

ABSTRACT

CV Bintang Jaya Perkasa is a company engaged in the services of forklift rental located in the area Rancaekek. CV Bintang Jaya Perkasa has 11 units of forklift with a capacity of 2 to 7 tons. CV Bintang Jaya Perkasa is the only forklift rental service company in Rancaekek which is an industrial area. This is a distinct advantage for this company that has not been able to maximize the existing opportunities where there is a market of 84.8%, or 28 of 33 companies, in Rancaekek who require forklift rental services every day. Problems experienced by the company today is the income that has not been maximized because there are still many opportunities that have not been achieved by the company. Because of the need to apply appropriate strategies to increase the income of CV Bintang Jaya Perkasa, then used the approach of Quantitative Strategic Planning Matrix (QSPM) technique.

This study aims to help companies to increase revenue by using the calculation of Attractiveness Scores and Total Attractiveness Scores in Quantitative Strategic Planning Matrix (QSPM) technique. Prior to reaching the calculation of Attractiveness Scores in Quantitative Strategic Planning Matrix (QSPM) techniques, several stages were used, ie total IFAS score and total EFAS score in IE Matrix. Then, the SWOT analysis is used to identify internal strengths and weaknesses of firms in the face of external opportunities and threats. The results of the Quantitative Strategic Planning Matrix (QSPM) method get three proposals with the largest Total Attractiveness Scores value of eight strategies generated from the SWOT analysis.

Keywords: Marketing Strategy, SWOT Analysis, Quantitative Strategic Planning Matrix (QSPM)

