

ABSTRACT

Moxie Product experienced a decline in sales with a large market quantity, related to changes in consumer behavior and impact on market orientation. The purpose of this research is to analyze the implementation of marketing strategies that have been carried out by Moxie Product in Purwokerto and find out future marketing strategies that can increase sales of Moxie Product products in Purwokerto. The phenomena in this study were analyzed through a quantitative approach with data collection methods using surveys, with the approach of customer satisfaction index (CSI) analysis method, importance performance analysis (IPA), and potential gain in customer value (PGCV). The results of the study are consumer assessments of the quality and satisfaction of Moxie Product MSME products in the “very satisfied” category with a score of 87.60%. The attributes included in quadrant I of IPA are satisfactory products sold (PQ2), products have the best texture or composition (PQ5), and employees are willing to help and handle special customer requests (SQ5). While the attributes that are included in the priority of improvement based on the PGCV index value are overall, customers are satisfied with the brand (CS5), the company offers a varied menu (PQ1), the arrangement of MSME facilities is neat and easy to find (PL4), employees are friendly (SQ3), product prices are quite affordable (PR1), and considering all their experiences, customers decide to visit the brand (CS1). The marketing strategy that Moxie Product can do is to improve the quality of raw materials, adjust competitive prices so that consumers feel that the costs incurred are commensurate with the products obtained, pay attention to customer experience at the outlet to create repeat orders, and perform services by employees in a friendly manner and according to business SOPs. Moxie Product also needs to maintain customer service, product texture and composition, and menu variations.

Keywords: *service strategy, CSI, IPA, PGCV*