

Analysis of Marketing Strategies in Improving Service Quality at Aska Printing and Photocopy Services

Nur Wahyuni Siregar¹, Ratih Amelia², Charles Barkley³, Agus Susanto⁴, Zakia Fadila⁵
nurwahyuni0927@gmail.com¹, ratihamelia1712@gmail.com², charlesbarkley.itnb@gmail.com³,
dragussusantotan@gmail.com⁴, bundakiagomez@gmail.com⁵

¹Student of Marketing Management, Politeknik Unggul LP3M, North Sumatera, Indonesia

²Politeknik Unggul LP3M, North Sumatera, Indonesia

^{3,4}Institut Bisnis Informasi Teknologi dan Bisnis, North Sumatera, Indonesia

⁵Politeknik Ganesha Medan, North Sumatera, Indonesia

Corresponding Email: nurwahyuni0927@gmail.com

Abstract

Marketing strategy is a critical component in increasing sales and competitiveness of both goods and services. This study aims to analyze marketing strategies in improving service quality at Percetakan and Fotocopy Aska, a printing business operating in a highly competitive area near university campuses in Medan. A qualitative approach was employed through interviews, observations, and documentation, with data analyzed using the SWOT method to identify the company's strengths, weaknesses, opportunities, and threats. The findings indicate that the overall service quality is rated as good, particularly in reliability and responsiveness. However, the assurance aspect received lower ratings and requires improvement. Promotional efforts through social media platforms such as WhatsApp, Instagram, and Facebook have proven effective in attracting new customers and maintaining the loyalty of existing ones. This study concludes that implementing appropriate marketing strategies and continuously enhancing service quality are essential to sustaining and growing printing service businesses in a competitive environment.

Keywords: marketing strategy, service quality, SWOT analysis, printing business, social media promotion

Introduction

A marketing strategy is a structured effort to promote goods or services with the goal of increasing sales and market reach (Nurhidayah et al., 2025). It consists of defined objectives, policies, and strategic guidelines that direct marketing activities over time (Julsari et al., 2025). These strategies are formulated to respond to changes in the business environment, consumer behavior, and competitive pressures (W. Sari et al., 2025). A well-planned marketing strategy ensures alignment across all operational levels and serves as a framework for decision-making in dynamic market conditions (Nurbayan et al., 2025). It enables companies to remain competitive by effectively allocating resources, targeting the right audience, and adapting to market shifts with agility and consistency (Amelia & Tambunan, 2024).

Marketing strategy is an essential component of business management, as it directly influences a company's success in achieving its goals (Hou et al., 2024). For service-based businesses, identifying and implementing the right marketing strategy is crucial to ensure that the services offered are well-received by the target audience (Khairumi et al., 2025). An effective marketing approach increases the likelihood of customer acceptance and satisfaction, thereby attracting potential clients to engage with the service (Nasib, 2024). When aligned with customer needs and preferences, a well-executed marketing strategy not only enhances service visibility but also strengthens the company's competitive position in the marketplace (Hardiansyah et al., 2025).

In addition to strategy, a company must carefully consider the location where its services will be offered. "Place" refers to market positioning relative to competitors and the growth potential of the printing and photocopy service industry. Competition in this sector continues to intensify, driven by technological advancements and increasing service modernization. In the context of economic development, many communities engage in small-scale enterprises. These small businesses represent grassroots economic activities that meet specific criteria regarding net assets, annual sales, and ownership structure, as outlined in relevant legislation. Understanding market dynamics and positioning is crucial for sustainable business growth.

Quality management is a key instrument in achieving organizational performance, effectiveness, and ultimately, success (Wong & Santosa, 2025). It involves the application of various qualitative and quantitative methods, tools, and techniques to enhance critical elements that contribute to quality, such as product or service consistency, compliance with established standards, and customer satisfaction (Ali et al., 2022). Service refers to any action or activity offered by one party to another, which is essentially intangible and does not result in ownership. Its delivery may or may not be associated with a physical product (Rakthin, 2022).

Conversely, if the service received falls short of expectations, it is perceived as poor in quality (Ju, 2022). Customer or consumer information plays a crucial role in shaping marketing strategies, particularly within the marketing mix (Hendry & Kosasih, 2024). In this context, studying consumers as end-users of services offered by a business becomes an important and compelling area of research (Kumar, 2022). Specifically, ASKA Printing and Photocopy is a service-oriented business that faces intense competition in the market. Located at Jamin Ginting Street No. 23, in front of Siti Hajar Hospital, Medan, its strategic position near several campuses makes it a preferred choice for students, lecturers, and teachers. As a result, customers often provide feedback and share their perceptions regarding the quality of service offered by ASKA.

One of ASKA Printing and Photocopy's main advantages is its competitive pricing, which is more affordable compared to other similar businesses. In addition to its low prices, the photocopy results are clear and neatly presented. However, the business also faces certain challenges, such as frequent shortages of paper or ink during operations, which can cause delays, especially when customer volume is high. While other printing and photocopy services experience similar issues, the overall service quality at ASKA remains superior in comparison.

Although marketing strategies have been widely studied across various service sectors such as banking, healthcare, and hospitality, research that specifically explores the link between marketing strategies and service quality improvement in the printing and photocopy service sector particularly among small-scale businesses like ASKA remains limited. Most previous studies have focused primarily on the impact of marketing strategies on customer satisfaction or sales growth, with relatively little attention given to how specific marketing mix elements such as promotion, pricing, place, and product directly contribute to enhancing service quality.

Moreover, many relevant studies tend to focus on large companies with well-established infrastructure and human resources, while micro and small enterprises often face challenges such as limited resources, insufficient digital literacy, and difficulties in adapting to local consumer behavior. This highlights the need for more contextual and practical research that can provide actionable insights into how simple yet targeted marketing strategies can significantly improve service quality in local-scale printing businesses.

Furthermore, few studies have thoroughly examined the direct interaction between marketing strategies and service quality within a comprehensive analytical framework, particularly in service-based businesses like printing, which are characterized by speed, accuracy, and customer personalization. Therefore, this study aims to fill that gap by offering both theoretical and practical contributions to strengthen the link between marketing strategies and service quality in the printing and photocopy sector at the MSME (Micro, Small, and Medium Enterprises) level.

Theoretical Review

Marketing Strategy

Marketing strategies play a crucial role in ensuring the long-term sustainability of a company, regardless of whether it operates on a small, medium, or large scale (Sihombing et al., 2023). In today's increasingly competitive and dynamic market landscape, businesses are expected not only to deliver high-quality products or services, but also to effectively market them to the appropriate consumer segments (Sihombing & Nasib, 2020). A well-crafted marketing strategy enables a company to identify market needs and preferences, tailor its offerings accordingly, and build lasting customer relationships (Fadli, 2021). One of the primary reasons marketing strategy significantly influences business sustainability is because it serves as a vital link between the company and its customers (Nasib et al., 2024). Through market research, promotion, distribution, pricing, and after-sales service,

companies can generate added value that differentiates them from competitors. An effective marketing strategy strengthens brand positioning, fosters customer loyalty, and ultimately secures a steady flow of revenue (Khairani, 2023).

In the context of micro, small, and medium enterprises (MSMEs), simple yet impactful marketing strategies are key to survival amid limited resources (N. S. E. E. Sari, 2020). Digital marketing, for example, presents a powerful opportunity for MSMEs to reach broader audiences at relatively low cost (Wakhyuni et al., 2024). Social media platforms, e-commerce, and content marketing have become essential tools for building brand awareness and enhancing customer engagement (Pebri et al., 2020). Conversely, the absence of a marketing strategy or its poor execution can leave a business directionless, unknown to the market, and vulnerable to rapid decline (Harianto et al., 2024). A company's longevity is also shaped by its ability to adapt to shifting consumer behaviors and market conditions (Wasiman, 2021). Data-driven and flexible marketing strategies empower businesses to respond quickly to emerging trends, re-define target audiences, and develop more relevant products or services (Tezar Arianto et al., 2021). Thus, marketing is not merely a promotional function, but also a strategic instrument for long-term decision-making (Amanda et al., 2023). Furthermore, a customer-centric and inclusive marketing strategy can drive internal innovation within the company (Lubis et al., 2022). Market insights and customer feedback become the foundation for product development, service improvement, and operational efficiency (Martin & Nasib, 2021). When a business can align its offerings with consumer expectations, it creates a sustainable competitive advantage that supports continued growth and relevance in the marketplace (Marpaung et al., 2021).

Analisis SWOT

In an increasingly competitive and uncertain business environment, developing an effective marketing strategy is a critical step toward ensuring a company's sustainability and growth (Thera et al., 2025). One of the most widely adopted tools for formulating such strategies is the SWOT analysis an acronym for Strengths, Weaknesses, Opportunities, and Threats (Abdullah et al., 2023). This analytical framework enables businesses to assess both internal capabilities and external conditions, providing valuable insight for crafting strategic, targeted, and actionable marketing plans. SWOT analysis plays a vital role in strategic decision-making as it offers a comprehensive view of a company's internal strengths and weaknesses, along with external opportunities and threats (Abdullah et al., 2023). These insights form a strong foundation for evaluating a company's position in the market and determining appropriate marketing policies. For example, internal strengths such as brand reputation, high product quality, or an extensive distribution network can be leveraged to expand market share (Kurniawan et al., 2025). On the other hand, internal weaknesses such as a lack of innovation, limited promotional budgets, or insufficient skilled personnel can be identified early and addressed through corrective measures or capacity building (Pratiw, 2021). From an external perspective, emerging market opportunities such as the rise of digital technology, shifts in consumer preferences, or favorable government policies can be harnessed to enhance marketing strategies (Pasaribu et al., 2023). Conversely, external threats such as the entry of new competitors, price volatility in raw materials, or global economic instability must be factored into the company's contingency and risk management plans (Slamet et al., 2025). With a thorough SWOT analysis, companies are able to objectively evaluate market conditions and design strategies that align with their unique resources and operational capabilities (Lansangan, 2022).

Beyond strategic alignment, SWOT analysis also aids management in setting priorities when making marketing decisions (Ernawati, 2023). Strategies developed from a clear understanding of a company's internal and external landscape tend to be more focused and relevant to actual business conditions. For instance, if a company identifies its strength in fast service delivery and observes a growing market demand for rapid solutions, a marketing strategy that highlights this competitive advantage such as promoting speed of service would likely be more impactful than a generic marketing approach (Sukendri, 2025). In conclusion, SWOT analysis is not merely a diagnostic tool; it is a strategic compass that guides companies in navigating the complex terrain of marketing management (Koley et al., 2025). By systematically identifying where the company stands and where

opportunities or threats lie, businesses can proactively develop marketing initiatives that are not only responsive but also sustainable in the long term. This makes SWOT analysis an essential component in the formulation of any effective marketing strategy (Subagio et al., 2025).

Methodology

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan studi kasus pada Perusahaan Percetakan dan Fotocopy ASKA di Medan. Pendekatan ini dipilih karena memungkinkan peneliti untuk menggali secara mendalam strategi pemasaran yang digunakan dalam meningkatkan kualitas pelayanan. Fokus utama penelitian ini adalah memahami bagaimana strategi pemasaran diterapkan dalam konteks usaha mikro, serta sejauh mana hal tersebut berkontribusi terhadap pengalaman dan kepuasan pelanggan. Data dikumpulkan melalui wawancara mendalam dengan pemilik usaha dan pelanggan, observasi langsung terhadap proses pelayanan, serta dokumentasi aktivitas pemasaran dan pelayanan perusahaan. Selain itu, kuesioner digunakan untuk memperoleh data tambahan dari responden mengenai persepsi mereka terhadap kualitas layanan dan efektivitas strategi pemasaran yang diterapkan.

Analisis data dilakukan secara interaktif melalui tiga tahapan, yaitu reduksi data, penyajian data, dan penarikan kesimpulan. Reduksi data dilakukan dengan memilah informasi yang relevan dari hasil observasi dan wawancara. Penyajian data dilakukan dalam bentuk narasi deskriptif yang menggambarkan strategi pemasaran dan dampaknya terhadap pelayanan. Selanjutnya, kesimpulan ditarik dengan menafsirkan pola-pola yang muncul dari data, yang kemudian diverifikasi untuk memastikan keabsahan hasil penelitian. Untuk mendukung interpretasi, digunakan analisis SWOT (Strengths, Weaknesses, Opportunities, Threats) guna mengidentifikasi faktor internal dan eksternal yang memengaruhi efektivitas strategi pemasaran perusahaan.

Results and Discussions

Results

Based on the results of interviews with printing customers and Photocopy of Aska so can known percentage distribution For each- each research item with indicators including: Reliability, Power responsive (responsiveness), Guarantee (assurance), Empathy (empathy), Proof physique (tangible), Printing Customers And Photocopy Aska Medan. As for the number sample in this study is 25 respondents where the amount is the result of calculations using formula slovin And method the withdrawal use non probability sampling. As for criteria range evaluation response Respondent can be described in the table below.

Table 1. Respondents' Answer Criteria

Interval (%)	Quality Criteria Service (Performance)	Satisfaction Criteria Customer (Satisfaction)
0-29.9	Very No Good	Very No Satisfied
30-49.9	No Good	No Satisfied
50-69.9	Enough Good	Enough Satisfied
70-89.9	Good	Satisfied
90-100	Very Good	Very Satisfied

Under This is the overall result of respondents' responses to quality service from each question item as following:

Table 2 Results flat – flat evaluation Respondent to performance qualityservice Printing and Photocopy Aska Medan

No	Indicator Quality Service	Percentage (%)
Reliability		
1	1 Aska Medan Printing and Photocopying Employees give service in accordance time Which promised	85.7
	2 Aska Medan Printing and Photocopying Employees show his sincerity in finishproblem customer	89.5
	3 Employee Aska Medan Printing and Photocopying give service Which in accordance with desircustomer	86.6
	4 Ability employee Printing And Photocopy Medan Aska can relied on	91.4
Flat – flat		88.3
Power Responsive		
2	1 Employee Printing And Photocopy of Aska Medan give service Which fast And appropriate tocustomer	94
	2 Employee Printing And Photocopy Aska Medan willing respond to complaint customer	80
	3 Printing Employee And Photocopy Aska Medangive information Which needed customer	83.8
Flat – flat		85.9
Guarantee		
3	1 Knowledge employee about various type mold on Printing And Photocopy Aska Medan	76
	2 Employee Printing And Photocopy Aska Medan own characteristic can trusted in all matter by customer	81.9
	3 Customer feel safe moment do transaction inPrinting And Photocopy of Aska Medan	90.4
Flat – flat		82.7
Empathy		
4	1 Printing Employee And Photocopy Aska Medan communicate on customer with method Which pleasant	75
	2 Employee Printing And Photocopy Aska Medan serve customer with polite And friendly	100
	3 There is O'clock operational Which comfortable for for customer	85.7
Flat – flat		86.9
Proof Physique		
5	1 Printing And Photocopy Aska Medan own equipmentWhich modern And complete	100
	2 Employee Printing And Photocopy Aska Medan look good neat And polite	81.9
	3 Facility Which in offer by Printing AndPhotocopy Aska Medan guaranteed cleanliness And its security	91

4	Printing And Photocopy of Aska Medan own area parking Which Enough adequate	74
	Flat – flat	86.7
	Average overall	86.3
	Indicator Evaluation Quality service	Good

Source : Primary Data Processed 2024

Based on the table above, it can be seen that the average value of the responses respondents regarding service quality with Reliability indicators as big as 88.3 % Which It means is at on range Good, Power responsive (Responsiveness) of 85.9%, which means it is in the good range, Guarantee (Assurance) of 82.7%, which means it is in a fairly good range, Empathy (Empathy) of 86.9%, which means it is in the good range, and physical evidence (Tangible) as big as 86.7% Which It means is at on range Good. As for mark flat-the overall average was 86.3%, which means that of all the reliability indicators, the powerresponsive, assurance, empathy and physical evidence is at on criteria good range.

Discussions

SWOT Analysis of ASKA Printing and Photocopy Marketing Strategy

1. Strengths (Strengths)

The very strategic business location is one of the main strengths of ASKA Printing and Photocopying. Located in the Jalan Jamin Ginting area, Medan near campuses and government offices makes this business have direct access to potential market segments, namely students and employees. High accessibility provides opportunities to reach consumers in large numbers, especially during times when printing needs increase such as exam periods, registration, and office activities.

2. Weaknesses

Despite its strategic location, the high concentration of similar businesses around the area is a challenge in itself. In addition, fluctuations in the price of raw materials such as paper, ink, and office supplies due to inflation put pressure on cost management. This condition requires companies to be more selective in purchasing and managing stock, which if not controlled properly can result in service delays and decreased quality.

3. Opportunities

From the market side, there is an opportunity to develop services by reaching new segments, such as postgraduate students or small business communities that require small but regular printing services. In addition, with the increasing use of digital media, ASKA has the opportunity to strengthen online marketing through social media platforms and service marketplaces.

4. Threats (Threats)

The increasingly competitive competition in the printing and photocopying industry is a real threat. The number of players in the same sector, with aggressive price offers and various promotional strategies, makes customers have many choices. In addition, the development of digital-based printing technology also demands rapid adaptation. If companies do not innovate, there is a risk of being left behind in terms of service and technology.

To address competition and size market opportunities, ASKA Printing and Photocopying actively promotes its services through social media platforms such as WhatsApp, Instagram, and Facebook. These promotional efforts aim to inform customers about available services, foster closer relationships, and enhance customer loyalty. The strategy is designed not only to attract new clients but also to retain existing ones through consistent, personalized communication. By leveraging social media, the business builds stronger engagement with its audience, strengthens brand visibility, and sustains customer interest in an increasingly competitive printing and photocopy service market.

Conclusions

Based on the research findings, the overall service quality at Percetakan and Fotocopy Aska Medan is rated as good by respondents. However, the "assurance" indicator received the lowest score, indicating a need for improvement in customer trust and service competence. The company applies marketing strategies using SWOT analysis and the 5P marketing mix (People, Place, Promotion, Product, and Price), which have proven effective in supporting business growth. These strategies help the company remain competitive and responsive to customer needs while maintaining operational efficiency in a dynamic and competitive printing service environment.

This study suggests that management should place greater emphasis on improving the assurance aspect of service quality, particularly through employee training, enhanced communication skills, and technical reliability. Strengthening these elements will help build customer trust and satisfaction. Furthermore, social media promotion should be optimized to expand market reach and enhance the company's brand image. A consistent and strategic digital marketing approach can improve visibility and engagement, particularly among younger or tech-savvy consumers. By addressing these areas, the company can not only retain existing customers but also attract new ones, ensuring long-term sustainability and competitiveness in the printing service industry.

This study is limited by its narrow scope, as it focuses solely on a single business unit in one specific location. Consequently, the findings may not be broadly applicable to similar enterprises in other regions. Additionally, the research adopts a descriptive qualitative approach without incorporating statistical measurement to evaluate the effectiveness of the marketing strategies employed. Future research is encouraged to conduct comparative studies involving multiple businesses across different areas and to apply quantitative or mixed-method approaches to obtain more measurable and generalizable results. Further studies could also explore the development of digital marketing models tailored to the needs of MSMEs in the context of technological transformation.

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