

# Proposed Sales Increase Strategy (Marketing Mix 7P) Using the ANP Method for PT X Lavender Essential Oil Products

*Nurul Alfiah<sup>1</sup>, I Anna Tul Munikhah<sup>2</sup>, and Famila Dwi Winati<sup>3</sup>*

*<sup>1,2,3</sup>Industrial Engineering Study Program, Faculty of Industrial Engineering and Design, Institut Teknologi Telkom Purwokerto, Jl. DI Panjaitan No. 128, Purwokerto, 53147, Indonesia*

**Abstract.** PT X is a company that produces certified organic essential oils derived from natural oils. PT X is sales not growing because competitors are very active, resulting in lower sales levels and company targets not being met. The purpose of this study is to use the Analytical Network Process (ANP) method to select the best criteria and alternatives in the 7P marketing mix and suggest the best marketing strategy. The criteria were selected based on ANP processing with Super Decisions software on the 7P marketing mix, namely product criteria with the highest weight of 0.28. The second ranking criterion is Physical Evidence with a weight value of 0.18 and the third criterion that has an effect is Price with a weight value of 0.16. The alternative selected from the order of these criteria is the efficacy of the product in accordance with the offered strategy which is carried out by emphasizing the efficacy of the product while always maintaining the ingredients or ingredients used. The second alternative is that the company name is well known, this alternative is carried out with a communication role strategy. The third alternative is the price offered in accordance with what is obtained by the customer, this strategy is carried out through the PT X marketing communication strategy which must be further deepened.

Keyword: Alternatives, ANP, Criteria, Marketing Mix 7P, Software Superdecisions

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## 1. Introduction

In today's modern era where the industrial market has developed rapidly bringing new colors that have resulted in changes in the business world. This brings its own consequences, with the changes that will occur. Today Indonesia is experiencing a period of economic crisis caused by the co-19 pandemic so that many businesses are experiencing losses and even going out of business.

Based on the 2021 Central Statistics Agency, the influence of the Covid-19 pandemic caused 82.85% of business actors to experience losses. With this crisis, the business world is increasingly competitive to attract consumers [1]. Lavender essential oil product is one of the best seller

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\*Corresponding author at: [Institut Teknologi Telkom Purwokerto, Jl. DI Panjaitan No. 128, Purwokerto, 53147, Indonesia]

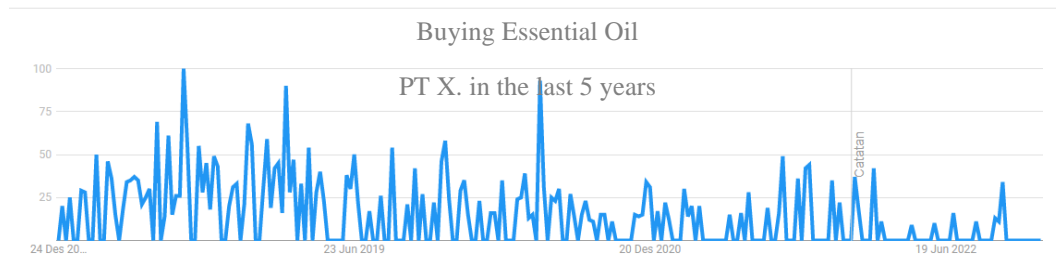
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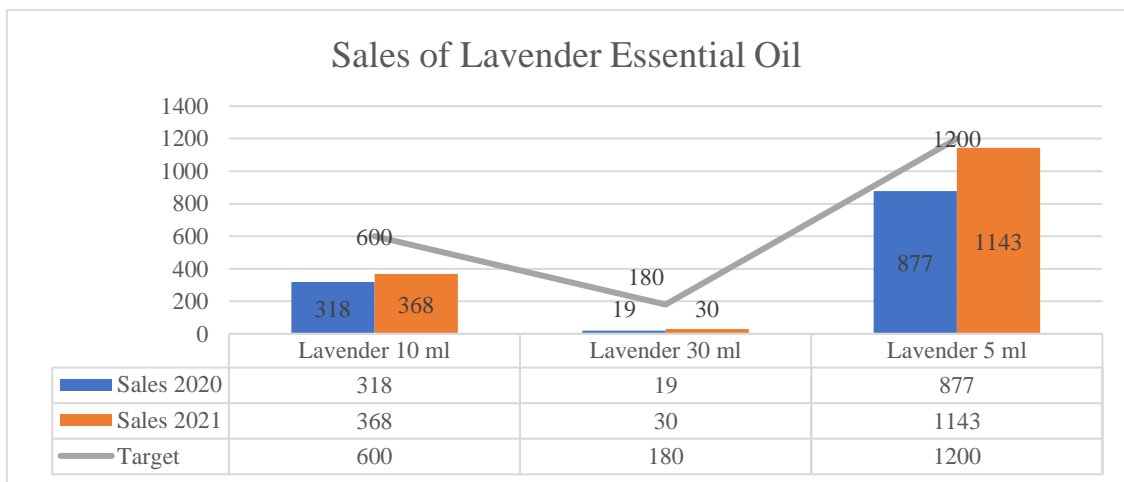
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products from PT X. However, there is a sales graph that continues to decline, so you have to evaluate from various sides why this condition is. Market conditions that are already very crowded with competitors require a new strategy and a new look for the PT X brand to maintain and increase market share.



**Figure 1** Interest in Purchasing Essential Oils in the Last 5 Years

In **Figure 1** above, Google Trend 2022 shows interest in essential oil products PT X. The findings showed a fluctuating graph of the last five years, with the most severe decline in interest in essential oil seen in the last six months of 2022. In the sale of lavender essential oil, the company targeted products that sold around 1,980 pcs each year but over the past two years the desired sales target has not been achieved. To solve problems with PT X all you need to do is to evaluate and refer to the best alternative strategies that can be used to overcome existing competition. The sale of essential oil lavender in the last 2 years can be seen in **Figure 2** below.



**Figure 2** Essential Oil Sales Data

Based on **Figure 2**, the company's sales of lavender essential oil sizes of 5, 10 and 30 ml in 2020 and 2021 were equally unable to reach the sales target. According to the findings of interviews with the company's owners, the existing marketing system in the company is still basic and has not used marketing techniques. So, the company's target was not achieved because the decline in sales that occurred caused the difference from the target and the volume of sales in both 2020 and 2021 equally unable to the sales target.

Marketing Mix is a strategy that can increase company turnover [2]. There are several factors in the Marketing Mix, namely 7P which consists of product, price, place, promotion, process,

physical evidence and people [3] . If the company is able to execute the marketing mix strategy correctly, it can win customer loyalty to buy the product [4] . Calculations are carried out using the Multi Criteria Decision Making (MCDM) method, which is an approach that focuses on decisions that maximize the feasibility of the results [5]. The decision about the MCDM method is based on statistical data and quantitative research [6] .

## 2. Research methods

This study uses a quantitative survey method questionnaire. Several steps were carried out starting with identifying the problems that arise in the object of research. The next step is to collect data and sales targets for lavender essential oil. After the data was obtained through interviews, it was followed by compiling a questionnaire by increasing the criteria and alternatives used by conducting a literature study. The scale used is a scale of 1 to 9. After the preparation and determination of the scale has been determined, the next step is distributing the questionnaire. Questionnaires were distributed to PT X founders and 2 PT X lavender essential oil product users. The result of the response is verification by checking the consistency of the data. The study continued to the data processing stage to obtain consistent data (CR = > 10%). The final step is to analyze and provide suggestions for improvements to PT X Lavender Essential Oil product sales and suggestions for further research.

### 2.1. Data collection technique

In this study, the data sources and methods used were journal references, observations, interviews and distributing questionnaires. Journal references are used to help determine criteria and sub-criteria based on similar research or with similar methods used in this study. The interview method was conducted with business leaders to identify the factors that influence business performance, each of these variables must be given a weight and rating and users of PT X lavender essential oil products. Questionnaires were distributed to stakeholders and users of PT X lavender essential oil products. There were 3 respondents in this study consisting of PT X founders and 2 users of lavender essential oil products on PT X.

**Table 1** Likert Scale for Respondents' Answers

Level interest	Definition	Calm down
1	Equally important	Both elements have influence the same one
3	A little more important	Experience and assessment A little take sides One element compared to partner
5	More important	Experience and strong judgment take sides One nd element compared to its counterpart
7	Very important	One element really liked and was practically his domination is visible
9	Absolutely important	One element proven absolute more preferred compared to with his partner
2,4,6,8	Middle value	When a compromise is needed
Opposite	$a_{ij} = 1/a_{ji}$	If element 1 has one of the above numbers compared to element j, then j has the opposite value when compared to i

The Likert scale is used so that the data obtained becomes quantitative data so that simple statistical data processing can be done. The scale used in this study is the scale used is a scale of 1 to 9.

**2.2. Data Processing Techniques**

Data processing on this problem is the rise of competitors resulting in intense competition for PT X.'s lavender essential oil products using Multi Criteria Decision Making (MCDM) with the Analytic Network Process (ANP) method to determine purchasing decisions for PT X.'s lavender essential oil products. The analysis carried out is the calculation of ANP to make effective decisions about marketing problems to be identified. Following are the steps taken:

**Step 1 Create a questionnaire to be distributed to experts**

The experts are the company founders and users of lavender essential oil products at PT X.

**Step 2 Define criteria and alternatives**

The selection criteria for this study are based on the elements of the Marketing Mix (7P), while the alternatives to these criteria are based on previous literature sources. These criteria are product, price, place, promotion, people, physical evidence and process. Then determine the alternatives from each of the criteria that have been determined, can be seen in Table 3.1 below.

**Table 2** Criteria and Alternatives Based on Literature Study

Criteria	Alternative	Source
Product (A)	(A1) Long lasting product	Burhan, GF, et al. (2020) [7] , Shokrani, M. (2019) [8]
	(A2) Product content/volume according to specifications	Burhan, GF, et al. (2020) [7] , Shokrani, M. (2019) [8]
	(A3) Product packaging is not easily damaged	Burhan, GF, et al. (2020) [7] , Shokrani, M. (2019) [8]
	(A4) Product size is proportional	Burhan, GF, et al. (2020) [7] , Shokrani, M. (2019) [8]
	(A5) The efficacy of the product is in accordance with what is offered	Temple ( 2012) [9] , Elias (2018) [10]
	(A6) The shape of the product packaging provides convenience in use	Temple ( 2012) [9] , Elias (2018) [10]
Price (B)	(B1) The price offered is lower than the competitor's price	Marcelina, J. (201 6 ) [11] , Al-Debi (201 5 ) [12]
	(B2) The price offered is in accordance with what is obtained by the customer	Marcelina, J. (201 6 ) [11], Al-Debi (201 5 ) [12]
Place (C)	(C1) Strategic sales location	Tjiptono (2012), Marcelina, J. (201 6 ) [11]
	(C2 ) The sales location is easy to reach	Tjiptono (2012), Marcelina, J. (201 6 ) [11]
	(C3) Production locations are close to raw materials	Tjiptono (2012), Marcelina, J. (201 6 ) [11]
Promotions (D)	(D1) Using a digital marketing strategy to expand the market	Mohammadi (2017) [13] , Marcelina, J. (201 6 ) [11]
	(D2) Selling products using the Marketplace	Shokrani, M. (2019) [8] , Supriyanto and Taali (2022) [14]
	(D3) There is a promotional price policy for customers	Temple ( 2012) [9] , Elias (2018) [10]

Criteria	Alternative	Source
	(D4) Using Brand Ambassadors to increase brand awareness	Temple ( 2012) [9] , Elias (2018) [10]
	(D5) Using Influencers to reach a wider market	Temple ( 2012) [9] , Elias (2018) [10]
People (E)	(E1) Friendly and polite employees	Shokrani, M. (2019) [8] , Mohammadi (2017) [13]
	(E 2 ) Employees respond fast in replying to customer chats	Shokrani, M. (2019) [8] , Mohammadi (2017) [13]
	(E3) The ability of employees to deal with customer complaints	Shokrani, M. (2019) [8] , Mohammad (2017) [13]
	(E4) Provide training to employees to improve service	Shokrani, M. (2019) [8] , Mohammed (2017) [13]
Physical Evidence (F)	(F1) The company name is well known	Mohammad ( 2017) [13] , Al-Debi (201 5 ) [12]
	(F2) The corporate culture is good enough	Mohammed in ( 2017) [13] , Al-Debi (201 5 ) [12]
	(F3) The company logo is easy for consumers to recognize	Mohammed in ( 2017) [13] , Al-Debi (201 5 ) [12]
Process (G)	(G1) Ease of payment process	Mohammed in ( 2017) [13] , Marcelina, J. (201 6 ) [11]
	(G2) The hygiene and safety of the essential oil processing process is guaranteed	Mohammed in ( 2017) [13] , Marcelina, J. (201 6 ) [11]
	(G3) Product delivery packaging is safe and protected	Mohammed in ( 2017) [13] , Marcelina, J. (201 6 ) [11]
	(G4) Delivery according to customer orders	Mohammed in ( 2017) [13] , Marcelina, J. (201 6 ) [11]

**Step 3 Create a decision network structure**

Create a decision network structure that shows the relationships between decision factors. This step aims to identify the most important alternatives in decision making [15].

**Step 4 Calculation of ANP**

In general, the steps that must be taken when using ANP are as follows:

- Define the Problem

Determine the problem to be identified and determine the solution to be implemented. Problems are identified as clearly as possible and entered into an acceptable system.

- Determine component weights

Determining the weight of the components or criteria obtained at the time of distributing the questionnaires carried out by expert parties.

- Create a Pairwise Comparison Matrix

First step in making a pairwise comparison is to compare all pairs of hierarchical subsystems. In ANP, comparisons of even items are performed on each of their importance relative to the control criterion. Based on this, the correlation matrix was constructed on a scale of 1 to 9.

- Determine the Eigenvector Value

The eigenvalues are calculated using the eigenvector matrix, which is done by adding up the values in each matrix column, then adding up the values in each row, and dividing by the number of matrix columns. Follow the steps below:

$$X = \sum (W_{ij} / \sum W_j) / n \tag{1}$$

Where X is described as eigenvector,  $W_{ij}$  as column cell value in one row ( $i, j = 1 \dots n$ ),  $\sum W_j$  as total number of columns, and n as the number of matrices being compared.

- Check Consistency Ratio

The formula for calculating the consistency ratio is as follows:

$$CI = (\lambda_{max} - n) / (n - 1) \tag{2}$$

Where CI is described as Consistency Index,  $\lambda_{max}$  as largest eigenvalue, and n as the number of matrices being compared.

When we compare CI and RI, we get a consistency ratio (CR), which we can use to determine how consistent the matrix is, in the following way:

$$CR = CI / RI \tag{3}$$

Where CR is described as Consistency Ratio, CI as Consistency Index, and RI as Random Index.

**Table 3** Random Index Value

Order Matrix	1	2	3	4	5	6	7	8	9	10
RI	0	0	0.58	0.9	1.12	1.24	1.32	1.41	1.45	1.49

- Create a Supermatrix

Supermatrix is calculated in three stages [16], namely: (a) Unweighted Supermatrix, (b) Weighted Supermatrix, and (c) Limit Supermatrix .

- Synthesis and Analysis

Geometric Mean, the geometric mean is generated based on the individual evaluation outputs of the respondents [17] . Here's the formula to show the trend of exclusive values:

$$(\prod_{i=1}^n a_i)^{1/n} = \sqrt[n]{a_1 a_2 \dots a_n} \tag{4}$$

a. Rater Agreement

To measure agreement, we use Kendall's Coefficient of Concordance (W;  $0 < W \leq 1$ ).  $W=1$  indicates a perfect fit [10]. The first stage in calculating Kendall's (W) is to sort each answer, then add it with the following formula:

$$R_i = \sum^m = 1r_{i,j} \tag{5}$$

The average value of the total ranking is:

$$\frac{1}{2}m(n+1) \tag{6}$$

The sum of the squared deviations (S), is calculated by the formula:

$$S = \sum_{i=1}^n (R_i - R^2) \tag{7}$$

So Kendall's (W) is obtained, namely:

$$W = \frac{12S}{m^2(n^3-n)} \tag{8}$$

After applying the formula, the result will be a number that determines the degree of concordance between different groups, as illustrated in **Table 4**.

**Table 4** W Kendall's Concordance Degree Scale

W	Interpretation
0	No agreement
0.10	Weak deal
0.30	Moderate deal
0.60	Strong deal
1	Perfect approval

**Step 5 Decision Making**

The weight value is obtained from the geometric mean calculation. The greater the weight value generated by the criteria and alternatives, the more important the subnetwork is in decision making. The synthesis method is used to determine the priority of criteria and alternatives.

**Finished**

The research was completed and the problem was resolved by making a decision regarding the selection of a marketing strategy with the 7P Marketing Mix based on the Analytical Network Process (ANP) method.

### 3. Results and Discussion

#### 3.1. ANP Structure Model

The following is a model of the ANP structure of the criteria and alternative choices designed using Superdecisions software. This model was designed based on a literature review and interview results with the founder of PT X.

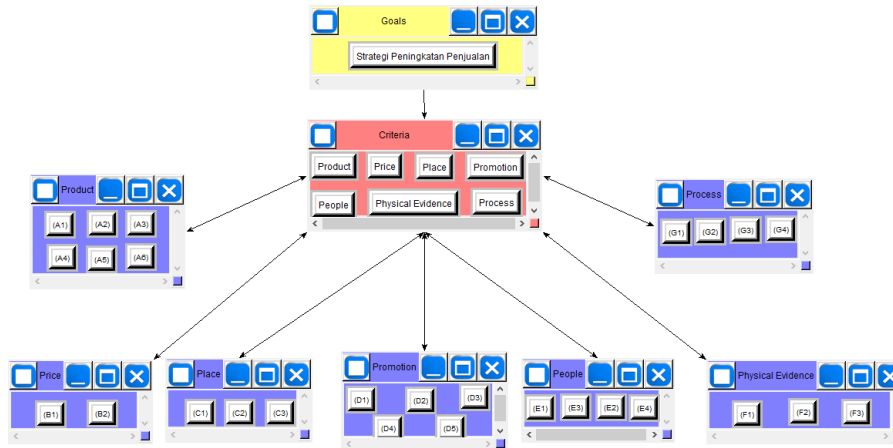


Figure 3 ANP Network Structure

#### 3.2. Pairwise Comparison

After modelling the ANP structure. Respondents will give weight values to each criterion and alternatives based on their importance and impact on current decision making. Illustrations of pairwise comparisons and criteria cluster consistency tests are shown below.

1. Choose	2. Node comparisons with respect to Place	3. Results																																																																					
Node Cluster Choose Node Place Cluster: Criteria	Graphical Verbal Matrix Questionnaire Direct Comparisons wrt "Place" node in "Place" cluster (C2) is equally to moderately more important than (C1)	Normal Hybrid Inconsistency: 0.05156																																																																					
Choose Cluster Place	<table border="1"> <tr> <td>1. (C1)</td> <td>&gt;=9.5</td> <td>9</td> <td>8</td> <td>7</td> <td>6</td> <td>5</td> <td>4</td> <td>3</td> <td>2</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>&gt;=9.5</td> <td>No comp.</td> </tr> <tr> <td>2. (C1)</td> <td>&gt;=9.5</td> <td>9</td> <td>8</td> <td>7</td> <td>6</td> <td>5</td> <td>4</td> <td>3</td> <td>2</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>&gt;=9.5</td> <td>No comp.</td> </tr> <tr> <td>3. (C2)</td> <td>&gt;=9.5</td> <td>9</td> <td>8</td> <td>7</td> <td>6</td> <td>5</td> <td>4</td> <td>3</td> <td>2</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>&gt;=9.5</td> <td>No comp.</td> </tr> </table>	1. (C1)	>=9.5	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	>=9.5	No comp.	2. (C1)	>=9.5	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	>=9.5	No comp.	3. (C2)	>=9.5	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	>=9.5	No comp.	<table border="1"> <tr> <td>(C1)</td> <td>0.25992</td> </tr> <tr> <td>(C2)</td> <td>0.41260</td> </tr> <tr> <td>(C3)</td> <td>0.32748</td> </tr> </table>	(C1)	0.25992	(C2)	0.41260	(C3)	0.32748
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2. (C1)	>=9.5	9	8	7	6	5	4	3	2	1	2	3	4	5	6	7	8	9	>=9.5	No comp.																																																			
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Figure 4 Pairwise Comparison of Cluster Place

From the picture above it can be seen in the paired comparison of cluster places, it is found that alternative (C2) is slightly more important than alternative (C1). With an eigen vector value, (C1) Strategic sales locations (0.25992), (C2) easy-to-reach sales locations (0.41260) and (C3) production locations close to raw materials (0.32748). From the eigen vector values obtained, it can be seen that easy-to-reach sales locations are the most considered consideration in alternative places. The inconsistency value obtained is 0.05156, which means that the data obtained is consistent because it is less than  $\leq 0.10$ . After doing the weighting of the existing model, the final eigen vector will be obtained which is used for the next stage.



### 3.3. Supermatrix calculation

After pairwise comparisons of Superdecisions, a supermatrix will be formed. The supermatrix itself will be generated automatically in SuperDecision. There are three types of supermatrix in ANP, namely unweighted supermatrix, weighted supermatrix and limiting supermatrix.

- Unweighted Supermatrix, an unweighted supermatrix is constructed directly from all local priorities obtained from pairwise comparisons between interacting elements.

		Criteria			
		People	Physica~	Place	Price
Criteria	People	0.00000	0.00000	0.00000	0.00000
	Physica~	0.00000	0.00000	0.00000	0.00000
	Place	0.00000	0.00000	0.00000	0.00000
	Price	0.00000	0.00000	0.00000	0.00000
	Process	0.00000	0.00000	0.00000	0.00000
	Product	0.00000	0.00000	0.00000	0.00000
	Promoti~	0.00000	0.00000	0.00000	0.00000
People	(E1)	0.20000	0.00000	0.00000	0.00000
	(E2)	0.40000	0.00000	0.00000	0.00000
	(E3)	0.20000	0.00000	0.00000	0.00000
	(E4)	0.20000	0.00000	0.00000	0.00000

Figure 5 Unweighted Supermatrix

This time the example used is the eigen vector resulting from a comparison of the people cluster with the cluster criteria.

- Weighted Supermatrix, creates a weighted supermatrix by multiplying the contents of the unweighted supermatrix and the cluster matrix. Because there are only two clusters, namely the criteria cluster and the alternative cluster, and the two clusters are not compared, the default cluster matrix looks like the following table [18] :

**Table 5** Matrix Clusters

Clusters	Alternative	Criteria
Alternative	0	1
Criteria	1	0

- Limiting Supermatrix, the limiting supermatrix contains the values of the weighted supermatrix which is multiplied by its own value to produce the same value in one column.

Process	(G1)	0.00000	0.00000	0.00000	0.00000	0.25000
	(G2)	0.00000	0.00000	0.00000	0.00000	0.25000
	(G3)	0.00000	0.00000	0.00000	0.00000	0.25000
	(G4)	0.00000	0.00000	0.00000	0.00000	0.25000

Figure 6 Limiting Supermatrix

At this time the example generated from the supermatrix limiting calculation in the alternative process produces the same value according to the image above.

### 3.4. Synthesis and Analysis

Test used in the ANP method includes geometric mean and rater agreement calculations. The geometric mean is used because the values given by the respondents are comparative in nature, so it is more suitable to be used than the arithmetic average for input into the ANP model in super decision software.

While the results of the rater agreement calculation results for the W value for the criteria cluster is 0.460 ( $w=0.460$ ) which is classified as a moderate to strong scale which indicates that the experts agree to choose an alternative in the concept of making decisions to purchase PT X essential oil products.

Whereas for the alternative cluster it was 0.266 ( $w = 0.266$ ) which was on a weak to moderate scale, indicating that the experts in determining alternatives in the concept of making decisions to purchase PT X essential oil products varied greatly. On the results of synthesis with software superdecisions it can be seen that the results of the weighting of the criteria and alternative values are as follows:

**Table 6** Weighting criteria

Name	Normalized By Clusters	rank
Product	0.28019	1
Price	0.16214	3
place	0.10409	5
Promotions	0.13481	4
People	0.05291	7
Physical Evidence	0.18107	2
Process	0.08479	6

Based on **Table 6** above, there are seven criteria indicators in the concept of making decisions to purchase PT X essential oil products, namely Marketing Mix 7P. The results of the weighting of the criteria produce an order of priority: 1) product); 2) physical 3) price The product criterion is the criterion that has the highest level of importance compared to the other criteria because the product criterion has the greatest weight, namely 0.28019. Furthermore, the second priority order is physical evidence with a weight value of 0.18107, then in third place, namely price with a weight value of 0.16214.

Based on **Table 7** below, the highest priority alternative from the product criteria is (A5) The efficacy of the product is in accordance with what is offered with a weight of 0.38, then from the physical evidence criteria the highest priority alternative is (F1) The name of the company is well known with a weight of 0.5. And finally from the price criteria the highest priority alternative weight is (B2) the price offered according to what is obtained by the customer obtains a weight value of 0.8. Based on data processing using the ANP method, the most influential criteria and alternatives can increase sales of PT X lavender essential oil, the following analysis results obtained are as follows:

**Table 7** Alternative Weighting

Criteria	Alternative	Normalized By Clusters	rank
Product (Product) (A)	A1	0.11923	23
	A2	0.11401	24
	A3	0.13429	22
	A4	0.06923	27
	A5	0.38012	5
	A6	0.18312	21
Price (B)	B1	0.2	20
	B2	0.8	1
Place (C)	C1	0.25991	10
	C2	0.4126	3
	C3	0.32749	6
Promotion (D)	D1	0.29708	7
	D2	0.26164	8,5
	D3	0.26164	8,5
	D4	0.07301	26
	D5	0.10664	25
People (E)	E1	0.20001	18
	E2	0.39998	4
	E3	0.20001	18
	E4	0.20001	18
Physical Evidence (F)	F1	0.50001	2
	F2	0.25	13.5
	F3	0.25	13.5
Process (G)	G1	0.25	13.5
	G2	0.25	13.5
	G3	0.25	13.5
	G4	0.25	13.5

- Product Criteria

The criteria that have the highest priority are product criteria with the highest priority alternative, namely (A5) The efficacy of the product is in accordance with what is offered with a preference value of 0.38. The benefits of lavender essential oil itself are reducing stress and anxiety, relaxing the mind, relieving headaches, improving sleep quality, increasing immune function, relieving bronchitis and flu coughs, calming skin allergies, helping to calm and control panic attacks, reducing pain and inflammation, heals minor cuts, scrapes and burns, repels insects.

This alternative is carried out by emphasizing the efficacy of the product by always keeping the ingredients or ingredients used always at the same dosage after going through the clinical trial phase related to the efficacy, safety, quality or quality of the essential oil produced [19] . To improve product safety and quality services, companies should conduct research and development, work together with the marketing division to develop a pharmaceutical product according to consumer characteristics. The efficacy of the product will be felt by consumers when it is carried out rationally and proportionally, including according to administration and how to use it according to indications [20] .

The quality of essential oils is usually related to packaging or packaging to maintain product quality, this can influence consumer decisions to buy products. There are several recommendations as follows to improve purchasing decisions regarding packaging and packaging product information, namely including a scan of the BPOM barcode on the packaging produced [19] many consumers now don't believe if the product they are getting is genuine or fake, so by providing a barcode on the packaging will make consumers believe in the authenticity of the product, then recommendations regarding the product description, namely placing an image of the main raw material on the product packaging, a photo description, namely highlighting the benefits, type of aroma (for example, spicy, floral, sweet, powdery, or medicinal type ), dosage, how to use along with sample pictures/videos, and illustrations of main ingredients, using diction that involves emotional marketing. Example: The combination of positive energy with natural ingredients is now present in a bottle of lavender essential oil as a stimulus that helps improve mood and reduce anxiety. This oil comes from lavender plant extracts with purple flowers that can captivate your body and soul with a unique aroma.

- Physical Evidence Criteria

The physical evidence criterion has a weight value of 0.18 which is the second priority. The alternative to the physical evidence criteria with the highest priority is (F1) The company name is well known. This alternative is carried out with a communication role strategy [21] The role of marketing communications becomes very important in building brand awareness, because the public can then get more information about Lavender essential oil from PT X. The marketing communication aims to create brand loyalty in the minds of the public towards PT X. as a brand that sells products Certified organic essential oil.

Digital/online use and use by businesses also support the company's goals, in this case achieving effective communication about the product which then becomes the basis for lavender essential oil to promote its products to consumers. Advertising is another means of enhancing a company's brand. PT X's most important current activity is advertising on social media platforms such as Instagram, Twitter and YouTube. Internet (social media) is considered the most effective because of its broad reach to consumers, and is expected to spread throughout Indonesia. PT X creative content advertising provides benefits not only emotionally, but also financially.

- Price criteria

The price criterion has a weight value of 0.16 which is the third priority. The alternative to the price criteria that has the highest priority is (B2) The price offered is in accordance with what the customer gets. There are several similar products that some customers may consider when choosing lavender essential oil. This may be due to the relatively high price offered compared to other similar products, but the type of material used in the manufacturing process makes the price worth it. Thus, PT X's marketing communication strategy is more refined, such as showing that the production process, starting from the distillation of the lavender plant extract to the packaging stage, is hygienic and sterile. In addition to creating advertisements that appeal to people's

emotions and thoughts, getting promotional discounts and coupons is a powerful tool to improve product purchasing decisions [22] .

#### 4. Conclusion

Based on the alternative strategy chosen, the proposed strategy to increase sales that can be given is the first of the product efficacy alternatives in accordance with what this alternative offers is done by emphasizing the efficacy of the product by always keeping the ingredients or ingredients used always at the same dose after through the clinical trial stage related to the efficacy, safety, quality or quality of the essential oil produced. To maintain the efficacy of the product, it is usually related to the packaging used to maintain the quality of the product, so the product packaging itself must be able to protect the product from quality degradation. Information regarding product authenticity also needs to be added by including a scan of the BPOM barcode on the packaging.

The next recommendation is regarding the product description, namely placing an image of the main raw material on the product packaging. The photo description, which highlights the benefits of lavender essential oil, uses diction that involves emotional marketing. The second strategy is an alternative company name that is well known. This alternative is carried out with the role of communication strategy. The use of digital/online technology by companies also helps them achieve their goals by doing advertising. PT X's most important current activity is advertising on social media platforms such as Instagram, Twitter and YouTube. Internet (social media) is considered the most effective because of its broad reach to consumers and is expected to spread throughout Indonesia.

The third alternative strategy is the price offered in accordance with what is obtained by the customer. This alternative is carried out through PT X's marketing communication strategy which must be further deepened, for example by showing the production process, starting from the lavender plant extract distillation stage to the packaging stage which is carried out in a hygienic and sterile manner. In addition, creating advertisements that are more emotional, as well as providing promotional discounts and coupons are quite effective ways to increase product purchasing decisions.

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