

Abstract:

The development of technology has brought significant changes in various aspects of life. The same thing happened to Grimloc Store, a company engaged in physical releases. Due to technological developments Grimloc Store implements marketing strategies to increase sales. The purpose of this study was to analyze the effectiveness of Grimloc Store Bandung's marketing strategy. The research method used in this research is quantitative descriptive method. The data source used in this research is the owner of Grimloc Store. The way data is collected in this study is by observation doing research directly at the location and through interviews with the owner of Grimloc Store. The method of analysis in this study using return on investment marketing (ROMI).

From the results of the study, the analysis of marketing strategies carried out shows that the implementation of a new strategy in 2022 does not have a positive impact on increasing incremental sales and cost efficiency at Grimloc Store. The strategy implemented before the sale and after the sale did not result in a significant difference in ROMI so the strategy implemented did not have a ROMI impact. In this analysis, we observed that there was no significant increase in sales after the implementation of the new strategy in 2022 compared to the previous year. ROMI, as a key metric in this analysis, measures how efficient marketing spend is in generating incremental revenue. In this context, ROMI is calculated by taking the difference between incremental sales and incremental costs, dividing by the incremental costs themselves, and then multiplying by 100 to get a percentage value. ROMI values that are not significantly different indicate that every Rupiah invested in marketing has not been able to generate significantly greater revenue, which directly indicates the ineffectiveness of the strategy implemented. The research results obtained through the t-test, where the recorded t-count value of 0.055 is below the t-table value of 2.074 ($t\text{-count} < t\text{-table}$). This indicates a rejection of the null hypothesis which states that there is no significant difference in ROMI before and after the implementation of Grimloc Store's physical release strategy. In other words, this study shows that the implementation of the new marketing strategy in 2022 did not significantly improve sales performance and cost efficiency. Thus, the Grimloc Store physical release strategy is not effective.

Keywords: *marketing strategy, marketing strategy effectiveness, ROMI*