

ANALYSIS OF MARKETING STRATEGIES TO ENHANCE SERVICE QUALITY IN ELECTRONIC REPAIR WORKSHOPS: A CASE STUDY AT NATEMU, SOUTHEAST ACEH

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Abstract

In today's competitive business environment, companies must continuously adapt to evolving consumer needs to sustain their market presence. The NATEMU Electronic Service Workshop in Southeast Aceh, operating for over 24 years, exemplifies these challenges. Despite a substantial customer base, NATEMU has recently experienced a decline in clientele due to the intensification of market competition and the emergence of new service providers. This study aims to analyze marketing strategies that can enhance service quality and restore customer loyalty. The research utilizes SWOT analysis to identify the workshop's internal strengths and weaknesses, as well as external opportunities and threats. Furthermore, the study applies the marketing mix framework (4Ps)—product, price, place, and promotion—to develop strategic initiatives. The findings reveal that while NATEMU's service quality is generally rated as good, certain aspects, particularly service assurance, require significant improvement. Enhancing promotional activities through social media platforms and optimizing the strategic location of the workshop are identified as key factors in attracting a broader customer base. The study concludes that the integration of SWOT analysis and an effective marketing mix strategy is essential for improving service quality and increasing customer satisfaction. These strategic approaches are critical for NATEMU Workshop to maintain competitiveness and achieve sustainable growth in an increasingly dynamic service industry.

Keywords: Marketing Strategy, Service Quality, SWOT Analysis, Marketing Mix, Customer Satisfaction

Introduction

In the context of the modern era, characterized by increasingly intense business competition, companies and entrepreneurs are required to formulate adaptive strategies to maintain their market presence (Amelia & Tambunan, 2024). One strategic approach involves aligning business operations with consumer needs and preferences, recognizing that consumers are vital assets that must be preserved and nurtured (Hou et al., 2024). In the service sector, electronic repair workshops play a crucial role in addressing community needs, particularly in managing damages to electronic devices (Amelia, 2024). In addition to offering repair services, these workshops also provide preventive maintenance services aimed at extending the lifespan of devices and preventing more severe damage in the future (Dewi et al., 2025).

With the increasing ownership of electronic devices among the public, the demand for repair services has continued to grow (Pebriani et al., 2025). The relatively high cost of purchasing new devices encourages many individuals to opt for repairing damaged equipment rather than replacing it (Nurhidayah et al., 2025). Beyond financial considerations, factors such as the functional value and emotional attachment to existing devices also influence this decision (Nasib, 2024). This phenomenon presents a significant opportunity for electronic repair service providers to expand their market by offering high-quality, efficient, and affordable repair services to meet the evolving needs of modern consumers (Djohan et al., 2025). Identifying the underlying causes of the customer decline



is essential for revitalizing the NATEMU Electronic Workshop. Factors such as increasing competition, changing consumer preferences, limited marketing efforts, and rising service quality expectations are believed to contribute to the decrease in customer numbers. A thorough analysis of both internal and external conditions is necessary to develop effective improvement strategies. By addressing these challenges, NATEMU can enhance its service quality, attract new customers, and strengthen loyalty among existing clients. Strategic adjustments based on market demands will be key to restoring the workshop's competitive position in the evolving service industry.

Marketing strategies play a crucial role in determining a company's success in attracting, retaining, and expanding its customer base (Amelia et al., 2025). Amid increasingly intense business competition, particularly in the service industry, companies are required to design adaptive marketing strategies that are aligned with consumer needs (Bhastary, 2021). An effective marketing strategy not only serves to increase the number of customers but also acts as a foundation for building corporate image, enhancing customer loyalty, and strengthening the company's competitive position in the marketplace (Tirtayasa et al., 2024).

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a vital framework for assessing both the internal and external environments of a company (Nofriza, 2022). This method helps organizations identify their core strengths and weaknesses while also uncovering potential opportunities and external threats (Sihombing et al., 2024). Understanding these strategic factors allows businesses to craft more focused improvement plans and drive innovation efforts (Wakhayuni et al., 2024). By clearly mapping their position within the market, companies can make informed decisions to enhance operational performance, strengthen their competitive edge, and better adapt to dynamic market conditions for sustained success (Zhou & Soonthonsmai, 2024).

In addition to SWOT analysis, the application of the marketing mix (4P) consisting of Product, Price, Place, and Promotion remains a relevant and widely used framework today (Pratiw, 2021). The marketing mix represents key elements that must be managed effectively to deliver the value desired by customers (Ernawati, 2023). High-quality products, competitive pricing, accessible distribution channels, and effective promotional activities are interconnected factors that collectively shape a positive customer experience (Liani & Jumaidi, 2023). Proper integration and optimization of these elements enable companies to enhance customer satisfaction, strengthen brand loyalty, and build a sustainable competitive advantage in increasingly dynamic market environments (Abdullah et al., 2023).

Service quality and marketing strategy are two critical factors that significantly influence customer loyalty, particularly in the service sector (Lansangan, 2022). According to (Devkota et al., 2023), the integration of high service quality with effective marketing strategies greatly enhances customer loyalty. Their research highlights that clear promotional efforts, reliable service performance, and flexible pricing structures contribute substantially to shaping positive customer perceptions toward a service brand (Zhou & Soonthonsmai, 2024). This integration strengthens customer trust, encourages repeat business, and fosters long-term relationships with customers (Winarso, 2023). In an increasingly competitive service industry, aligning marketing strategies with service excellence is essential for maintaining a loyal customer base and achieving sustainable competitive advantage (Sofiyah, 2021).

In the context of small and medium enterprises (SMEs), such as the NATEMU Electronic Service Workshop in Southeast Aceh, marketing strategy serves as a crucial instrument for surviving in an increasingly dynamic market environment. Research by (Liani & Jumaidi, 2023) indicates that SMEs capable of implementing marketing approaches based on internal-external analyses, such as SWOT, and effectively managing the elements of the marketing mix (4P) are better positioned to retain their customers. In contrast, SMEs that rely solely on product or service quality without strategic marketing integration tend to face greater challenges in sustaining customer loyalty and competitive advantage.

Therefore, this study seeks to fill the existing research gap by analyzing marketing strategies aimed at improving service quality in the electronic service sector, with a particular focus on a rural setting. By integrating both the SWOT framework and the marketing mix (4P) comprehensively, this research offers a more holistic understanding of how strategic marketing interventions can enhance service performance, customer satisfaction, and business competitiveness. The findings are expected

to provide practical insights for small and medium-sized enterprises (SMEs) operating in similar environments, while also contributing to the limited academic literature on marketing strategy implementation within rural service industries.”

Theoretical Review

Strategi Pemasaran

Marketing strategy plays a vital role in ensuring the sustainability of a business, especially amid increasingly intense market competition, shifting consumer preferences, and rapid technological advancement (Khairani, 2023). Beyond merely boosting sales, marketing strategy serves as a tool to build a strong and competitive business position in the long term (Marpaung et al., 2021). With the right approach, it helps companies understand market needs, strengthen relationships with customers, and create sustainable value for consumers and other stakeholders (Sihombing & Nasib, 2020). This, in turn, supports consistent and adaptive business growth in an ever-changing environment (Amelia et al., 2024).

Business sustainability reflects a company's ability to survive in the long term, adapt to market dynamics, and remain relevant to consumers (Daulay, 2021). In this context, marketing strategy plays a vital role by helping businesses accurately identify customer needs and preferences (Umam et al., 2022). Through effective marketing approaches, companies can build a strong brand image, enhance customer loyalty, and establish long-term, mutually beneficial relationships (Tezar Arianto et al., 2021). Marketing strategies also enable firms to respond proactively to market changes, increasing the potential for sustainable growth and improving competitiveness in an ever-evolving business environment (Nasib et al., 2022).

One of the primary functions of a marketing strategy is to analyze the market and consumer behavior comprehensively (Wasiman, 2021). By understanding the preferences and needs of the target audience, companies can design products or services that are more aligned with market demands (Lestari et al., 2020). Marketing strategy also guides the process of segmentation, targeting, and positioning (STP) to ensure a strong competitive advantage (Martin & Nasib, 2021). In-depth market analysis enables businesses to develop adaptive and responsive strategies (Widy & HS, 2021). Without a solid understanding of the market, companies risk missing opportunities, struggle to compete effectively, and face challenges in maintaining customer loyalty amid growing competition (A. F. Nasib, 2019).

Marketing strategy plays a vital role in developing brand recognition and customer loyalty, both of which are essential for long-term business success (Nasib, Pranata, et al., 2023). Consumers who are familiar with and trust a brand are more likely to remain loyal and less inclined to switch to competitors (Nasib et al., 2024). By implementing consistent and creative promotional activities whether through traditional media or digital channels companies can shape a strong brand image and strengthen their market position (Lestari & Nasib, 2021). In the digital era, marketing strategies must evolve to leverage platforms such as social media, e-commerce, websites, and online advertising (Razaq et al., 2024). These tools allow businesses to connect with consumers more efficiently, precisely, and interactively (Vinodhini et al., 2022). Moreover, digital marketing provides valuable data and consumer insights that support strategic, evidence-based decision-making (S. Nasib, 2021). As a result, combining traditional and digital marketing approaches becomes a strategic necessity to foster sustainable customer engagement and long-term loyalty in an increasingly competitive marketplace (Rinanda, 2021).

An effective marketing strategy must take sustainability into account (Lubis et al., 2022). Today's consumers are increasingly aware of environmental, social, and ethical issues (N. Sari et al., 2023). As a result, marketing efforts that emphasize sustainability such as promoting eco-friendly products, practicing transparency, and highlighting corporate social responsibility (CSR) can offer added value and strengthen a company's image in the eyes of the public (Nasib et al., 2020). Integrating these values into marketing not only meets consumer expectations but also positions the brand as responsible and forward-thinking, which can lead to greater trust, loyalty, and long-term success in a market that favors ethical business practices (N. S. E. E. Sari, 2020).

SWOT Analysis

In today's increasingly dynamic business environment, delivering excellent customer service has become a critical factor in maintaining competitive advantage and fostering customer loyalty (Ernawati, 2023). One strategic approach to achieving this goal is through conducting a SWOT analysis. SWOT analysis serves as a managerial tool used to identify an organization's Strengths, Weaknesses, Opportunities, and Threats (Pasaribu et al., 2023). It enables companies to gain a more comprehensive understanding of both their internal capabilities and external challenges (Liani & Jumaidi, 2023). In the effort to build superior service, recognizing internal strengths such as skilled human resources, efficient service systems, and a customer-centric corporate culture is essential (Lansangan, 2022). Companies can leverage these strengths to establish high service standards and differentiate themselves from competitors (Thera et al., 2025).

On the other hand, identifying weaknesses is equally crucial (Abdullah et al., 2023). Every business inevitably has areas that require improvement, such as limited service technology, insufficient employee training, or slow service procedures (Wahyudi et al., 2024). Through SWOT analysis, these weaknesses can be detected early and addressed with appropriate strategies, ensuring that service quality remains uncompromised. In addition to internal factors, SWOT analysis also examines external aspects, including opportunities and threats (Anwar & Bin Sarip, 2024). Opportunities may arise from technological advancements that support digital-based services, consumer trends favoring speed and convenience, or government regulations promoting specific sectors (Pratiw, 2021). By leveraging these opportunities, companies can enhance service quality and better meet customer expectations (Tirtayasa, 2022a). Meanwhile, threats such as intense market competition, shifting consumer preferences, or economic instability can negatively impact service standards (Febrian & Ahmad, 2021). SWOT analysis enables businesses to anticipate these threats and formulate mitigation strategies, such as improving service innovation, accelerating response times to customer needs, and strengthening customer relationships (Koley et al., 2025).

SWOT analysis provides a comprehensive overview of a company's condition, encompassing both internal strengths and external challenges (Slamet et al., 2025). By utilizing the insights gained from this analysis, businesses can develop more targeted, adaptive, and practical customer service strategies (Subagio et al., 2025). Excellent service is not solely about meeting current customer needs, but also about anticipating future expectations and market shifts (Kurniawan et al., 2025). Moreover, delivering high-quality service grounded in SWOT analysis contributes to increased customer satisfaction, stronger loyalty, expanded customer reach, and a more favorable business reputation (Sukendri, 2025). Therefore, the continuous application of SWOT analysis serves as a strategic approach that not only enhances service performance but also promotes sustainable business growth in the long term (Thera et al., 2025).

Marketing Mix

In today's highly competitive business environment, companies are required to offer services that not only meet customer expectations but also create positive experiences that set them apart from competitors (Nirawati & Hasoloan, 2024). One effective approach to achieving this is through the implementation of an effective marketing mix strategy (Alqudah, 2023). The marketing mix, which includes the elements of product, price, place, and promotion (4P), plays a strategic role in building high-quality services. By managing the marketing mix effectively, companies can significantly enhance customer satisfaction while simultaneously strengthening customer loyalty over the long term (Alhamami et al., 2023).

The product is the primary element of the marketing mix that greatly influences the success of a service (Junaidi et al., 2022). A product is not limited to physical goods but also encompasses the services provided. The quality of excellent service is reflected in how well a product or service meets the needs, desires, and expectations of customers (Harianto et al., 2024). Designing products or services with a strong focus on customer requirements creates positive experiences that enhance satisfaction and loyalty (Syaifullah, 2021). A customer-centric approach in product development ensures that businesses deliver greater value, ultimately strengthening long-term relationships with their consumers (Novirsari, 2022).

Price plays a strategic role in shaping customer perceptions of service quality (Tezar Arianto et al., 2021). A competitive price that aligns with the value offered enhances customer appreciation and trust. Proper pricing reflects fairness and transparency, which are essential in building long-term relationships with consumers (Faris et al., 2023). When customers feel that the benefits they receive are worth the cost they pay, they are more likely to feel satisfied and remain loyal to the brand (Wasiman, 2021). Therefore, pricing decisions must be carefully considered as part of the overall marketing strategy to strengthen customer retention and create a positive brand image in the marketplace (Rivai et al., 2021).

Place, or distribution, is equally crucial in delivering quality service (Ningsih, 2020). Easy access to products or services significantly enhances consumer convenience and operational efficiency (Munandar et al., 2022). In today's digital era, the concept of "place" extends beyond physical locations to include a strong online presence that allows customers to easily access information, make purchases, and receive after-sales support (Amanda et al., 2023). High accessibility not only improves the customer experience but also contributes positively to overall satisfaction levels (Nasib, Julitawaty, et al., 2023). Therefore, companies must ensure seamless integration between physical and digital channels to create a smooth and efficient service journey that meets modern consumer expectations (Nasib, Syaifuddin, et al., 2023).

Promotion plays a crucial role in shaping how consumers recognize and respond to the services offered (Fathoni et al., 2025). Through effective promotional efforts, whether via traditional media or digital platforms, businesses can educate consumers about product benefits, establish a strong brand image, and build the perception of high-quality service (Alimin et al., 2025). Moreover, a well-targeted promotional strategy enhances consumer trust and increases their engagement with the brand, ultimately contributing to stronger customer relationships and improved brand loyalty (Harefa et al., 2025).

The effective integration of all four elements of the marketing mix plays a key role in delivering excellent service that satisfies customers not only functionally but also emotionally (Fadli et al., 2021). A consistent, convenient, fair, and high-quality service experience helps shape a strong and positive brand perception (Hou, 2023b). Furthermore, excellent service driven by a well-executed marketing mix has a direct impact on customer satisfaction (Hou, 2021). Satisfied customers are more likely to remain loyal, recommend the service to others, and support long-term business growth (Benny Lim et al., 2023). Conversely, the failure to apply an effective marketing mix can lead to dissatisfaction, reduced customer loyalty, and the risk of losing customers to competitors (Djohan et al., 2024).

Service Quality

In today's increasingly competitive business landscape, service quality plays a critical role in determining customer satisfaction levels (Hou, 2023a). Modern consumers evaluate not only the products they purchase but also the overall service experience, from the buying process to after-sales support (Simatupang, 2022). Exceptional service delivery creates positive experiences, strengthens emotional connections with customers, and fosters greater loyalty (Linda et al., 2024). Consistently high service quality directly contributes to sustainable business growth, as satisfied customers are more likely to make repeat purchases and recommend the brand to others (Sembiring & Ginting, 2023). Therefore, focusing on service excellence is essential for companies aiming to thrive and succeed in a competitive market (Hirzi, 2023).

Service quality encompasses various aspects, including timeliness, clarity of information, staff friendliness, responsiveness in handling complaints, and consistency in meeting customer expectations (Fadli et al., 2022). The better the service provided, the more likely customers will feel valued, understood, and cared for (Ali et al., 2022). High-quality service fosters an emotional connection between the company and its customers, which ultimately strengthens customer loyalty and increases the likelihood of repeat purchases (Lee et al., 2022). When businesses consistently deliver excellent service, they not only enhance customer satisfaction but also build lasting relationships that contribute to long-term success and a stronger market position (Kuandi Chandra & Linda, 2023).

According to the SERVQUAL model developed by Parasuraman, Zeithaml, and Berry, service quality is assessed through five key dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Tirtayasa, 2022b). These five elements collectively shape the customer's perception of the service they receive. When a company is able to meet—or even exceed expectations across all these dimensions, it significantly enhances customer satisfaction. Each aspect plays a vital role in ensuring a well-rounded service experience, and consistently excelling in them helps businesses build trust, improve customer loyalty, and establish a strong competitive advantage in the market (Zhang, 2022).

Customer satisfaction is an emotional response resulting from the evaluation of their service experience (Ali et al., 2022). Satisfied customers tend to feel confident in their decision to choose a product or service and are more likely to share positive recommendations with others (Divalona, 2023). Conversely, dissatisfied customers are not only prone to switching to competitors but may also spread negative opinions that can harm a company's reputation (Cobanoglu, 2021). Beyond influencing loyalty, high service quality is closely linked to the development of a strong brand image. When customers are satisfied with the service they receive, they often associate the company with professionalism, reliability, and added value beyond the product itself (Kuandi Chandra & Linda, 2023). This perception strengthens the company's market position and creates a competitive advantage that is difficult for rivals to replicate (Halimatussakdiah, 2023).

Methodology

This research adopts a qualitative approach, chosen due to the nature of the study which focuses on a case analysis of Natemu Electronics Service Workshop in Southeast Aceh. The study aims to explore how improvements in service quality function as an effective marketing strategy to attract and retain customers. The researcher will conduct interviews and field observations to gain in-depth insights into how service quality enhancements contribute to customer growth. Various marketing practices implemented by the company will be examined and analyzed qualitatively using SWOT analysis as a supporting tool.

The research involves qualitative analysis of interview transcripts, in-depth observation data, and relevant documentation. Conclusions are drawn through interpretation and explanation, followed by verification processes to assess the validity and accuracy of the findings. In this context, SWOT analysis is used as an analytical method to systematically assess the company's strengths, weaknesses, opportunities, and threats. It serves as a strategic tool for planning, both short- and long-term, by comparing internal and external environmental factors to identify core issues and potential directions for the business.

Results and Discussions

Results

Data presentation and data analysis can be described with a word arrangement based on various real information through data from observations, interviews and documentation regarding the Electronic Service business of the Natemu Aceh Tenggara workshop. *Based* on the results of interviews with customers of the Natemu Aceh Tenggara Electronic Service workshop. then it can be seen the percentage of distribution for each research item with indicators including: Reliability , Responsiveness , Assurance , Empathy , Physical evidence (*tangible*), Electronic Service customers of Natemu workshop in Southeast Aceh. The sample is a part of the population that is believed to be able to represent the characteristics of the population as a whole [98] explains that in determining a sample with a large population and an unknown number , the researcher took a sample for this study of 20 respondents who were consumers or visitors to the Electronic Service of the Natemu workshop in Southeast Aceh.

Marketing Mix Analysis of Electronic Service Natemu Workshop Southeast Aceh

The marketing mix applied by the Natemu Aceh Tenggara electronics service is as follows:

1. Product (*Product*)

The results of the interview with the owner of the electronics service business Bengkel Natemu Aceh Tenggara regarding what products are available are:

"The products available in this workshop are products or spare parts related to electronics, there are also used goods that have been renovated and are suitable for use such as AC, Refrigerators, TVs, etc. Many consumers are also interested in buying them because the goods are good." From the information above, the workshop owner always provides spare parts to make it easy to do electronic services.

2. Price

Every business certainly sets a price for every item or service provided. And the question that researchers ask about the electronic service business in Natemu Aceh Tenggara related to the price of products and services from their business is "so in determining the price of existing products and services, what is considered is the price competition between electronic service businesses located around our business so that the price competition is very tight and competitive." According to one of the customers of the electronic service business regarding his opinion about the prices applied in the electronic service business is as follows "In my opinion, the prices applied are still affordable and cheap compared to other electronic service businesses that I have visited."

So it can be seen that the Natemu Electronic Service business does not take much profit from each sale of products and services. The price of products and services available at the Natemu Electronic Service usually depends on the level of damage and the number of spare parts replaced. However, for the Natemu Aceh Tenggara electronic service workshop as follows:

Table 1. Price List

No	Electronic Service Products	Price
1	Air Conditioning Service	Rp. 50,000 – Rp. 100,000
2	Refrigerator Service	Rp. 50,000 – Rp. 250,000
3	Refrigerator (Freezer) Service	Rp. 100,000 – Rp. 300,000
4	Fan Service	Rp. 50,000 – Rp. 100,000
5	LCD TV Service	Rp. 50,000 – Rp. 200,000
6	LED TV Service	Rp. 100,000 – Rp. 250,000
7	Tube TV Service	Rp. 50,000 – Rp. 150,000
8	Dispenser Service	Rp. 30,000 – Rp. 50,000
9	Rice Cooker Service	Rp. 30,000 - Rp. 100,000
10	Ironing Service	Rp. 30,000 – Rp. 50,000

Source: Secondary Data 2024

So it can be concluded that the Natemu Aceh Tenggara electronic repair shop prioritizes quality without reducing quantity, even though electronic spare parts have increased, but service fees have not increased.

3. Promotion

The promotion carried out by the Natemu Ach Tenggara Electronic Service business in building consumer interest is based on the following interview: "For promotion, of course, through word of mouth, as is known, the location of the Natemu Electronic Service is around a main road and a densely populated area, and of course it brings benefits to our business. We also utilize social media such as WA, Instagram and Website. But the social media that we often use WA because consumers usually use WA to communicate". Based on the results of the interview above, it shows that consumers also feel that they benefit from the promotion carried out by the Natemu Aceh Tenggara Electronic Service business. In addition, the Natemu Aceh Tenggara Electronic Service promotes its products and services through print media such as banners, banners, etc.

4. Placement

The next researcher asked questions about the placement of the Printing and Photocopying business as follows "We are very fortunate with the location of the Natemu Aceh Tenggara Electronic Service Workshop which is close to a densely populated residential area and shops that provide great market opportunities for us because it is on the side of the road and its location

can be easily reached by the community. Around the environment where our business is located, there are also many competitors who have the same business as us. However, that is not a threat but a motivation for us to continue to provide good service to consumers. However, the risk is the parking lot that does not have land. Parking usually uses the road and this makes consumers hesitate to visit our business. " So we can conclude that the Natemu Aceh Tenggara Electronic Service Workshop has a fairly strategic place of business, only the land for parking is still not wide enough so that consumers have difficulty parking their vehicles and sometimes interfere with road users.

Marketing Strategy for Electronic Service Natemu Workshop Southeast Aceh Seen from SWOT Analysis

Based on the research results, the marketing strategy cannot be separated from SWOT Analysis, namely *Strength* , *Weakness* , *Opportunity* and *Threat* in the Natemu Aceh Tenggara Electronics Service business as follows:

Table 2 SWOT Analysis

Internal Factors	
Power of Business	Weaknesses of Business
<ul style="list-style-type: none"> - Location close to housing and shops - Location on the edge of a major road - The service is friendly and fast - High work spirit - Skilled and experienced technicians - Electronic service results as desired - Have regular customers - Conduct promotions through social, print and digital media - Have complete service equipment 	<ul style="list-style-type: none"> - Spare parts are hard to come by - Electronic repair times are sometimes not as promised. - Lack of parking space - Items that have been serviced for too long are taken by their owners, so it is feared that the items are susceptible to damage.
External Factors	
Business opportunities	Threat
<ul style="list-style-type: none"> - Have Regular Customers - Have high interest for consumers - Have customer trust - Have good relationship with customers 	<ul style="list-style-type: none"> - Tight competition between printing businesses - The development of increasingly sophisticated technology - Spare part prices suddenly increase - Spare parts are rare and difficult to obtain quickly.

Service Quality at Natemu Aceh Tenggara Electronic Service Workshop is in the good range according to the results of respondents' responses so it needs to be improved because it will have a good impact on the Natemu Aceh Tenggara Electronic Service Workshop business. Good service to consumers is one of the strategies in marketing. The presentation of the research results conducted by researchers in this study can be discussed further

Marketing Strategy Analysis in Improving Service Quality of Electronic Service Business, Natemu Workshop, Southeast Aceh

According to [99], marketing strategy is a series of goals and objectives, policies and rules that provide direction to the Company's marketing efforts from time to time, at each level and reference and allocation, especially as a company response in facing the environment and competitive conditions that are always changing. Responding to every change in market conditions and environmental factors depends on the following factors [100] .

1. Environmental Factors

Analysis of environmental factors such as the number of businesses in the field of electronic services around Jalan Manunggal near Pasar Inpres because the location is very strategic and close to the Kapolsek and the office. In addition, other factors such as technological developments, inflation rates that result in increased prices of spare parts for electronic services so that entrepreneurs must consider many things in purchasing and stocking goods in the warehouse.

2. Market Factors

Every company needs to always pay attention to and consider factors such as market share, trends, buyer behavior patterns, seasonal demand, current market segments that can be developed and unfulfilled opportunities.

3. Competition

In relation to competition, every company needs to understand who its competitors are, how competitors set prices for goods and services, what their strategies are, and the strengths and weaknesses of their competitors.

4. Doing Promotion

One of the strategies carried out by Servis Elektronik Bengkel Natemu Aceh Tenggara to increase customers is through promotion. The media used are social media such as WhatsApp, Instagram and Facebook. Promotion is carried out to invite, persuade, inform and remind consumers of the products and services sold.

Based on the information above, it means that the service activities carried out so far have been good but not optimal. In addition, the quality of a service is something that must be done well so that the service can affect the ability to satisfy needs. The Natemu Aceh Tenggara Electronic Service Workshop is equipped with complete and modern equipment that is ready to serve consumers quickly and on time. The technicians are also friendly and do not pick and choose in serving consumers. The technicians / workers at the Natemu Aceh Tenggara Electronic Service Workshop have high enthusiasm in working so as not to disappoint customers. In addition, there is also a weakness of the Natemu Aceh Tenggara Electronic Service Workshop, namely that the spare parts needed are often difficult to obtain around Southeast Aceh / Kutacane because each shop does not have the goods needed so they have to order outside the Province or through online media so that electronic goods that should have been finished quickly are delayed and also sometimes the goods have been serviced but consumers take a long time to pick them up resulting in the electronic goods being damaged again. The Natemu Aceh Tenggara Electronic Service Workshop does not have a large parking area because its location is on the side of a major road. Other weaknesses and threats include very tight market competition between printing businesses and increasingly sophisticated technological developments which are also a threat so that businesses must be more *up to date*.

It can be concluded that the Electronic Service Workshop Natemu Aceh Tenggara has tried to provide the best to customers, in terms of friendly, fast and precise service, cheap and affordable prices. At the same time, the price of spare parts has increased, but the selling price and service costs at the Electronic Service Workshop Natemu Aceh Tenggara have not necessarily increased, this is due to price competition between entrepreneurs engaged in printing and photocopying around Jalan Manunggal near the Kutacane Inpres market. This is consistent with previous research conducted by (Sukmawati, 2006) with the title "Analysis of Service Quality of Services on Customer Satisfaction of PT. Nyata Grafika Media Surakarta Printing" it is known that the variable *Reliability, Responsiveness, Assurance, Empathy, Tangible* significantly influence customer satisfaction. And it is strengthened by research from [102] with the title "The Influence of Service Quality on Customer Loyalty CV Printing. Rahmat Nur Samarinda" and research according to [103] with the title "Analysis of the Influence of Service Quality on Consumer Satisfaction of Syafira Electronics Workshop Services"

Conclusion

This study examined the implementation of marketing strategies to improve service quality at Natemu Electronic Service Workshop in Southeast Aceh. Based on the findings, several key conclusions can be drawn. First, the overall level of service quality at Natemu Workshop is considered satisfactory, as reflected in the

responses of the participants. However, among the five service quality dimensions, the assurance indicator received the lowest score, indicating a critical area for improvement in building consumer trust and confidence in service delivery. Second, the company utilizes the SWOT (Strengths, Weaknesses, Opportunities, Threats) analytical framework as a strategic planning tool. The SWOT analysis provides a structured approach to evaluating internal capabilities and external challenges, enabling the company to formulate both short-term and long-term plans effectively. This method has proven instrumental in aligning marketing strategies with the company's operational goals. Third, the application of the 5P marketing mix strategy comprising People, Place, Promotion, Product, and Price has contributed positively to the company's growth. The integration of these elements has enhanced customer reach, operational efficiency, and overall competitiveness. As a result, the marketing approach has led to improved service delivery, increased customer satisfaction, and strengthened consumer loyalty.

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