

ABSTRACT

The number of companies engaged in the pharmaceutical sector is very large in Indonesia and the competition is very tight. Every company that exists must have its own strategy and method to be able to continue to survive and compete in the midst of intense competition. In practice, the strategy used by a company does not always produce maximum results and may be further developed in order to increase sales volume and achieve certain sales targets or figures. Various factors can affect sales volume. In 2020, during the COVID-19 pandemic, there was a decline in sales to companies in the pharmaceutical industry. While several companies experienced a decline in sales, PT. Surya Prima Perkasa experienced an increase in sales in mid to late 2020.

The purpose of this study was to analyze the effect of marketing strategy on the company PT. Surya Prima Perkasa with 7P variables in the marketing mix (Product, Price, Promotion, Place, People, Physical Evidence, Process) to increase sales, to find out how the influence of the marketing strategy applied by PT. Surya Prima Perkasa to increase sales.

The research method used in this research is quantitative with descriptive presentation. The source of the data obtained is the result of filling out questionnaires from all employees of the head office at PT. Surya Prima Perkasa.

The results of this study are expected to know the effect of the marketing strategy applied by PT. Surya Prima Perkasa to increase sales, can be a learning material in an effort to increase sales volume for companies engaged in the pharmaceutical sector and businesses engaged in the pharmaceutical sector in managing and improving their companies.

Keywords: *Marketing Strategy, Marketing Mix, 7P, Pharmaceutical Marketing, Pharmacy.*