PRIORITY DETERMINATION OF MARKETING MIX AT NADHIRA NAPOLEON GIFT SHOPS IN PEKANBARU USING THE ANALYTIC NETWORK PROCESS METHOD

Penetapan Prioritas Bauran Pemasaran (Marketing Mix) Pada Toko Oleh-Oleh Nadhira Napoleon Menggunakan Metode ANP (Analytic Network Process) di Kota Pekanbaru

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ABSTRACT

Nadhira Napoleon is one of the shops that houses the largest and most comprehensive chain of souvenir shops in Pekanbaru City. In carrying out its business certainly can not be separated from a good marketing strategy. One of the marketing strategies that is often carried out by a company is the 7P marketing mix. This study aims to determine marketing mix priorities at Nadhira Napoleon's Souvenir Shop. Data analysis is carried out by means of weighting from experts, distributors and consumers using the ANP (Analytic Network Process) method. The results of the data analysis show that the Place mix is the first priority carried out by the Nadhira Napoleon Gift Shop with a weight of 0.227 with a percentage of 22.72%. Followed by the place marketing mix which occupies the first position, namely out lite Location with a weight of 0.085 with a percentage of 17. Furthermore, the alternative that is the first priority of the marketing mix is to expand market share with a weight of 0.247 and a percentage of 49.4. Gift shop Nadhira Napoleon set up a gift shop which is strategically located, with easy access for consumers. Starting from the layout, shop settings, traffic flow conditions such as congestion, and parking lots for easy access in and out of vehicles and the level of security is very trustworthy, so that the Nadhira Napoleon Gift Shop can dominate the market share for souvenir products.

Keyword: analytic network process, marketing mix, souvenirs

ABSTRAK

Nadhira Napoleon adalah salah satu toko yang menaungi jaringan toko oleh-oleh terbesar dan terlengkap di Kota Pekanbaru. Dalam menjalankan usahanya tentu tidak terlepas dari strategi pemasaran yang baik. Adapun salah satu strategi pemasaran yang sering dilakukan oleh suatu perusahaan yaitu bauran pemasaran (Marketing Mix) 7P. Penelitian ini bertujuan untuk melakukan penetapan prioritas bauran pemasaran pada Toko Oleh-oleh Nadhira Napoleon, Analisis data dilakukan dengan cara pembobotan dari expert, distributor dan konsumen menggunakan metode ANP (Analytic Network Process). Hasil analisis data menunjukkan bauran Place menjadi prioritas pertama yang dilakukan oleh Toko Oleh-oleh Nadhira Napoleon dengan bobot 0,227 dengan persentase 22,72%. Diikuti dengan sub bauran pemasaran Place yang menempati posisi pertama yaitu Outlite Location dengan bobot 0,085 dengan persentase 17%. Selanjutnya Alternatif yang menjadi prioritas pertama dari bauran pemasaran yaitu memperluas pangsa pasar dengan bobot 0,247 dan persentase 49,4%. Toko Oleh-oleh Nadhira Napoleon mendirikan gerai oleh-oleh yang letaknya sangat strategis dengan akses yang memudahkan konsumen. Mulai dari tata letak, pengaturan toko, kondisi arus lalu lintas seperti kemacetan, tempat parkir untuk kemudahan akses keluar masuk kendaraan dan tingkat keamanan sangat dapat dipercaya, sehingga Toko Oleh-oleh Nadhira Napoleon dapat menguasai pangsa pasar untuk produk oleh-oleh.

Kata Kunci: analytic network process, marketing mix, oleh-oleh

INTRODUCTION

Indonesian culture is inseparable from the diversity of products produced abundant natural resources are Indonesia's wealth that is not owned by other countries, one of which is food. Each region has an identity from the diversity of types of food. In the current era of digitalization, culinary is one of the destinations that is very much in demand, especially for tourists, and it is not uncommon for people to be willing to spend more money to be able to enjoy souvenirs from an area.

The city of Pekanbaru has several souvenir shops selling various types of regional and modern food. In line with this, the souvenir food industry in Pekanbaru City has very high competitiveness as evidenced by the many popular souvenir shops and one of them is the Nadhira Napoleon souvenir shop.

Nadira Napoleon is the largest and most complete center for souvenirs in Pekanbaru (Kawandi, 2021), Nadhira Napoleon provides various kinds of souvenirs, ranging from cakes, pastries and cakes, chips, to various types of drinks. Initially, Nadhira Napoleon lined up a lot of the specialties of North Sumatra and its surroundings, known as Medan Napoleon and the very famous meranti cake. Apart from making many typical Medan souvenirs and getting closer to the fans in Pekanbaru, this outlet also accommodates many

other local Micro and Medium Enterprises (MSMEs) products, Micro, small and medium enterprises have an assencial role in the economy in Indonesia, especially as the main source of employment opportunities and economic growth (Fauziah et al., 2021).

In this concept, a business in the current era of globalization must face increasingly fierce business competition. In addition, companies must be able to choose and implement the right strategy (Santoso & Japarianto, 2015). Intense competition requires every business actor to design a strong business strategy and management to see any market changes or opportunities, especially for the Nadhira Napoleon Souvenir Shop business actor. Marketing strategy has a very assencial role for the success of a business, especially in the field of marketing.

Marketing is an art as well as a science of selecting target markets in persuading, retaining and creating the values offered by both goods and services to customers in a superior manner (Safaza & Miguna, 2022). Marketing practices play an assencial role in the success of a company to be able to go through a critical and fluctuating initial phase in business to reach a stable stage of business continuity (Mutiara, 2022). As for one of the marketing strategies that are often carried out by a company or commonly known as the marketing mix.

The marketing mix is very assencial to be applied in various businesses to be able to find out whether what will be offered is marketable and used as an alternative in making decisions. Isoraite (2016) states that the marketing mix or marketing mix is a product, pricing, distribution and promotion strategy by channeling it to the target market. Thus, as an effort to improve the quality of the marketing mix at the Nadhira Napoleon Souvenir Shop and to find alternatives for the right marketing mix decisions, you must be able to find a clear picture of what business actors are doing in implementing the marketing mix at Nadhira Napoleon souvenir shop.

Of the many potential competitors for souvenir products like Nadhira Napoleon, of course, this cannot be separated from a good marketing strategy (Muammar et al., 2022). For this reason, in order to reach the target market that has been planned, there is an alternative to the best marketing mix so that the marketing techniques carried out by the Nadhira Napoleon Gift Shop are right on target and can compete today. In this regard, the 7P marketing mix decisions will be selected, namely Product, Price, Place, Promotion, People, Process, Physical Evidence and carry out several alternative designs of the marketing mix at Nadhira Napoleon's souvenir shop using the ANP (Analytic Network Process) method, Marketing mix can be represented by variables that are in accordance with the company's current circumstances and values (Sugiarto et al., 2022).

The ANP method is a decision-making method for analyzing community, government and company decisions that can also be used in this study and is

an appropriate method in this matter because there is a link between the criteria in setting marketing mix priorities at Nadhira Napoleon's Gift Shop (Dila et al., 2017). The ANP method is a measurable method, ANP allows for dependency and feedback between elements in the cluster (inner dependance) and between clusters (outer dependance) (Darmawan, 2018). The objectives to be achieved from this research are:

1. Analysis the marketing mix that Nadhira Napoleon's gift shop does.
2. Analysis the setting of marketing mix priorities at the Nadhira Napoleon souvenir shop.
3. Analysis the application of the ANP (Analytic Network Process) method as a method in setting marketing mix priorities at Nadhira Napoleon's souvenir shop.

RESEARCH METHOD

The research was conducted at the Nadhira Napoleon Souvenir Shop, Jl. Jendral Sudirman No. 177, Pekanbaru City. Nadhira Napoleon Pekanbaru Souvenir Shop was chosen as the research location with the consideration that Nadhira Napoleon is the largest, most complete souvenir shop and houses a network of souvenir shops in Pekanbaru City. Members of the population in this study were all consumers of the Nadhira Napoleon Gift Shop in 7 days, why the population in this study was used for 7 days, namely to minimize the sample and the time needed in the study because there were so many consumers at the Nadhira Napoleon souvenir shop, totaling 315 consumers. The sampling method used in this study uses the Slovin formula, where this formula is able to measure the sample size to be studied. The sample size to be studied is as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Source : (Sanusi, 2017)

Where: n = Number Of Samples, N= Population Size, e = Error Limit 10%

From the formula above, the following numbers can be obtained:

$$n = \frac{N}{1 + N(e)^2}$$
$$n = \frac{315}{1 + 315(0.1)^2}$$
$$n = \frac{315}{1 + 315(0.01)}$$

$$n = \frac{315}{1 + 3.15}$$
$$n = 75.90 = 76$$

By using the calculation of the Slovin formula, the number of samples used in this study was 75.90 which was rounded up to 76 consumers. Based on the ANP method approach to weighting are 7 experts who were selected by judgment sampling by researchers according to consideration and intuition. These 7 experts are people who know Nadhira Napoleon's gift shop who are considered able to answer problems in research, including 2 experts who know Nadhira Napoleon and know about marketing, 2 distributors who supply products to Nadhira Napoleon and 3 people from the trade service and industrial town of Pekanbaru. Respondents used in this study, amounting to 83 respondents.

ANP (Analytic Network Process)

This research is based on a system of thinking decision-making based on expert opinion with the Analytical Network Process (ANP) approach (Nunung et al., 2022).
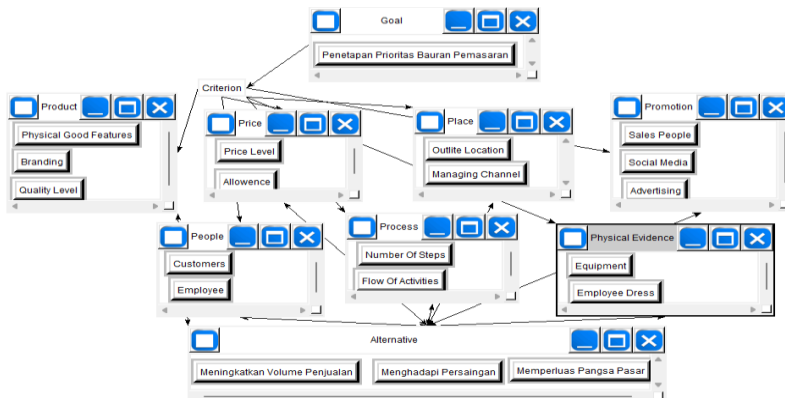

Figure 1.
Marketing Mix Network Design at Nadhira Napoleon's Gift Shop

Step I: Create a decision network hierarchy showing the relationships among decision factors.

(Rusydiana, 2013) The main objective is to identify the alternative that will be most significant in decision making. The problem must be clearly stated and solved in a rational system such as a network.

Step 2: Create a pairwise comparison matrix between the factors that influence the decision. This pairwise comparison matrix is needed to calculate the impact on the alternatives being compared with the 1-9 measurement ratio scale developed.

Comparison values are used for inverse comparisons, namely aij = 1/aij where aij or (aij) indicates the level of importance of the 1st or jth elements. As in AHP, pairwise comparisons in ANP are carried out within the framework of a matrix and local priority vectors can be derived from estimates of the relative importance of the cluster elements being compared.

Step 3: Combine opinions from several questionnaires filled out by experts using the following formula:

$$\text{GM} = \sqrt[n]{(x1).(x2)\ldots(xn)}$$

Where:
GM = Geometric Mean, x1 = Expert to -1, x2 = Expert to -2, xn = Expert to - n

The geometric mean is the average value obtained by multiplying all the data in a sample group and then taking the square root of the number of sample data. The geometric mean is the average measurement used to describe the entire data, especially if the data has certain characteristics (Sudarman, 2015).

Step 4: Conduct a consistency test by compiling the relative importance level of each criterion or alternative which is expressed as a normalized relative weight. This normalized relative weight is a relative value weight for each element in each column compared to the number of each element.

Then determine the normalized eigen factor by averaging the sum of each row in the matrix, then determine the Consistency Index (CI) value with the equation:

$$\text{CI} = \frac{\lambda\,\text{maksimum} - n}{n-1}$$

Where:
n= Matrix Ordo Sum; CI = Consistency Index; λ maksimum= The largest eigenvalue of the n ordo matrix

The CI value will be meaningless if there is a standard to state whether CI shows a consistent matrix. Provides a benchmark by making random comparisons of 500 samples. Saaty argues that a matrix resulting from random comparisons is an absolutely inconsistent matrix. From the random matrix, the Consistency Index value is also obtained, which is called the Ratio Index (RI). By comparing CI and RI, a benchmark is obtained to determine the level of consistency of a matrix, which is called the Consistency Ratio (CR), with the formula:

$$CR = \frac{CI}{RI}$$

Where: CR= Consistensy Ratio; CI= Consistency Index; RI= Ratio Indeks

Table 1.   Index Ratio Value

N	1	2	3	4	5	6	7
RI	0	0	0.58	0.90	1.12	1.24	1.32

Source: Processed Data, 2023

The RI value used is in accordance with the order n matrix. If the CR matrix is smaller than 10% (0.1) it means that the inconsistent opinion of each respondent is considered acceptable (Nugroho et al., 2012).

Step 5: supermatrix formation and analysis. The supermatrix is a matrix composed of a relative important weight vector and then normalizes the supermatrix so that the numbers in each column in the supermatrix have a total value of 1 (one). Build the supermatrix:

The super matrix is processed using super decisions software by entering the geometric mean of each criterion and sub-criteria. The steps in building a supermatrix are as follows:

  a. Unweight supermatrix stage is made based on pairwise comparisons between clusters, criteria, and alternatives by entering the column priority vector into the matrix that matches the cells.
  b. The weighted supermatrix stage is obtained by multiplying all the elements in the unweighted supermatrix by the values contained in the corresponding cluster matrix so that the column has a total of one.
  c. In the limiting supermatrix stage, the weight of the supermatrix is increased. Increasing the weight is done by multiplying the supermatrix by itself several times. When the weights in each column have the same value, then the limiting supermatrix has been obtained.

RESULT AND DISCUSSION

Marketing Mix Weight and Priority at Nadhira Napoleon Gift Shop

The results of data processing in setting marketing mix priorities are knowing which marketing mix is the most important priority at the Nadhira Napoleon Gift Shop.

It can be seen in Table 2. that the marketing mix occupies the first position, namely the place mix with a weight of 0.227 with a percentage of 22.72%. According to (Nurhayaty, 2022) place shows how the company's marketing location and distribution channels are carried out by the company. The decision to purchase souvenir products is influenced by the marketing mix,

one of which is the place marketing mix (Caroline et al., 2021). This decision includes decisions on physical locations, for example regarding where the Nadhira Napoleon Gift Shop is established. Then regarding the decision to use intermediaries to increase accessibility for customers, for example whether to use the services of a travel agent or have to market themselves. Then non-location decisions for example the use of a telephone delivery system.

Place as one of the elements in the marketing mix refers to the ease with which consumers can access services. Not only regarding the physical location of the place but also how the distribution mechanism is used to deliver the products offered and the point of production to consumers (Layantara, 2016). Place in marketing strategy often determines a company's success, because location is closely related to a company's potential market. Location plays an important role in marketing, implementing service distribution programs through location, place and time and the right amount according to the needs and desires of consumers. In the current modern and digital era, company locations and addresses must be easily accessible through information tools such as mobile phones or websites, and optimizing social media (Bandoso et al., 2020).

The Place mix has contributed the most to Nadhira Napoleon's Souvenir Shop so that it can develop until now because the store's location is very strategic (Firmansyah, 2021). It can be seen in Table 3. that the Consistency Ratio value in the marketing mix is 0.016. Based on observations in the field, Nadhira Napoleon's Gift Shop has set up outlets close to consumers and distributors in the city center with very easy access and does not make it difficult for consumers or distributors. Place, which also includes determining distribution channels for complete products, storage facilities, distribution and transportation, has been properly arranged by Nadhira Napoleon.

Product completeness is adjusted to products that are in great demand, storage facilities in stores are sufficient to accommodate all products, product distribution starts from distributors, then distributors supply to Nadhira Napoleon Souvenir Shop, then products can be sold by consumers directly. The longer the marketing channel, the higher the price at the consumer level, so that the benefits from the high price are not enjoyed by business actors, but by intermediary traders (Indrasari, 2020). Furthermore, namely transportation for the movement of products from one location to another, for the procurement of Nadhira Napoleon Gift Shop products, they agreed that transportation would be provided by the distributor, which means that Nadhira Napoleon only accepts these products and does not interfere in the delivery process. Orders via the delivery system can also be made by consumers via cellphones with the gojek application, namely gofood. Place is significantly influenced on current purchase decisions caused by the operation of problems that lead to more information before achieving the purchase of a product stimulated by place.

The place strategy definitely needs to be maintenanced and improved through continuous improvement and appropriate implementation of new strategies (Jocelyn & Amelia, 2022).

Table 2.   Weight and Priority of Marketing Sub-Mix at Nadhira Napoleon Shop

Marketing Mix	Weight	Percentage (%)	Ranking
Place	0.227	22.72	1
Price	0.152	15.22	2
Physical Evidence	0.151	15.12	3
Product	0.135	13.51	4
Promotion	0.135	13.51	5
Process	0.124	12.41	6
People	0.075	7.51	7
Sum	0.999	100.00	

Source: Primary Data (2022)

Furthermore, the second priority is the price mix with a weight of 0.152 and a percentage of 15.22%. Price mix or price is one of the factors in consumer purchasing decisions, prices are often compared to competitors on the same product. Followed by the third priority, namely the mix of Physical Evidence with a weight of 0.151 and a percentage of 15.12%. Physical Evidence is closely related to physical or real evidence. Starting from the existence of the store, design, layout to supporting equipment. The fourth priority is the product mix with a weight of 0.135 and a percentage of 13.51%. Product mix is related to the provision of products offered to the target market.

The fifth priority is the promotion mix with a weight of 0.135 and a percentage of 13.51%. In the current era of digitalization, promotion is the spearhead for every business, the promotion mix is very much carried out in several forms. Nadhira Napoleon Gift Shop has optimized all forms of promotion to increase sales volume so that this mix becomes the fifth priority. Followed by the sixth priority, namely the process mix with a weight of 0.124 and a percentage of 12.41%. Nadhira Napoleon Gift Shop always maintains consistency in every process from production to products to consumers. The last priority is the mix of people with a weight of 0.075 and a percentage of 7.51%. People or human resources are all people who participate in the Nadhira Napoleon Gift Shop business, both from business actors, employees, business partners, distributors to consumers.

Weight and Priority of Marketing Sub-Mix at Nadhira Napoleon Shop

After processing the data for the results of determining the priorities of the marketing mix, the results of the marketing mix are also obtained. The place marketing mix is still not enough in determining the priority of the marketing mix at the Nadhira Napoleon Gift Shop. What form of place is the priority in running their business and what do they always maintain consistency so that Nadhira Napoleon's souvenir business develops and is very popular in Pekanbaru City.

It can be seen that the place sub mix that has the highest value is Outlite Location with a weight of 0.085 with a percentage of 17%. Outlite Location, namely the location of outlets established by a company. A good location can make it easier for customers to get alternative access to support their activities. The location factor influences the size of the market potential that can be achieved by a business so that this factor can indirectly play a role in determining the success and achievement of a business (Wijayanti et al., 2021).

Table 3.   Weight and Priority of Marketing Sub-Mix at Nadhira Napoleon Shop

Marketing Mix	Marketing Sub-Mix	Weight	Percentage (%)	Ranking
Place	Outlite Location	0.085	17.0	1
	Managing Channel	0.028	5.6	
Price	Price Level	0.017	3.4	2
	Allowence	0.067	13.4	
Physical Evidence	Equipment	0.044	8.8	3
	Employee Dress	0.031	6.2	
Product	Physical Good Features	0.030	6.0	4
	Branding	0.019	3.8	
	Quality Level	0.012	2.4	
Promotion	Sales People	0.027	5.4	5
	Social Media	0.027	5.4	
	Advertising	0.013	2.6	
Process	Number Of Steps	0.015	3.0	6
	Flow Of Activities	0.046	9.2	
People	Customers	0.013	2.6	7
	Employee	0.025	5.0	
Sum		499	100.0	

Source: Primary Data (2022)

Location factors can influence customers in choosing or making transactions on the products offered. The decision to purchase a product is

closely related to the location where the product is located and access to that location. The location factor is often compared to price, it is not uncommon for people to prefer locations that are easy to access even though the price factor is lower than the product whose location is still considered for consumers to go to the location where the product is located.

The Nadhira Napoleon Gift Shop has a store location to sell its products directly to the public. In this concept, Nadhira Napoleon opened several souvenir shops that are strategically located, one of which is in the center of Pekanbaru City, precisely Jl. Jendral Sudirman No.177, a location that can be accessed from all directions makes it easy to buy products (Simarmata et al., 2022), Store locations can be accessed via Google Maps and by optimizing social media the location can also be accessed directly via Instagram @nadhiranapoleonpekanbaru.

Weight and Priority of Marketing Mix Alternatives at Nadhira Napoleon's Gift Shop

Based on the objective of setting the priority of the marketing mix, an alternative is made by Nadhira Napoleon's Souvenir Shop which occupies the first position, namely expanding market share with a weight of 0.247 and a percentage of 49.4%, It is hoped that a wider market share will increase the income earned in a more effective and efficient manner (Latifah & Muzid, 2019). The market structure of a product by a company is described by how much market control by each company. In other words, this control shows the effect of a product in a company on the total trade of the entire company (Lindung & Jamil, 2018).

Table 4.   Weight and Priority of Marketing Mix Alternatives at Nadhira Napoleon's Gift Shop

Alternative	Weight	Percentage	Ranking
Expand Market Share	0.247	49.4%	1
Face Competition	0.155	31.0%	2
Increase Sales Volume	0.098	19.6%	3
Sum	500	100.0%	

Source: Primary Data (2022)

Expanding market share is done to find out how much the market has been controlled and to know the comparison of a company's sales with those of its competitors. It can be concluded that if a company has been able to control a number of markets and already knows the number of sales compared to the number of competitors' sales, the company can find out from what factors consumers want to buy products from a company. From the results of this study, Nadhira Napoleon's souvenir shop has been able to dominate market

share through the place marketing mix, followed by the place sub mix, namely outlite location, Business actors should always observe market opportunities to conduct consumer surveys to find out special tastes or desires for souvenir products (Indriyani & Kurnia, 2022).

The second priority is facing competition with a weight of 0.155 with a percentage of 31%, alternatives to facing competition are the second priority in selecting marketing mix priorities, facing competition is a form that is carried out by companies to win a better position than competitors without conflict. Facing competition in the context of marketing, namely a situation where a company is competing to show the superiority of both products, services and other factors that can influence purchasing decisions. The Nadira Napoleon Souvenir Shop always promotes superior products made from durian, such as durian sticky rice, durian lempuk and durian sweet potato layer which they consider to be superior products that can face competition. To excel in the face of competition there are several activities, namely designing, manufacturing, distributing, supporting and marketing products. Facing competition is able to provide an advantage to companies so that they can differentiate from other companies and lead to healthy competition (Rambe & Nawawi, 2022).

The last alternative is to increase sales volume as the last priority with a weight of 0.98 and a percentage of 19.6%. Increasing sales volume, namely the number of products sold in a certain period, in terms of promotions carried out by the Nadhira Napoleon Gift Shop through social media, sales volume has increased from time to time. The role of social media has a very significant impact on sales volume, by recruiting a number of influencers and artists who can promote Nadhira Napoleon's souvenir products, this will indirectly influence consumer purchasing decisions and influence new target customers which makes sales volume continue to increase, so increasing sales volume is the last priority. This is done to find out the back and forth of the Nadhira Napoleon souvenir shop in marketing the products it produces, whether the sales volume of the product has increased or decreased (Rusdi, 2019).

CONCLUSION AND SUGGESTION

Conclusion

Based on the ANP method, the results of determining marketing mix priorities that have the highest value are Nadhira Napoleon's souvenir shops, namely the Place mix with a weight of 0.227 with a presentation of 22.72%. Place, which also includes determining distribution channels for complete products, storage facilities, distribution and transportation, has been properly arranged by Nadhira Napoleon. The completeness of the product is adjusted based on demand, complete storage facilities and can store the product so that it lasts longer, product distribution starts from the distributor supplying it until

the product reaches the consumer with transportation costs that have been borne by the distributor and have been agreed upon. In this study, there is a sub-mix of the marketing mix which is an alternative in determining the priority of the marketing mix, the sub-mix that has the highest value of the place mix, namely Outlite Location with a weight of 0.085 with a percentage of 17%.

Outlite Location, namely the location of outlets established by the Nadhira Napoleon Gift Shop. The location of the store is very strategic, as well as the layout and arrangement of the store varies. Access to make it easier for consumers to reach the location of the Nadhira Napoleon Souvenir Shop is very easy, traffic flow conditions such as the level of congestion are not so difficult for consumers, parking lots for easy access in and out of vehicles and the level of security is also very reliable. And the most important thing is the environment around Nadhira Napoleon which can give consumers a sense of comfort when shopping so that the first priority alternative is to expand market share with a weight of 0.247 and a percentage of 49.4%.

According to (Amalia & Ningsih, 2021) in terms of place or place, it can be seen from the presence of Nadhira Napoleon souvenir outlets, consumers can easily consume souvenirs because the location of the outlet is a strategic location, easy to reach, close to highway access, has adequate parking, the building is very attractive and kept clean.

Data processing uses the ANP (Analytic Network Process) method in determining marketing mix priorities and the results of the Super Decision application are tools or learning aids in understanding the stages of the ANP method process in solving problems and making decisions. The criteria and the weight of each criterion can be changed according to user needs. This application is able to accommodate temporary data to be processed in ANP calculations because the super decision application uses database access. The linkages between clusters and within clusters can be presented comprehensively, making it easier for researchers to continue discussing the results that have been obtained.

Suggestion

Submission of information from Nadhira Napoleon regarding the marketing mix that they are currently implementing may be explained in more detail, due to the limited time they have and limited human resources who really know about marketing from Nadhira Napoleon is very minimal. Some of the information was obtained from related agencies such as the Industry and Trade Office, previous research, expert opinions, distributors and consumer opinions.

The application of the ANP method using the Super decision application has been able to help researchers to make marketing mix decisions at the

Nadhira Napoleon souvenir shop, it's just that the delivery of information about the calculation process can be presented more clearly.

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