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## Implementation of the 7P Marketing Mix Principles as a Marketing Strategy for Business People: Application to the Business Community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia

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### ABSTRACT

Using the 7P marketing mix principles is becoming increasingly important. By combining these seven elements, the business community of KP. Ambon CU. Hati Amboina can create a holistic marketing strategy which focuses not only on product and price but also on customer experience, efficient business processes, and impressive physical evidence. This activity is an implementation of the 7P marketing mix principles in the context of the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia. This activity presents how the business community can utilize each element in the 7Ps to improve their marketing strategies, address local challenges, and build stronger relationships with customers. Community service activities are carried out in the form of workshops and discussions. Community service activities are carried out by first carrying out an initial discussion process regarding understanding the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia, is related to marketing capabilities based on the 7P principles and accommodating the aspirations of the business community regarding matters they wish to discuss regarding marketing capabilities based on the 7P principles of the business community of KP. Ambon CU. Hati Amboina, Ambon Indonesia. This community service activity is quite effective in increasing the knowledge aspect of the business community of KP. Ambon CU. Hati Amboina is related to the 7P marketing principles. The increase in knowledge score from an average of 47.86 to 88.35 shows the effectiveness of community service activities in implementing the 7P marketing principles through workshops and discussions.

### 1. Introduction

Marketing is a crucial aspect in the success of a business, especially in an ever-changing and competitive era like today. Business people, including the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia, must understand that implementing the right marketing strategy is the key to winning the competition and achieving long-term success. One approach that can be used is the implementation of the 7P marketing mix principles. Marketing mix 7P is a marketing concept that combines the traditional elements of 4P (product,

price, place, and promotion) with three additional elements, namely people, process, and physical evidence. This concept allows business people to optimize all aspects of marketing to achieve their goals. In the context of the business community of KP. Ambon CU. Hati Amboina, implementing the 7P Marketing Mix Principles is important to increase their competitiveness in an increasingly complex and changing industry.<sup>1-3</sup>

Ambon, as a city located in the middle of the Maluku Islands, has its own challenges and opportunities in the business world. In this context,

the use of the 7P Marketing Mix Principles becomes increasingly important. By combining these seven elements, the business community of KP. Ambon CU. Hati Amboina can create a holistic marketing strategy that focuses not only on product and price but also on customer experience, efficient business processes, and impressive physical evidence. This activity is an implementation of the 7P marketing mix principles in the context of the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia. This activity presents how the business community can utilize each element in the 7Ps to improve their marketing strategies, address local challenges, and build stronger relationships with customers. Proper implementation of this concept can be the key to long-term success for businesses, as well as making a positive contribution to the economic growth and sustainability of the business community in Ambon, Indonesia.<sup>4-6</sup>

## 2. Methods

Community service activities are carried out in the form of workshops and discussions. Community service activities are carried out by first carrying out an initial discussion process regarding understanding the business community of KP. Ambon CU. Hati

Amboina is related to marketing capabilities based on the 7P principles and accommodating the aspirations of the business community regarding matters they wish to discuss regarding marketing capabilities based on the 7P principles of the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia. After carrying out the initial assessment process of the condition of the community service subject, materials and forms of community service activities are then prepared. Community service activities are carried out in the form of workshops, where the team implementing community service activities will present material about marketing based on the 7P principles. The activity continued with a case study given on the subject of community service, namely the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia. The case given is still related to the implementation of the material that has been presented in order to provide a real example of the use of marketing concepts based on the 7P principles. After discussing the case, a discussion is carried out regarding the case that has been given. Community service subjects are asked to present the results of their team discussions, and then the community service implementing team will provide studies and views regarding the case given.

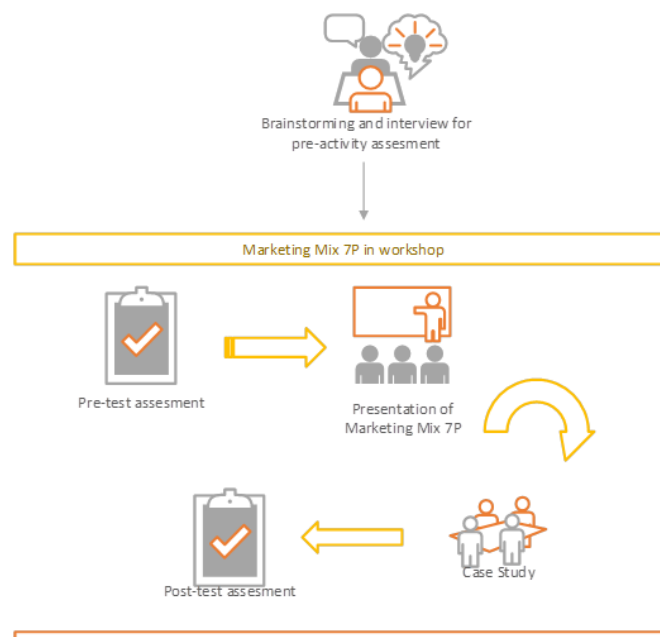


Figure 1. Marketing activity workflow mixes 7P.

In order to evaluate the achievement of community service activities, an assessment of the achievement of understanding the subject of community service is carried out. Assessment of the level of knowledge of community service subjects was carried out using a questionnaire containing questions about the 7P marketing mix before the subjects received workshop activities compared with the subject's understanding after being given workshop activities. Data on the level of knowledge of community service subjects is presented univariately in order to assess the effectiveness of community service activities.

### 3. Results and Discussion

Community service activities presented in the form of workshops and discussions present 7P marketing

mix material to optimize the business promotion of the KP business community. Ambon CU. Heart of Amboina Ambon Indonesia. In this community service activity, the 7P marketing mix principles were explained, which include product, price, place, promotion, people, process, and physical evidence. The 7P marketing principles are an expansion of the traditional 4P marketing mix concept (product, price, place, promotion) with the addition of three additional elements that focus on aspects more related to marketing services and customer experience. These principles are designed to provide a more comprehensive view of marketing strategy.



Figure 2. Workshop and discussion on implementing the 7P marketing principles.

The product principle refers to the goods or services offered by a company to customers. Companies need to understand the characteristics of their product or service, the benefits offered, the quality, and how the product meets customer needs and desires. Companies must deeply understand the characteristics of their products or services. This includes the product's physical features, technical specifications, as well as other attributes that make the product unique. Companies must clearly explain what benefits the product or service provides to customers. This involves understanding how the

product will solve a problem or meet a customer's needs. Product or service quality is an important factor in determining success. Companies must strive to provide consistent quality and meet or exceed customer expectations. It is important to determine how this product or service differs from those offered by competitors. For physical products, design, packaging, and labels are also important factors in brand image and appeal to customers. Visually attractive products can influence purchasing decisions. Products typically go through a life cycle that includes introduction, growth, maturity, and

decline. Companies need to understand where the product is in this life cycle and take appropriate action. Continuously developing and updating products or services is key to maintaining long-term competitiveness. Innovation may include product improvements, the introduction of new products, or product line development.<sup>7-9</sup>

Price is the amount of money a customer must pay to purchase a product or service. Pricing decisions involve setting prices that are appropriate to the market and product value, as well as considering factors such as production costs, competition, and pricing strategy. Companies must consider the market they are targeting and the customer's ability to pay when pricing a product or service. Pricing that suits the right market segment is the key to attracting customers. Prices should reflect the value of the product or service offered to customers. If customers see high value in a product or service, they may be more willing to pay a higher price. Companies must have a good understanding of the costs of producing products or providing services. This includes the costs of raw materials, labor, overhead, and other operational costs. Pricing should enable the company to achieve the desired profits. Companies must understand how their prices compare with competitors in the market. Whether a company will adopt a price strategy that is higher, lower, or comparable to competitors depends on its business strategy and desired brand image. Pricing can involve a variety of strategies, such as premium pricing (high prices for high-quality products), competitive pricing (prices comparable to competitors), or discount pricing (lower prices to generate high sales volume). Discounts, special offers, or loyalty programs are ways companies can influence customer purchasing behavior through price promotions. Price promotions can be used to stimulate immediate purchases or encourage repeat purchases. Companies must also consider the long-term impact of their pricing strategy.<sup>10,11</sup>

Place refers to product distribution or the way the product reaches customers. This involves strategizing about where and how the product will be available to

customers. This can involve selecting retail locations, distribution channels, supply chain management, and online distribution strategies. One of the main aspects is determining the distribution channels to be used. This involves deciding whether the product will be distributed through physical stores, agents, distributors, or online platforms. This decision will be greatly influenced by product characteristics, target market, and customer preferences. If a company decides to sell its products through physical retail, it is important to choose a strategic retail location. This may include selecting a store location in a shopping center, busy area, or in a location close to the target market. Efficiency in the supply chain is an important factor in place strategy. This includes managing inventory, transportation, and distribution of products from the factory or warehouse to the end customer. Good supply chain management can minimize costs and maximize efficiency. In the digital era, many companies are also considering online distribution strategies. This could involve selling through a company website, online marketplace, or e-commerce platform. Online distribution allows companies to reach a wider market and different customers. Products must be available when customers need them. This involves proper inventory planning to avoid understocking or overstocking. Consistent product availability can increase customer satisfaction. It is important to understand customer needs and preferences across various market segments. This allows companies to adjust distribution strategies to meet the needs of each segment. If a company operates in international markets, distribution strategies must be tailored to the challenges and opportunities unique to international markets. This includes considerations regarding exports, bureaucracy, and international trade regulations.<sup>12-14</sup>

Promotion is about the way a company promotes its products or services to potential customers. It includes advertising, sales promotions, public relations, digital marketing, and various other techniques to attract customer attention and influence purchasing decisions. Advertising is a commonly used way to

promote products or services. This involves paying for advertising space on print media, television, radio, or digital platforms. Advertising can help create brand awareness and target relevant audiences. This includes a variety of tactics to stimulate immediate purchases, such as discounts, coupons, contests, or giveaways. Sales promotions are often used to temporarily increase sales and stimulate customer demand. Public relations (PR) involves efforts to build a positive image of a company and manage communications with various stakeholders, including the media, customers, and the general public. PR can help in addressing issues that may affect a company's reputation. In the digital era, online marketing is very important. This includes the use of social media, online advertising, email marketing, and SEO (search engine optimization) strategies to reach a wider online audience. Involves direct interaction with customers through sales teams or promoters visiting potential customers in person or over the phone. This can help in explaining the benefits of a product or service in detail and responding to customer questions. In this strategy, companies collaborate with digital influencers who have large audiences and are influential on social media or other online platforms. These influencers can help promote a company's products or services to their followers. Events such as trade shows, product launches, or seminars can be used as opportunities to promote products or services to potential customers directly.<sup>15-17</sup>

People refer to all individuals involved in providing products or services to customers. This includes employees, management, and personnel who interact directly with customers. Customers often make judgments about companies based on their experiences with these people. Company employees are valuable assets in marketing. They interact directly with customers in various capacities, from sales to customer service. Employee training, motivation, and satisfaction can have a direct impact on the customer experience. Effective management plays an important role in directing employees and creating a company culture that supports good customer service.

Managers must have a clear vision of how to serve customers well. Employee training is key to ensuring that they have the knowledge and skills necessary to provide satisfactory service to customers. Training may include communication, conflict handling, or product knowledge. Employees who feel valued and satisfied with their work tend to provide better service to customers. Employee satisfaction can increase retention and motivation.<sup>18</sup>

Process refers to the procedures and steps a company uses to provide products or services to customers. Efficient and quality processes can increase customer satisfaction. It also covers aspects such as quality management, speed of service, and operational efficiency. Companies need to have structured and clear operational procedures for each stage of production or service provision. This includes guidelines, work instructions, and procedures that employees must follow. Quality management is an important part of ensuring that a product or service meets established standards. This includes supervision and quality control throughout the entire production cycle or service provision. Efficient processes help companies save time and resources. This could include the use of appropriate technology, automation, or continuous improvement in processes. Speed in providing a product or service is often an important factor in customer satisfaction. Slow processes can reduce customer satisfaction and harm the company's reputation. It is important that the processes of production or service provision are consistent from one occasion to another. Consistency builds customer trust and results in a positive experience. Production processes are often linked to complex supply chains. Good supply chain management helps ensure the timely availability of required raw materials and components.<sup>19</sup>

Physical evidence is a tangible element that helps customers measure the quality or benefits of a product or service. This could be store design, product packaging, company logos, or other elements that influence customer perceptions of brands and products. The design of the store or physical place

where the product or service is provided has a major impact on the customer experience. Cleanliness, layout, decor, and comfort can influence how customers feel and interact with a brand. Product packaging is not only about protecting the product during transportation but also about how the product is packaged aesthetically. Attractive packaging can attract customers' attention and create a positive impression about the product. Logos and brand identities are an important part of physical evidence. A strong logo and consistent brand identity can help a company differentiate itself from competitors and build customer loyalty. Documents such as user guides, brochures, or other physical promotional materials can provide customers with important information about a product or service. These materials must be well-designed and provide clear information. Equipment used in the provision of services is also included in physical evidence. For example, a modern restaurant with sophisticated equipment can give an impression of the quality of the food and service. The appearance and clothing of employees who interact directly with customers are

also part of the physical evidence. Employees who appear neat and professional can give a positive impression. The actual quality of a product or service is an important part of physical evidence. Products or services that meet or exceed customer expectations reinforce a positive brand image. Customer reviews, testimonials, or quality certificates may also be considered physical evidence because they provide customers with evidence of other people's experiences with a product or service.<sup>20</sup>

The effectiveness of community service activities can be seen in Table 1. Table 1 presents a comparison of participants' knowledge before being given and after being given community service activities. This community service activity is quite effective in increasing the knowledge aspect of the business community of KP. Ambon CU. Hati Amboina, Ambon, Indonesia, is related to the 7P marketing principles. The increase in knowledge score from an average of 47.86 to 88.35 shows the effectiveness of community service activities in implementing the 7P marketing principles through workshops and discussions.

Table 1. Pretest and posttest participant aspects.

| Aspects of knowledge | Score±SD   |
|----------------------|------------|
| Pre-test             | 47.86±3.31 |
| Post-test            | 88.35±4.15 |

#### 4. Conclusion

Implementing the 7P marketing principles in business promotion involves the use of all seven elements in planning and executing marketing strategies. This allows businesses to maximize their potential in reaching customers and building strong relationships with consumers.

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