

7P Service Marketing Strategy in Increasing the Number of Customers of Shoesseriious Palu Shoe Laundry

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ABSTRACT

This study aims to determine: (1) Service Marketing Strategies (7P) in Increasing the Number of Customers of Shoesseriious Shoe Laundry in Palu City. (2) SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) of Service Marketing Strategies (7P) in Increasing the Number of Customers of Shoesseriious Shoe Laundry in Palu City. The type of research used is qualitative. Data collection methods included observation, interviews, and documentation. The informants interviewed were the business owner and several Shoesseriious Palu customers. The research results indicate that (1) Shoesseriious Palu uses the 7P service marketing strategy (Product, Place, Price, Promotion, People, Physical Evidence, Process) to increase the number of customers. (2) The SWOT analysis of Shoesseriious Palu in increasing the number of customers. Based on strengths, it has a high profit margin. The weakness is that it takes a long time to build customer trust. Opportunities are created through collaboration with local communities or brands and combined with digital marketing content. Meanwhile, threats arise from new entrants using low-price strategies or aggressive promotions, making competition increasingly tight. *Keywords:* Marketing strategy, marketing mix, shoe laundry strategy

INTRODUCTION

The development of the business world today cannot be separated from the competition between companies. Competition is a reality in the business world that occurs, as well as rules followed by decision-makers to face the impact on a company's profit margins (Abdulhalil Hi. Ibrahim, 2021; Fatmawati et al., 2023). In order to maintain the credibility of companies amid competition and to achieve desired goals, profits are obtained and maintained from customers. As a result, companies strive to promote their business, engage in various business activities they have, and improve quality to produce products that are favored by the wider community (Maulida, 2022; Najib et al., 2022).

One of the businesses that is currently popular is the growing development of the fashion world. Fashion, in Indonesian commonly referred to as 'mode,' is the style of clothing within a culture (Ananda Ilmhy Saputri et al., 2025; Hanaysha, 2022). Besides clothing, shoes are also an important item in supporting one's fashion style. Over the past three years, the business trend in Indonesia has been dominated by the proliferation of sneakers. Most consumers who buy shoes focus only on wearing them. In fact, besides buying and wearing them, shoes also require maintenance. The busy school schedules and working hours leave people with little time to take care of their shoes. Frequently used shoes that are kept in damp places can accumulate bacteria, causing them to develop an unpleasant odor.

This fact has given rise to the shoe laundry business and services. Shoe laundry services offer cleaning, recoloring of faded shoes, and repairing damaged shoes. With the development of shoe laundry services today, it certainly makes it much easier for consumers to clean their shoes. Palu City, as the capital of Central Sulawesi Province, serves as a fertile ground for the growth of shoe laundry service businesses.

Consumers will feel greatly assisted by the many alternative choices of shoe laundry services. However, on the other hand, it will certainly pose a threat to the business owners, as they have to face competition in vying for consumers. Consumers are also more selective in choosing the service they will use (Bryła et al., 2022; Teressa et al., 2024). Consumers will choose services that have proven to deliver satisfactory results. As the sneaker trend continues to grow, the number of new shoe laundries in Palu City also increases. Although many are attracted to the shoe laundry business, it is the ones that are consistent and innovative in marketing that will retain consumers while maintaining a good reputation (Reiser, 2017). For example, the shoe laundry that will be the subject of this study is Shoesserious Palu Shoe Laundry. Since its establishment, Laundry Sepatu Shoesserious Palu has attracted the attention of potential customers by offering a free shoe pick-up and delivery service. In addition, Laundry Sepatu Shoesserious Palu also implements a service marketing system to attract consumers to use the services offered. The success or failure of a product or service is greatly influenced by marketing, production, finance, and other areas, as well as by the ability of service managers or producers to combine these elements so that the company can remain competitive with other companies that produce similar products (Candrawati & Nuvriasari, 2021; Nurma Dewi &

Setiawan, 2024). Therefore, company management must be able to manage the company effectively, so that consumers or customers do not switch to other companies. With good product marketing, it is certain that the company will achieve maximum profits, whereas poor product marketing will have a negative impact.(Khasanah et al., 2023; Yuliana H. Laru et al., n.d.)

It can also be said that marketing consists of a series of principles for selecting target markets, evaluating consumer needs, developing goods and services that satisfy desires, providing value to consumers, and generating profit for the company. In detail, the marketing aspects that need to be analyzed are the products being marketed, market share, competitors, and marketing strategies. Once the target market has been determined through marketing research, the company must develop a plan to enter the chosen market share, followed by the use of the marketing mix concept for services, combined into 7Ps, namely: Product, Price, Place (distribution channels), Promotion, People, Process, and Physical evidence. The purpose of this study is to find out:

To understand and analyze the Service Marketing Strategy (7P) in increasing the number of customers of Shoesseriious Shoe Laundry in Palu City.2. To understand and analyze the strengths, weaknesses, opportunities, and threats of the Service Marketing Strategy (7P) in increasing the number of customers of Shoesseriious Shoe Laundry in Palu City.

LITERATURE REVIEW

Marketing Strategy

Marketing strategy is essentially a series of actions designed to achieve specific objectives (Amberg & Fogarassy, 2019; Assistant professor PhD., Market Research and Consumer Protection Center, University of Baghdad, Iraq. mahmud@mracpc.uobaghdad.edu.iq & Alkhafaji, 2024). The strategy includes defining the company's mission, organizational goals, and policies to enhance internal and external strengths in order to achieve the desired objectives. Marketing strategy serves as a statement regarding how a brand or product line will achieve its goals (Rosida Panuki Adam, 2024, p. 50).

Marketing Mix

According to Kotler (2024), the marketing mix is a strategic combination of marketing tools used by companies to achieve their objectives in the target market. This concept emphasizes the importance of carefully considering and managing four key elements to develop an effective marketing strategy. These elements include product, price, place, and promotion. The marketing mix has continued to undergo paradigm shifts along with the complexity, development, and interest in service marketing. Therefore, Boomer and Bitner proposed an additional service marketing mix that includes Participant, Physical Evidence, and Process. As a result, the service marketing mix used consists of 7Ps: (1) Product, (2) Place, (3) Price, (4) Promotion, (5) Participant, (6) Physical Evidence, and (7) Process. (Sulistyo, 2014)

1. Product

The definition of a product according to Kotler is that a product is everything that can be offered to the market to attract attention, generate income, utility, or consumption that can satisfy needs or desires. (Kotler & Keller, 2012) It is everything that can be offered to the market to gain attention, be purchased, used, or consumed, which can satisfy wants or needs.

2. Price

The definition of price is the amount of money that a customer must pay to obtain a product. Price is an agreed-upon value that serves as a condition for an exchange in a purchase transaction. Price can also be interpreted as something that a buyer must spend to receive a product (Kaura et al., 2015; Khuzafah et al., 2023).

3. Place

The definition of location/place according to Kotler is all activities undertaken by a company to make its products easily accessible and available to target consumers. Meanwhile, according to Rambat Lupiyoadi, place in services is a combination of location and distribution channel decisions, in this case relating to how services are delivered to consumers and where the strategic location is (Hidayah et al., 2021; Nurma Dewi & Setiawan, 2024).

4. Promotion

Kotler defines sales promotion as various activities carried out by companies to communicate the benefits of their products and to convince the target consumers to buy them (Hasan & Udawatta, 2023; Saripudin et al., 2024). Promotion is a factor that determines the success of a marketing program. Promotion acts as a marketing campaign designed to stimulate faster or larger purchases of specific products or services by consumers.

5. People

People or participants are all individuals who play a role in service delivery that can influence perception. Those who interact directly with consumers in providing services are an important part of building loyalty (Dharma & Hawignyo, 2022; Febriani & Ahmad Fadili, 2021). The knowledge and abilities of humans working in accordance with the company's goals are a very important asset for achieving success.

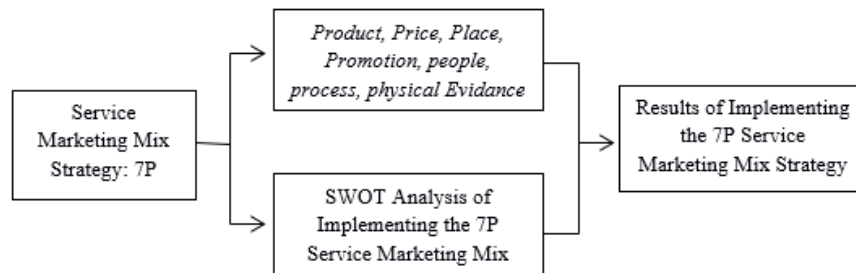
6. Physical Evidence

According to Kotler, physical evidence is the proof possessed by service providers intended for consumers as a proposal for added consumer value. Physical evidence is the tangible form offered to customers. In fact, there are no physical attributes for services, so consumers tend to rely on material cues.

7. Process

The operation or production process is the most important factor for high-contact-service consumers, where it often also plays a role as a co-producer of the related service.

Conceptual Framework



METHODOLOGY

Research Approach

The research method conducted by the researcher is qualitative research using a descriptive approach, which is a type of research that relies on systematic reasoning of the relationships between two or more objects through logic and common sense, justification based on relevance, chronology, or coherence of human thought. (Muliawan, 2014, p. 3) In simple terms, it can be said that the purpose of qualitative research is to understand the system of meaning that underlies the general principles of a phenomenon found in social life. This understanding is obtained through observation, description, and detailed interpretation of the phenomenon that is the focus of the research. (Mahmud, 2011, p. 91)

Data Collection Method

Data collection methods can be carried out in three ways, namely observation, interviews, and documentation.

a. Observation

Sutrisno Hadi stated that observation is a complex process, a process composed of various biological and psychological processes. Two of the important ones are the processes of observation and memory. (Suryabrata, 2010, p. 203)

b. Interview

Interviews are used as a data collection technique when a study aims to conduct preliminary research to identify issues that need to be studied, and also when the researcher wants to understand more in-depth aspects from respondents who are few in number or limited. Interviews can be conducted in a structured or unstructured manner, and can be done face-to-face or via telephone. (Suryabrata, 2010, p. 193)

c. Documentation

The collection of documentation data involves seeking information about things or variables in the form of records, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, registers, and agendas. With the documentation method, what is observed is not living objects but inanimate objects. (Trianto, 2010, p. 278) The researcher checks the validity of the data using the triangulation technique. Triangulation is a technique to find convergence at a central point of information from the collected data for verification and comparison against existing data.

RESULTS AND DISCUSSION

The research results show that Shoesseriious Palu shoe laundry has implemented the 7P service marketing strategy to increase its number of customers. The 7P service marketing strategy includes Product, Price, Place, Promotion, People, Physical Evidence, and Process.

a. Product

The service products offered by Shoesseriious Palu consist of 8 (eight) service products, namely: detailed cleaning which includes washing the entire shoe (upper, midsole, outsole, insole) along with shoe perfume, whitening to remove yellow stains on the upper part of the shoe, sol whitening to whiten yellowed shoe soles, children's shoe cleaning, white shoe cleaning, leather shoe cleaning, helmet washing, and bag washing.

b. Price

Price list Services offered by Shoesseriious Palu are: Detailed Cleaning Rp. 30,000-35,000, Whitening Rp. 25,000-30,000, Anyelowing Rp. 30,000-35,000, Children's Shoe Cleaning Rp. 15,000-25,000, White Shoe Cleaning Rp. 35,000, Leather Shoe Cleaning Rp. 30,000-35,000, Helmet Washing Rp. 30,000-35,000, and Bag Washing Rp. 20,000-50,000. For express service, an additional Rp. 20,000 is charged. Pricing is customer-friendly. Prices are also adjusted according to the rates of other shoe laundry services in Palu city to avoid disrupting the market.

c. Place

The Shoesseriious shoe laundry outlet in Palu is located at Jl. Kelapa Gading No.1, Kel. Ulujadi, Palu City. This location is considered strategic because it is a road leading to one of the college campuses and is easily accessible. In terms of outlet facilities, they offer a spacious parking area, a comfortable waiting area for customers in front of the outlet, and soft drinks are also provided.

d. Promotion

Shoesseriious Palu offers several promotions to customers to encourage loyalty and ensure that they continue to trust Shoesseriious Palu with cleaning their shoes. The promotions offered by Shoesseriious Palu include washing 3 pairs of shoes for Rp. 100,000, wash 5 pairs of shoes and get 1 pair free, wash shoes 10 times and get 1 free, special promo for birthdays, special promo for holidays, and special year-end promotions.

All promotions and information related to Shoesseriious Palu are shared through social media platforms. Shoesseriious Palu uses 4 social media platforms: Instagram with 2,143 followers, TikTok with 500 followers and an average of 1,000 likes per post, Facebook, and WhatsApp. Social media is very effective in helping to spread information about products or services and upcoming promotions. It also plays a role in creating engaging content and posts that will be uploaded to social media accounts.

e. People

The importance of having employees who are experts in the field of shoe laundry is very significant, especially if a shoe laundry business wants to grow and maintain the quality of its service. Shoesseriious Palu highly prioritizes employee expertise. Experienced employees can avoid these risks because they know the proper washing techniques. As a result, customers will feel more satisfied if their shoes come back clean, fragrant, and undamaged. Trained

employees are better able to meet these expectations. Therefore, investing in employee training is highly recommended. Shoesseriious Palu has an employee development program, which includes shoe training every six months and a study visit program in collaboration with shoe laundries in Palu city.

f. Physical Evidance

Physical proof of a shoe laundry business can take various forms of documentation that demonstrate the business is genuinely operating and providing shoe cleaning services to customers. Here are some examples of physical evidence used by Shoesseriious Palu. Photos of shoes before and after being cleaned: These photos show the results of the work and the quality of service provided. They can illustrate the difference between dirty shoes and those that have been cleaned. Photos or videos of the business premises, whether it is the shoe laundry location itself or the display or signage indicating that it is a shoe cleaning place. After cleaning, the shoes are placed in special plastic bags labeled with the name of the shoe laundry business.

g. Process

The shoe cleaning process at Shoesseriious Palu is a process similar to laundry for shoes in general, which may vary slightly depending on the type of shoes and the service desired by the customer (for example: Detailed Clean (upper, midsole, outsole, insole), Whitening, Anyeleowing, and others). However, in general, the shoe laundry process at Shoesseriious Palu involves the following steps: The customer contacts the admin or brings the shoes directly to the outlet, then the admin records the customer's name, type of shoes, and the desired service. The admin gives the customer's data to the courier to pick up the shoes at the customer's place. Next, the cleaner washes the shoes according to the service requested by the customer. Once clean, the courier delivers them back to the customer, or the customer comes directly to the outlet to pick up their shoes.

In the implementation of service marketing strategies at Shoesseriious Palu, aspects of strengths, weaknesses, opportunities, and threats were identified. The impact of SWOT plays a significant role in business development, including in the shoe laundry business of Shoesseriious Palu. The following is a SWOT analysis in the implementation of service marketing strategies to increase the number of customers at Shoesseriious Palu.

h. Strengths

The shoe laundry business, especially in the city of Palu with millennial and Gen Z consumers who care about appearance, makes Shoesseriious Palu a popular shoe laundry service among many customers. Customers who own expensive shoes that require special care lead to an increased demand for shoe laundry services. Moreover, if customers are satisfied, they tend to become regular clients. Another strength is the high profit margin, with relatively low operational costs while service prices can be premium for certain shoes.

i. Weaknesses

In the early days of Shoesseriious Palu, customer trust was low. It took a long process to build customer confidence. This was because customers were afraid that their shoes would be damaged, faded, or not cleaned thoroughly. Furthermore, the information and followers on social media were still limited.

Another weakness was that the processing time was relatively long compared to regular laundry. Each shoe worked on had different characteristics, so it had to be handled carefully and meticulously.

j. Opportunities

The growth of sneaker and fashion trends has increased opportunities for shoe laundry services. By implementing a marketing mix strategy, Shoesseriious Palu recognized this opportunity. The opportunities that Shoesseriious Palu pursued included collaborating with local communities or brands combined with digital marketing content, such as partnering with sneaker stores, sneaker communities, and MSME events. This was done so that the Shoesseriious Palu brand would be more easily recognized.

k. Threats

Besides the opportunities that are widely available, even shoe laundry services face threats for their business operators, including Shoesseriious Palu. Many new players with low-price strategies or aggressive promotions increase competition. Another threat is that customer complaints can turn the brand's image negative. A small mistake in washing can lead to a bad reputation on social media. As a result, algorithms change, causing a loss of traffic and customer trust.

CONCLUSIONS AND RECOMMENDATIONS

1. Shoesseriious Shoe Laundry in Palu has implemented a service marketing strategy (7P), namely (1) Product aspect. The services offered include detailed cleaning (upper, midsole, outsole, insole), whitening, yellowing treatment, helmet cleaning, and bag cleaning. (2) Price aspect, offering affordable service prices without disrupting market rates. (3) Place aspect, categorized as strategic and easily accessible. The outlet facilities offered include a spacious parking area and a comfortable waiting room. (4) Promotion aspect, offering various promotions for customers every week and on certain days, supported by social media platforms. (5) People/employee aspect, employee development through training and benchmarking programs. (6) Physical evidence aspect, neat outlet appearance and special shoe packaging displaying the brand name. (7) Process aspect, customer data collection, pick-up, cleaning, and delivery are carried out meticulously. By implementing a service marketing mix, Shoesseriious Palu can increase its number of customers.
2. SWOT analysis of Shoesseriious Palu in increasing the number of customers. Based on strengths, it has high profit margins. Its weakness is that it takes a long process to build customer trust. Opportunities can be pursued by collaborating with communities or local brands and combining them with digital marketing content. As for threats, the emergence of new competitors with low-price strategies or aggressive promotions makes the competition increasingly tight. Saran

After conducting research on marketing strategies for shoe laundry services at Shoesseriious Palu to increase the number of customers, several suggestions are proposed:

1. The researcher suggests further optimizing promotions and creating engaging content to be shared across various social media platforms. This will increase the number of social media followers and enhance customer trust.
2. The researcher also recommends paying attention to the details of cleaning shoes, bags, or helmets to avoid negative customer responses.

FURTHER STUDY

This research still has limitations so that further research is needed on the topic of 7P Service Marketing Strategy in Increasing the Number of Customers of Shoesseriious Palu Shoe Laundry in order to perfect this research and increase insight for readers and writers.

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