MARKETING STRATEGY ANALYSIS IN ENHANCING SALES PERFORMANCE REVIEWED FROM A BUSINESS PERSPECTIVE

ANALISIS STRATEGI PEMASARAN DALAM MENINGKATKAN KINERJA PENJUALAN DITINJAU DARI PERSPEKTIF BISNIS

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ABSTRACT
This study examines marketing tactics used by Pand's Muslim Department Store to boost sales from an Islamic business standpoint. The descriptive research methodology is applied quantitatively in this work. Interviews, documentation, and observation are the methods used in data collection. Primary and secondary data were gathered from several sources for this study. Techniques for data analysis make use of the SPSS application. The demography under investigation is made up of customers who shop at Pand's Muslim Department Store. 97 customer responses were able to meet the requirements since the sample process employed purposeful sampling. According to the research findings, Pand's marketing strategy— which concurrently focuses on segmentation, targeting, and positioning—significantly improves sales performance from the standpoint of Islamic businesses. Beyond that, it also has a noteworthy positive impact depending on each variable. The study's conclusions show that positioning, targeting, and segmentation affect Pand's Muslim Department Store's business sales performance.
Keywords: Sales Performance, Segmentation, Targeting, and Positioning

ABSTRAK
Penelitian ini mengkaji taktik pemasaran yang digunakan oleh Pand's Muslim Department Store untuk meningkatkan penjualan dari sudut pandang bisnis Islam. Metodologi penelitian deskriptif diterapkan secara kuantitatif dalam penelitian ini. Wawancara, dokumentasi, dan observasi adalah metode yang digunakan dalam pengumpulan data. Data primer dan sekunder dikumpulkan dari beberapa sumber untuk penelitian ini. Teknik analisis data menggunakan aplikasi SPSS. Demografi yang diteliti terdiri dari pelanggan yang berbelanja di Pand's Muslim Department Store. Sebanyak 97 respon pelanggan memenuhi persyaratan karena proses pengambilan sampel menggunakan metode purposive sampling. Menurut temuan penelitian, strategi pemasaran Pand-yang secara bersamaan berfokus pada segmentasi, penargetan, dan penentuan posisi-secara signifikan meningkatkan kinerja penjualan dari sudut pandang bisnis Islam. Selain itu, strategi ini juga memiliki dampak positif yang penting tergantung pada masing-masing variabel. Kesimpulan dari penelitian ini menunjukkan bahwa positioning, targeting, dan segmentasi berpengaruh terhadap kinerja penjualan bisnis Pand's Muslim Department Store.
Kata Kunci: Kinerja Penjualan, Segmentasi, Targeting, dan Positioning

INTRODUCTION

Every marketer must be able to carry out marketing activities more effectively and efficiently due to the amount of competition in the corporate environment. In order to align with the goals of marketers and the requirements and preferences of consumers, many marketing initiatives require a fundamental marketing concept(Poluan et al., 2024). Businesses must be able to satisfy customer demands in order to survive in a highly competitive market. In order to remain competitive with established sectors, quality improvement is necessary to generate consumer-demanding products(Kharisma et al., 2022). Businesses have a choice in how they compete, such as by offering the best

products at the lowest costs. A business would be better off leveraging product or service quality to win the competition if it is impossible for it to compete on pricing.

In line with the marketer's interests as well as the demands and preferences of the target audience, these marketing initiatives necessitate a fundamental marketing concept. Because Islamic marketing is a marketing strategy founded on the Al-Qur'an and the Prophet Muhammad's Sunnah, it has a particularly strategic position in this particular situation. Islamic marketing is a strategic business discipline that guides the creation, provision, and modification of values from an initiator to its stakeholders. The entire process adheres to Islamic agreements and principles, as well as the Islamic concept of muamalah(Rika et al., 2023).

Marketing strategies are carried out to introduce a product so that a foundation of norms and morality is also needed in the marketing process to consumers. When a business is carried out by a producer who establishes Islamic business ethics, namely without containing elements of falsehood, injustice and compulsion, consumer loyalty to the product can be created (Khoiriah et al., 2024). Similarly, product marketing strategies that appropriately and effectively apply business ethics to the marketing process and transactions will have the ability to boost the number of sales of the products they are promoting. Marketing is a term that dates back to the Prophet Muhammad's day. It was Rasulullah Saw who carried out this promotion. Rasulullah Saw has always conducted business in a way that upheld sharia law and the ideals of justice and honesty (Apriliyanti & Maghfur, 2023).

The company's position in the market can be enhanced or preserved by putting effective marketing strategies into practice and taking advantage of possibilities to boost sales. The company's operations to maximize each opportunity, including those in several target markets, must be depicted in a clear and focused manner in the marketing plan. The clothing business is a business with promising prospects. Clothing is a primary need for humans(Sari et al., 2023). Primary needs are needs that absolutely must be met and cannot be replaced with others, because if a need is not met, people will feel lost and unhappy. One of the basic necessities that never goes out of style is clothing. Clothes that follow current trends appear rigid, cozy, and visually appealing. In addition, clothing may represent a person's existence or social and economic standing to certain individuals.

This research was conducted at Pand's Muslim Department Store. Pand's Semarang is a Muslim fashion shop that was founded on May 1 1987, founded by Mrs. Faizah. The word Pand's is taken from the street location (Pandanaran) and has the historical philosophy of Ki Ageng Pandanaran as the founder of Semarang City. At the beginning of its establishment, it was called Pand's Collection on Jl. Pandanaran 47 Semarang.

As it developed, until 2002 with the addition of land at the location of Jl. Pandanaran 45 Pand's Collection store area has increased. Since its inception, Pand's Collection has been a pioneer in providing Muslim clothing and Muslim equipment for people in the city of Semarang and even Central Java. The outlet's location in the heart of Semarang City makes Pand's Collection very easy to reach from all corners of the city, even for visitors from outside the city. On July 1 2010, Pand's Collection opened its second outlet in Yogyakarta, precisely

on Jl. Cornelis Simanjuntak 22. Apart from the spacious and comfortable outlet, the location is also very strategic, close to the Gadjah Mada University campus and several other campuses.

In 2014, the Pand's Collection Muslim Clothing Store rebranded to become Pand's Muslim Department Store where with the Islamic family segmentation Pand's Muslim Department Store is ready to equip and provide the best Muslim fashion products and other religious equipment for uk all family members; starting from the needs of fathers, mothers to brothers and sisters. Slowly the business is growing, from initially only one floor with limited parking space to now a 3-storey building with adequate parking area and other developments will still be carried out. Apart from that, Pand's also added facilities in the form of a cafe, prayer room, elevator, escalator, sharia ATM outlet to provide more comfort to customers who come to shop.

Pand's Muslim Department Store, as a trend setter in Muslim fashion and worship equipment, is a solution for anyone who cares about appearance. This is because all Muslim and Muslim women's clothing needs can be found according to the needs of the wearer, including casual, formal and semi-formal clothing. A number of types of products that can be obtained at Pand's Muslim Department Store include women's products consisting of Muslim clothing, suits, robes, blouses, various headscarves (veils, Muslim hats, squares, bandanas), women's trousers (formal and casual), skirts (formal). and casual), baby dolls, negligee, kebaya, suits, women's jackets, batik clothes and materials, Muslim swimsuits, imported perfume and accessories.

Subsequently, men's items include swimsuits, jackets, casual clothing, koko shirts, men's pants, men's hems,

imported perfume, and batik materials. Meanwhile, for children, Pand's also provides Muslim and casual clothing. Apart from that, it also provides worship equipment such as prayer mats, sarongs, peci, kopyah, mukena, Al-Qur'an and also provides all Hajj and Umrah equipment (Ihrom clothes, real t-shirts, Hajj pants, bargo, Hajj belts, sandals, green soap, various creams, stone bags, hats, gloves, socks, glasses, water spray, masks, urine bags, disposable underwear), Hajj and Umrah food souvenirs (dates, fustuk nuts / pistachios, almonds, chickpeas, chocolate chips, raisins, and Zam-Zam water), non-food (tasbih, Zam-Zam glass, Zam-Zam teapot, Zam-Zam thermos, tray, stuffed camel, key chain).

Pand's Muslim Department Store continues to be committed to being at the forefront for all customers and communities in Central Java and DIY so that by using and using Pand's products, the exclusive image of the Islamic Family will be realized. The embodiment of the exclusive image of an Islamic family, among others, is that each member of a Muslim family is able to transmit a positive image from every clothing and appearance they wear, therefore Pand's Muslim Department Store is a leading pioneer in providing complete Muslim clothing with a variety of up to date choices. Currently, Pand's Muslim Department Store also provides several special services, including an Exclusive Boutique, Hijab Creation Studio (covering formal, casual, graduation and bridal hijab make up and creation), making hampers, delivery and dowry, and Pand's Member Card.

In this modern era, Pand's Muslim Department Store provides convenience for customers who cannot shop directly at the store or who are outside the city. Pand's provides online services, namely the online shopping method via admin

via WhatsApp, then making payment via transfer and the goods will be sent via expedition or online transportation.

LITERATURE REVIEW
Marketing strategy

In the realm of marketing, a marketing strategy is essentially a thorough, cohesive, and integrated plan that offers direction for the actions that will be taken to meet a company's marketing objectives. To put it another way, a company's marketing efforts are directed by a set of goals and objectives, policies, and regulations that serve as a framework for reference and allocation when the company is addressing environmental and competitive conditions. constantly evolving(Pratiwi, 2021).

Elements of Marketing Strategy

There are a variety of purchasers in the market, and they differ in one or more aspects. Their requirements, available resources, places of residence, types of purchases, and buying habits could all vary. Targeting and positioning become crucial components of a marketing plan through market segmentation(Sari et al., 2023).

Market segmentation

The process of determining and creating distinct buyer or customer groups is known as market segmentation. Based on their product needs and marketing mix, each consumer is unique(Santoso & Larasati, 2019).

Targeting

The act of choosing one or more market sectors to enter is known as targeting. The following segments in this targeting need to be assessed: segment size and growth, the business must assess information on the degree of market demand, the rate of market expansion, and the anticipated profit margin from each segment(Pemasaran et al., 2022)

Positioning

Establishing a market position is the first step in positioning oneself, and the goal is to persuade customers of the competitive advantages of already available items(Akbar et al., 2021).

Marketing Strategy in a Sharia Economic Perspective

The process of developing, offering, and transferring value from an initiator to stakeholders is guided by sharia marketing, a strategic business discipline that adheres to Islamic business principles and the agreement of muamalah. This means that nothing related to the Islamic contract and muamalah principles may be found anywhere in the sharia marketing process, including the creation, offering, or value-change processes(Estijayandono, 2019)

RESEARCH METHOD

A quantitative strategy was employed as the research method in this study(Sugiyono, 2022). Customers that shop at Pand's Department Store in Semarang make up the population used in this study. Primary and secondary data were the two categories of data used in this study. Questionnaires were distributed as part of the research's data collection methodology. A measure with a range of 1 to 5, from strongly disagree to strongly agree, is employed(Putra & Keni, 2020). According to(Hapy Linawati et al., 2023), a Likert scale was used to gauge respondents' responses to the questionnaire. The SPSS approach is used in this research methodology.

RESULT AND DISCUSSION
Instrument Test
Validity test

Validity is defined as a metric that indicates the degree of an instrument's validity (Ghozali, 2018). Higher validity is attributed to a valid instrument, whereas lower validity is attributed to a less valid one. With a significance level of 5%, the rcount findings are then compared with rtable. This indicates that the instrument item is considered valid if the value rcount> rtable is achieved. A 5% significance threshold and N = 97 are used to view the table of product moment critical values, and the result is a r table value of 0.1996. After that, the rcount value for each instrument item is determined by contrasting it with the rtable. These are the computation results:

Table 1. Validity Test Results

Variable	Item Question	r_{count}	r_{table}	Information
Segmentation (X1)	X1.1	0,798	0,1996	Valid
	X1.2	0,924	0,1996	Valid
	X1.3	0,797	0,1996	Valid
	X1.4	0,924	0,1996	Valid
	X1.5	0,924	0,1996	Valid
	X1.6	0,797	0,1996	Valid
Targeting (X2)	X2.1	0,359	0,1996	Valid
	X2.2	0,730	0,1996	Valid
	X2.3	0,730	0,1996	Valid
	X2.4	0,730	0,1996	Valid
	X2.5	0,671	0,1996	Valid
	X2.6	0,671	0,1996	Valid
Positioning (X3)	X3.1	0,8948	0,1996	Valid
	X3.2	0,7733	0,1996	Valid
	X3.3	0,9287	0,1996	Valid
	X3.4	0,9287	0,1996	Valid
	X3.5	0,3910	0,1996	Valid
Kinerja Penjualan (Y)	Y1.1	0,7501	0,1996	Valid
	Y1.2	0,7435	0,1996	Valid
	Y1.3	0,7576	0,1996	Valid
	Y1.4	0,7576	0,1996	Valid
	Y1.5	0,5433	0,1996	Valid

Primary data that has been processed, 2024

Reliability Test

An device that possesses sufficient reliability to be employed as a tool for gathering data is said to be reliable(Krisnan, 2021). When an instrument measures the same thing multiple times and provides consistent results, it is considered dependable. The reliability test employed in this study is the Cronbach's Alpha formula. The reliability test employed in this study was the Cronbach's Alpha formula, which has a standard value of 0.6(Purbohastuti, 2021). The instrument reliability test yielded the following results based on the reliability test using Cronbach's Alpha:

Table 2. Reliability Test Results

Variable	Reliability Value	Standard	Information
Segmentation (X₁)	0,931	0,6	Reliable
Targeting (X₂)	0,677		Reliable
Positioning (X₃)	0,865		Reliable
Sales Perfomance (Y)	0,758		Reliable

Primary data that has been processed, 2024

Because each variable's Cronbach's Alpha coefficient value is higher than the study's crucial value of 0.6, the reliability calculations' results demonstrate the validity of each variable employed in the study.

Classic assumption test

To determine whether the residual values in a regression model fit the normalcy assumption, it is necessary to do classical assumption testing. additionally, to determine whether the outcomes of the performed regression estimations are actually devoid of heteroscedasticity and multicollinearity symptoms. In this study, the traditional presumption tests of heteroscedasticity, multicollinearity, and normalcy were employed.

Normality test

The purpose of this test is to determine if the residual values in a

regression model have a normal distribution. A large, normally distributed random error (e) value is used in the linear regression approach to represent this. When the data is adequate for statistical testing, a well-fitting regression model is one that is regularly distributed, or nearly so. A probability plot method that compares the cumulative distribution to the normal distribution is one of the methods available for the normality test in regression.
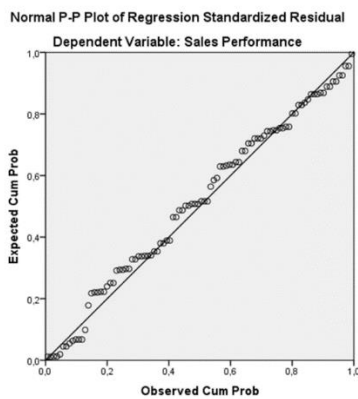
Figure 1. Normality Test Results
Primary data that has been processed, 2024

The residuals are normally distributed if the data spreads around the diagonal line and follows the diagonal direction. This is the foundation for decision-making when detecting normality. Conversely, the residuals are not normally distributed if the data extends widely away from the diagonal line or does not follow the diagonal direction. The data is spread out along the diagonal line and follows its direction in the result above, indicating that the residual data is regularly distributed.

Multicollinearity Test

The purpose of the multicollinearity test is to determine if independent variables in a regression model have a correlation or not. The independent variables in a good regression model shouldn't correlate with one another. These variables are not orthogonal if there is a correlation between the independent variables. According to(Ghozali, 2018), orthogonal variables are independent variables whose correlation value with other independent variables is equal to zero. In order to determine whether multicollinearity exists, the tolerance and VIF values in the linear regression results are typically examined.

Table 3. Multicollinearity Test Results

Coefficients[a]

| Model | Collinearity Statistics | |
	Tolerance	VIF
1 (Constant)		
Segmentation	,896	1,115
Targeting	,954	1,049
Positioning	,903	1,108

a. Dependent Variable: Sales Perfomance

Primary data that has been processed, 2024

Multicollinearity does not arise if the VIF is less than 10 and the tolerance is greater than 0.10. There is no association between the independent variables, according to the calculation results in the above table, which also shows that the tolerance values have calculation results greater than 0.10 and the VIF values for all independent variables are well below 10. Consequently, it can be said that the independent variables in the regression model do not exhibit multicollinearity.

Heteroscedasticity Test

If the residual of one observation is not different from the residual of a fixed observation in the regression model, it is termed homoscedasticity; if it is, it is called heteroscedasticity or heteroscedasticity happens. This is the purpose of the heteroscedasticity test. Heteroscedasticity issues must not exist in a well-designed regression model. The scatterplots test is one method for analyzing heteroscedasticity assumptions.
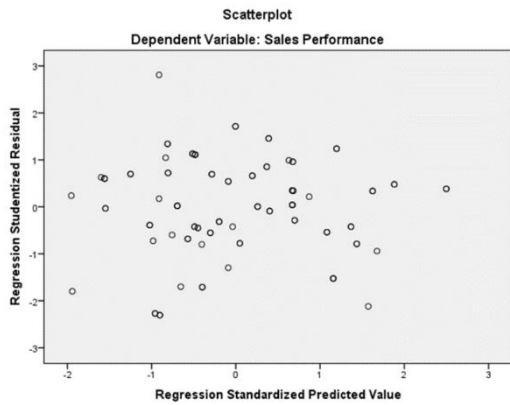
Figure 2. Heteroscedasticity Test
Primary data that has been processed, 2024

Decisions regarding the presence or absence of heteroscedasticity are based on whether or not the data distribution is regular and exhibits a particular pattern. If the pattern is irregular and does not exhibit a particular pattern, heteroscedasticity is not present. There is no heteroscedasticity issue with the processed data, as can be observed from the output above, where the distribution of patterns is erratic and does not form a specific pattern.

DISCUSSION
Regression Analysis

In statistics, regression is a technique that shows the existence or absence of a link (sometimes known as a causal relationship or cause and effect). The results are presented as a systematic model or equation. A regression equation is a practical representation of a model that may be developed or predicted using regression. Determining how much one variable influences one or more other variables is done using regression analysis itself.

Table 4. Multiple Linear Regression Results

| Model | Unstandardized Coefficients | | t | Sig. |
	B	Std. Error		
1 (Constant)	2,301	2,599	,885	,378
Segmentation	,208	,068	3,086	,003
Targeting	,331	,084	3,941	,000
Positioning	,221	,074	2,983	,004

Primary data that has been processed, 2024

As a result, increasing segmentation (X1), targeting (X2), and positioning (X3) will increase sales performance (Y). This is how the multiple regression equation can be explained: the variables implementing segmentation (X1), targeting (X2), and positioning (X3) have a positive regression coefficient, which indicates that the three research variables have a positive influence on sales performance (Y).

The regression equation :
$$Y = 2.301 + 0.208\ X1 + 0.331\ X2 + 0.221\ X3 + e$$

a. 2.301 is the constant (α).
   Analysis: Sales performance will rise by 2,301 units if segmentation, targeting, and positioning are implemented at zero or not at all.

b. The value of b1 is 0.208.
   Analysis: Sales success is positively impacted by segmentation characteristics. Sales performance will rise by 20.8 percent for every 1% increase in the segmentation variable, providing that the targeting and positioning variables remain unchanged.

c. The value of b2 is 0.331.
   Analysis: Sales performance is positively impacted by the targeting variable. Assuming the segmentation and positioning factors remain constant, a 1 percent increase in the targeting variable will result in a 33.1 unit improvement in sales performance.

d. The value of b3 is 0.221.
   Analysis Sales performance is positively impacted by the placement variable. Sales performance will rise by 22.1 percent if the positioning variable increases by 1% and the

segmentation and targeting variables remain unchanged.

Partial Parameter Significance Test (t Statistical Test)

The t test is utilized to examine variables that have an individual (individual) impact on the dependent variable as the independent variable. The t table value is determined to be 1.6661 using the formula: t table = 97 – 2 = 95, which may also be stated as the number of respondents minus two.

Table 5. t Test Results

Coefficients[a]

Model		t	Sig
1	(Constant)	,885	,378
	Segmentation	3,086	,003
	Targeting	3,941	,000
	Positioning	2,983	,004

a. Dependent Variable: Sales Perfomance

Primary data that has been processed, 2024

The following is obtained based on the regression analysis's results:

1. Analysis of Segmentation Variable (X1):
   The segmentation variable has a calculated t value of 3.086 with a significance level of 0.003. Since the calculated t value is greater than the t table 1.6661 and the significance value (Sig.) is positive and 0.003 < 0.05, it can be concluded that segmentation (X1) partially influences sales performance (Y). Ho is thus rejected, and Ha is accepted.

2. Analysis of Targeting Variable (X2)
   Because the t value is 3.941 > t table 1.6661 and the significance value (Sig.) is 0.000 < 0.05 and has a positive sign, the targeting variable's t value is 3.941 with a significance level of 0.000. Thus, it may be said that while Ha is approved and Ho is denied, targeting (X2) has a partial impact on sales performance (Y).

3. Analysis of Positioning Variable (X3)
   With a significance level of 0.004, the positioning variable has a calculated t

value of 2.983. Given that the t value is greater than t table 1.6661 and the significance value (Sig.) is positive and 0.004 < 0.05, it can be concluded that positioning (X3) partially influences sales performance (Y), rejecting Ho.

Simultaneous Significance Test (F Test)

Testing the magnitude of changes in the dependent variable's value that can be explained by changes in the values of all independent variables is how one tests the influence of independent variables collectively (simultaneously) on changes in the dependent variable's value. For this reason, a F test must be performed. To perform the F test or ANOVA, compare The probability value of the research findings establishes the level of significance for the study (Ghozali, 2018). Finding the values dF1 (N1) = k-1 = 3-1 = 2 and dF2 (N2) = n – k = 97 – 3 = 94 will allow you to determine the F table value of dF1 (2) and dF2 (94) = 3.09.

Table 6. F Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	447,158	3	149,053	13,833	,000[b]
	Residual	1012,842	94	10,775		
	Total	1460,000	97			

a. Dependent Variable: Sales Perfomance
b. Predictors: (Constant), Positioning, Targeting, Segmentation

Primary data that has been processed, 2024

Given that the segmentation, targeting, and positioning variables have a calculated F value of 13.833 with a significance level of 0.000, it can be concluded that H0 was rejected and Ha was accepted. This indicates that the segmentation, targeting, and positioning variables simultaneously affect sales performance from an Islamic business perspective (Ardianto, 2022).

Coefficient of Determination (R Square)

In essence, R2 (R Square) analysis, also known as coefficient of determination, is used to quantify the extent to which the model can account for variations in the dependent variable. Between zero (0) and one (1) is the coefficient of determination value. A low R2 value indicates a very limited ability of the independent (free) variables to explain changes in the dependent variable. When the dependent variables yield nearly all of the information required to anticipate changes in the dependent variable, the value is close to one.

**Table 7. Results of Analysis of the Coefficient of Determination R²
(Adjusted R Square)**

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,553[a]	,306	,284	3,28252
a. Predictors: (Constant), Positioning, Targeting,Segmentation				
b. Dependent Variable: Sales Performance				

Primary data that has been processed, 2024

The analysis of the coefficient of determination in multiple linear regression yielded a R² (Adjusted R Square) value of 0.284. This indicates that, from an Islamic business perspective, the independent variables segmentation, targeting, and positioning have a 28.4% influence on sales performance, with the remaining portion being influenced by other factors that were not investigated (Seltina et al., 2023).

CONCLUSION

Based on what researchers have done. So it can be concluded that the strategy used by Pand's Department Store is indeed in accordance with the provisions of Islamic economics, where it is based on the concept of a marketing strategy that relies on increasing sales performance via an Islamic business perspective that is divine, ethical, realistic and humanistic (Shobikin, 2023). Islam has regulated that competition between traders is carried out fairly and honestly. All forms of transactions that give rise to injustice and result in a tendency to increase the price of inappropriate goods are strictly prohibited by Islam. Doing business based on Islamic economics prioritizes sympathetic attitudes and behavior, always being friendly with other people. The Qur'an teaches us to always be humble, have a sweet face, speak kind words, and behave politely, including in business activities.

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