the access of Hero Tailor location was very easy, but there were still statements that made up the aspect of the location was under average (see table 3). This showed that there were differences in consumer behavior related to the existence of Hero Tailor in Makassar City. Difficult location access would have an impact on the decrease of visit on a company. The condition if it still happened potentially reduced the sale volumes of product or service.

The choice of area as service center needed to be considered on easy and quick access. Company needed to extend the network as service center in the context of determining the surplus value [18]. Extensive branch and network systems would have the opportunity to attract customers who were in the segment of doubt [19]. The study facts confirmed that the ease of location access became the reason of consumers to choose products or use the services offered by Hero Tailor in Makassar City. Therefore it was very important to provide comfort in huge access location of the company.

Promotion aspect

Most consumers knew the Hero Tailor suit products in Makassar City through advertisements in newspapers/magazines, TV and radio commercials, direct sales visit and participation at exhibitions and sponsors. Promotion was as an active way by Hero Tailor in Makassar City in introducing various products and offered services. Through the promotion of products and services, Hero Tailor provided additional information and understanding on related products and offered services. Messages delivered through effective promotions were able to attract consumers to choose the offered products.

Although the analysis showed that Hero Tailor promotion in Makassar was categorized very well, there were still statements that made up the promotion aspect on under average (see table 4). This showed that there were differences in consumer behavior response to promotions made by Hero Tailor in Makassar. Responding to this problem, Hero Tailor combined comprehensive promotion through print, electronic and direct interaction with potential customers. Choosing the right promotional media could help companies to satisfy consumers [19]. Promotion was basic communication with consumers. Promotion raised awareness for consumers [20]. The individual attitude toward product brand was strongly influenced by advertising [32]; [33]. Promotion could increase the acceptance of offered brand [34]. The study facts confirmed that the promotion of products was able to provide information and understanding related to the product so raised the desire to buy a product or use services offered by Hero Tailor in Makassar. Therefore it was very important to promote the products and services through promotion.

Employee aspect

Most of the customers felt the performance of Hero Tailor employees in Makassar City was skilled in measuring and sewing suits, gave positive response when serving, polite to consumer complaints, friendly and fast and accurate in serving consumers. The effectiveness of employees in providing services was able to provide comfort to consumers. Skills and readiness owned by employees to facilitate consumers in choosing and determining needed products. The study fact confirmed that the employee aspect was able to give satisfaction and consumer comfort in choosing product. Although the results of the analysis showed that the performance of Hero Tailor employees in Makassar City was categorized very well, but there were still statements that made the

employee aspect under average (see table 5). This indicated that there were still Hero Tailor employees in the city of Makassar were less effective in serving consumers. These conditions had implications for reduced customer satisfaction.

The understanding of how to improve the sharing of employee knowledge became very important [23]. The quality of service employees had a positive impact on customer satisfaction [35]; [36]. This finding highlighted the importance of service management core and manager needed to act directly in addressing customer service issues. The study facts confirmed that the employee service gave satisfaction to the consumers in choosing and using the services offered by Hero Tailor in Makassar City. Therefore, it was very important for the company had employees who were able to provide good service.

Production process aspect

Most consumers felt the ease of the production process of Hero Tailor suit in Makassar City, because measurement service could be done on the spot, the on time completion and the free fixed-sewing offer. The production process of Tailor Hero jacket in Makassar City was able to provide comfort and satisfaction to the consumers. Various facilities provided by Hero Tailor. Through effective and efficient production process services Hero Tailor gave consumers a sense of security in terms of location and time and reduced fears of delay in completion. Although the results of the analysis showed that the production process of suit made by Hero Tailor Makassar was categorized very well, but there were still statements that made up the production process aspect was under average (see table 6). This suggested that the production process seemed less consistent. These conditions had implications on the reduced of satisfaction and comfort of consumers on the process of suit done in Hero Tailor Makassar.

The process would determine the path and consequences of service activity system. Process was as customer management where all methods, mechanisms and marketing work trends, especially surveillance and method adjustments, review marketing activities and observe demonstrations should be considered [25]. Improving the quality of the process directly or indirectly would affect the quality of the product or better service [19]. The aspects of the process were able to provide satisfaction in patients at private hospitals [28]. The study facts confirmed that the production process was able to provide a sense of security to consumers in choosing products or to use services offered by Hero Tailor in Makassar City.

Physical facility Aspect

Most consumers felt comfortable when using the services of Hero Tailor in Makassar. The perceived taste from consumers was as the impact of the facilities provided by Hero Tailor. The physical facilities owned by Hero Tailor Makassar included waiting room, public facilities and vehicle parking area. The physical facility meant was able to provide satisfaction to patients in private hospitals [28]. Although the results of the analysis showed that the physical facilities owned by Hero Tailor Makassar were categorized very well, but there were still statements that made up the aspects of physical facilities were under average. This showed that there were still parts of physical facilities that needed to be repaired by Hero Tailor. The condition implied customer satisfaction and comfort while in Hero Tailor Makassar. These conditions if allowed to be continued would had an impact on the decline of consumer interest to visit Hero Tailor Makassar.

The existence of physical facilities at the company was able to give the impression or appeal for consumers and prospective consumers. Physical advice provided tangible evidence of the quality of the company services and would have good impression on customer perceptions [25]. This showed that physical facilities could provide an initial description for consumers related to the quality of product and service on the Tailor Hero suit. The study fact confirmed that the existence of physical facilities could provide comfort to consumers when choosing product or using the services of Hero Tailor in Makassar.

IV. Conclusion and Recommendation for Future

Marketing mix used at Hero Tailor in Makassar City included product aspect, price, location, promotion, employee, production process and physical facility. Most of the marketing mix on Hero Tailor is in very good category based on consumer response, especially on product aspect, promotion and production process. However, there were still weaknesses in each indicator from each aspect of the marketing mix. The quality of raw material product, the suitability of price and quality, the ease of location access, the promotion with direct visit, the speed and friendliness of the employee service, the on time of production completion, and the availability of parking area were indicators of the Hero Tailor marketing mix aspects that were still lack and required further improvement. This improvement was very important as an effort to provide good service for consumers and to increase consumer satisfaction. Thus, the marketing network of Hero Tailor products and services in Makassar would be increasingly widespread and sales result increased.

Further study might add or reduce the marketing mix used in the different contexts with different analyzes, such as regression or path analysis to find out further the effects among marketing mix

aspects/variables.

V. References

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