

ABSTRACT

AHASS Warga Jaya Motor is an official Honda motorcycle repair shop with H23 status that receives maintenance for Honda motorcycles and provides spare parts for Honda motorcycles. AHASS Warga Jaya Motor is located on Jl. Raya Karangsinom No. 1 district. Kandanghaur Kab. Indramayu. The sales results of AHASS Warga Jaya Motor from January 2021 to December 2022 can be seen that there are several months that have not reached the predetermined sales target. Therefore, AHASS Warga Jaya Motor must create a new strategy in order to increase sales in order to achieve the predetermined target.

The marketing strategy made by AHASS Warga Jaya Motor is based on several factors, namely the company's strengths, weaknesses, opportunities, and threats. SWOT analysis is used to obtain alternative strategies, where alternative strategies are obtained from internal and external factors of the company. Research data and information consist of primary data and secondary data. The analytical tools used in this research are IFE (Internal Factor Evaluation) matrix, EFE (External Factor Evaluation) matrix, IE (Internal-External) matrix, SWOT matrix (Strengths, Weaknesses, Opportunities, and Threats), and QSPM (Quantitative Strategic Planning Matrix).

The SWOT matrix produces 6 alternative strategies that can be implemented by the company. Based on the results of the QSPM from 6 alternatives, there is one alternative strategy that is prioritized, namely carrying out more intensive promotions by holding, participating or as sponsors in various events with a TAS score of 5,740.

Keyword : *Marketing Strategy, QSPM Method, SWOT Matrix*