

ABSTRACT

Globalization makes many things more accessible because boundaries that were once difficult to reach are now easily accessible. One example of business competition is becoming more stringent, especially in the Bandung city. Things like these are very logical; a result of globalization, businesses must be more inventive and imaginative, because the number of competitors is increasing. Then to market their products, they must use the right marketing strategy to be effective. As in one of the companies selling medical equipment and sports equipment, namely CV. GAF Tridaya Mandiri, which experienced the phenomenon of decreasing sales volume of its treadmills from 2020 to 2022. In 2020 when CV. GAF Tridaya Mandiri opened concurrently with the Covid-19 epidemic that emerged in late 2019, which was then inaugurated by WHO declared a national catastrophe on March 11, 2020, and the President declared it official on April 13, 2020 and entered the new normal phase on June 1 2020. This can influence consumer behavior and marketing strategy planning.

Marketing strategy is an activity used by companies in marketing a set of product lines offered to buyers. This is in support of the company's activities. There are various reasons for implementing a marketing strategy for the company. Among them is that every product in the company will eventually become obsolete because market share and sales volume are reduced by competing products. Second, profits will generally decrease as the product ages. The impact of implementing a product mix strategy is that it can increase profits, in other words it can increase a company's sales volume. The purpose of this study was to understand the marketing strategy for treadmill goods, the relationship between marketing strategy and sales volume, and the relationship between customer behavior and sales volume at CV. GAF Tridaya Mandiri.

This type of research is field research using a quantitative descriptive approach. The population in this study are all consumers of CV. GAF Tridaya Mandiri, because there are many of them and it is not known with certainty, the authors are looking for samples using the Bernoulli Formula so that the number of samples in this study is 400 respondents. The sampling technique used is non-probability sampling. the analysis used is multiple regression analysis.

The results showed that the variables marketing strategy, consumer behavior and sales volume have an average weight in the very good category, simultaneously marketing strategy and consumer behavior have a significant impact on the amount of sales and the magnitude of the influence is 40.3%. Partially both marketing strategy and consumer behavior, each Sales volume is significantly impacted by a variable.

Based on the research findings, the research contribution certainly influences the company, both in increasing sales volume and company profits, therefore the authors can provide suggestions for each indicator of each variable that has the smallest weight that needs to be improved again.

Keywords: Marketing Strategy, Consumer Behavior and Sales Volume