

**Megahijub.id Online Store Marketing Strategy To Increase Consumer Purchases****Mira Miranda<sup>1\*</sup>, Zulistiani<sup>2</sup>****Universita Nusantara PGRI Kediri, Jl. KH. Achmad Dahlan No.76 Kediri, 64112, Indonesia****[mirandamira427@gmail.com](mailto:mirandamira427@gmail.com)<sup>\*</sup>, [zulistiani@unpkediri.ac.id](mailto:zulistiani@unpkediri.ac.id)<sup>\*</sup>****\*corresponding author****Article Information**

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**Abstract**

**Research aim :** This study aims to analyze the marketing strategies implemented by the online store Shop Megahijub.id in an effort to increase consumer purchases.

**Design/Methode/Approach :** Using a qualitative approach, I obtained information and data after conducting in-depth interviews with three informants based on the criteria of relevance, recommendation, and readiness. Data analysis was conducted through a process of data reduction, data presentation, and conclusion.

**Research Finding :** The results of this study are that the Megahijub.id online shop implements a 4P marketing mix strategy, including products that focus on the quality, creativity, and uniqueness of handmade products to increase customer satisfaction and loyalty, and expand the market. Prices are set to be affordable based on production costs, quality, and comparison with competitors. Shopee is utilized as a platform to reach consumers widely, support online shopping trends, and attract purchase interest with attractive promos. Promotions are carried out through Shopee features, such as discounts, free shipping, live streaming, and affiliates to increase interaction, attract consumers, and build trust. Researchers provide several suggestions that are expected to be material for evaluation and consideration. The Megahijub.id online store must continue to maintain and improve the quality of its products to ensure customer satisfaction, so that they do not switch to competing products.

**Theoretical contribution/Originality :** This research is expected to be able to add information in the field of marketing strategy, and additional insights into the marketing field in increasing consumer purchases and competitiveness.

**Practitioner/Policy implication :** For Megahijub.id online shop owners, researchers are expected to provide input in the form of suggestions and information to business actors regarding marketing strategies to increase sales that are being carried out by the business. For readers, this research is expected to be a reference to find out strategies to increase consumer purchases.

**Research limitation :** In this study, there were limited informants, resulting in a lack of detailed information and data, because Megahijub.id business actors did not keep books regularly.

**Keywords :** Marketing Strategy, Megahijub.id, 4P Marketing Mix, Increase Purchases

## 1. Introduction

In the digital era that we are currently living in, there have been major changes in various aspects of life. Ease of access to technology, especially the internet, has simplified many things, including buying and selling activities and product promotion. Modern society makes technology a mainstay to meet daily needs and keep up with the times. This technology is also widely used in various fields, including trade, business, banking, education and health which will be more efficient and reduce costs. In commercial activities, the evolution of the use of information media has led to changes and paradigm shifts in the traditional business system into an electronic trading system. This form of electronic commerce has led to the buying and selling of goods and services on the internet, called e-Commerce[1]. The presence of e-commerce supports online shopping in Indonesia and facilitates transactions to buy all the needs of the community. In Indonesia, the development of e-commerce continues to increase. At the beginning of the COVID-19 pandemic in 2019, e-commerce activities in Indonesia are expected to continue to grow. In that year, 147.1 million Indonesians participated in e-commerce activities[2].

The development of technology that is increasingly advanced over time increases competition in the world of work and business[3]. One example of a business that is currently experiencing rapid growth is the online store Megahijub.id, which utilizes an e-commerce platform to expand its market reach to all regions of Indonesia. Through a digital system, Megahijub.id is able to serve the needs of customers from various regions more efficiently. Features such as easy transactions, flexible access, and a variety of product choices make online stores increasingly popular. Amidst increasingly tight business competition, the use of this technology also helps accelerate the sales and promotion process, which ultimately drives business growth significantly.

The success of a product marketing is not only measured by the number of customers who successfully buy the product, but also by how customers can be retained[4]. Marketing is the spearhead of business because it contains the needs and desires of the market. Digital marketing activities are carried out to facilitate products or services that are easily known by the public with the hope of being able to attract consumer interest in purchasing products and increasing purchases[5]. With today's very tight business competition, it requires business actors to continue to innovate in marketing strategies. Rapid technological developments have changed marketing significantly. So that the use of information technology is not only limited to sharing information, but also becomes a very effective tool to increase sales and business competitiveness. So that making fast and easy access to information through technology has empowered consumers in making purchasing decisions.

Digital marketing is the effort to advertise a brand using various digital platforms. It allows companies to send the right message at the right time, in a way that is personal and tailored to the needs of consumers. There are various methods and tactics in digital marketing that are part of online marketing[6]. This Megahijub.id online shop has many competitors in online stores such as in e-commerce shopee which has similar products offered and has a rating star by the Megahijub.id online shop. competitors of the Megahijub.id online shop can be seen in the table below.

**Table 1. List of competitors of Megahijub.id online store**

No	Store Name	Have a star rating
1	Nagih store	4.8 for 5
2	Dinova store	4.8 for 5
3	Bunga. Redhin	4.7 for 5

4	Bahan carft murah blitar	4.8 for 5
5	Seviya co	4.7 for 5

Source: Observations on competitors of Megahijub.id store (2024)

Based on the data presented in the table above, it can be seen that there are quite a lot of accessories stores in the shopee application that have star ratings, so this makes the competition between online stores tighter, but it takes place in a healthy manner. Each store strives to produce quality products. The Megahijub.id store specifically offers the best quality products than other stores and the materials used are also of superior quality compared to other stores, using high quality and durable materials. Based on observations, Megahijub.id markets its products through e-commerce platforms such as Shopee. The use of information technology in e-commerce provides flexibility for small businesses in the production and marketing process. Shopee, which was launched in Indonesia in June 2015 and is led by CEO Chris Feng, is one of the largest C2C platforms in Indonesia. Changes in consumer behavior from offline to online shopping are influenced by various factors, such as product reviews, convenience, trust, and price[7].

In running its operations, every business requires an appropriate marketing strategy to support the achievement of predetermined goals. This strategy plays a crucial role in driving increased sales and attracting consumer attention to the products offered. One of the most common methods applied in marketing practice is the marketing mix, as proposed by Philip Kotler. This concept is known as the 4Ps, which consists of four main components: product, price, distribution (channels), and promotion. The four components support each other and are designed to reach the target market optimally, so that the company is able to compete and continue to exist in a constantly changing market environment.[8].

A similar study was previously conducted by Dadang Ruhiyat et al in 2022 with the title "Online Marketing Strategy to Increase Consumer Purchase Interest of MSME Food and Beverage Products in Bogor City." The results of the study showed that consumers who are interested in buying food and beverages online are dominated by the 31-40 year age group. In addition, the 4P variables (product, price, place, promotion) have a significant and positive influence on consumer purchase interest in making online purchases of MSME food and beverage products in Bogor City. Researchers recommend that MSMEs continue to innovate products based on consumer needs and desires, and pay attention to dynamic changes in adjusting to the needs and purchasing power of the community, especially in Bogor City[9].

Research conducted by Lutfi Nur Azizah et al in 2022 entitled "Digital Marketing Strategy at Nyemil Nyemil Tulungagung Online Shop in Increasing Sales Volume" shows that the implementation of digital marketing strategies at Nyemil Cemil Online Shop has been carried out effectively and has succeeded in increasing its sales volume. This shop uses several digital platforms to market its products, such as social media Instagram, WhatsApp, and TikTok. In addition, to facilitate online transactions between sellers and buyers, this shop also utilizes marketplaces such as Shopee, Tokopedia, TikTok Shop, and GrabFood. In terms of the marketing mix, Nyemil Cemil Online Shop applies the 7P concept, which includes products, prices, places, promotions, people, physical evidence, and processes[10].

Based on previous studies, many have studied marketing strategies to increase sales. However, this study focuses on the Megahijub.id online shop located in Kawedusan Village, Plosoklaten District, Megahijub. id is engaged in the sale of beaded accessories. Operating amidst the rapid development of digital technology, this shop faces various challenges in competing in an increasingly competitive market and in increasing its sales volume. The selection of Megahijub.id as a research object is based on the great potential that can be

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obtained by adopting a digital marketing strategy, especially when combined with the implementation of the 4P marketing mix. Thus, this study has the title "Marketing strategy of the Megahijub.id online shop to increase consumer purchases" aims to study a more effective marketing strategy to increase sales and the competitiveness of this shop in the online market.

### **1.1. Statement of Problem**

Megahijub.id is an online store that sells beaded accessories with unique and diverse designs. Despite having promising market potential, this store faces challenges in increasing sales amidst dynamic online business competition so that a strategy is needed to increase consumer purchases.

### **1.2. Research Objectives**

This study aims to analyze the marketing strategies implemented by the online shop Shop Megahijub.id in an effort to increase consumer purchases.

## **2. Method**

This research adopts a qualitative approach using a descriptive method, which aims to describe and interpret the object of research as it is. In this study, researchers did not manipulate or control the variables studied. The data reported is information obtained by researchers directly, in accordance with ongoing events[11]. In this study, the object studied is the effectiveness of the 4p marketing mix (Marketing Mix) to increase consumer purchases by the online store shopMegahijub.id. while the subjects of this study are the owner or business owner of Megahijub.id and consumers.

In this study, data were collected through interview, observation, and documentation methods. Interviews were conducted by asking direct questions to respondents and informants to obtain information. Meanwhile, observation involves observing the physical conditions and activities that occur at the research location. In determining information or respondents for this study based on the following criteria:

1. Relevance, researchers ensure that informants understand the problems related to the issues discussed. The informants who participated in this study consisted of Kak Herlinda (H) as the owner and Amila (A), Sherly (S) as consumers.
2. Recommendation, in the context of this research, informants are expected to have a deep understanding and relevance to the issues being discussed. Based on the recommendation of Herlinda as the owner of the Megahijub.id online shop, and the informants selected in this study consisted of Amila and Sherly as consumers of the Megahijub.id online shop.
3. Readiness, informants in this study must be truly ready to be interviewed so that the data obtained is relevant and accurate. The informants interviewed were the owners and consumers of Megahijub.id who were willing to be interviewed, before making a visit for the interview the researcher first confirmed with the informant.

The data analysis technique used in this study refers to the Miles and Huberman analysis method, which includes three activity processes that take place simultaneously, namely data reduction, data presentation, and drawing conclusions/relevance.[12].

1. Through data reduction, researchers conducted interviews with informants such as owners and consumers. From the results of these interviews, researchers filtered relevant information based on the research focus, namely the 4P marketing mix strategy: product, price, place, promotion.

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2. Data presentation. Data presentation is done after the data is reduced, the interview data is arranged in a table that compares questions, informant answers, and their interpretations. The presentation is done in a brief descriptive manner, such as in a table containing owner and consumer perceptions. These results are then used to connect the marketing mix theory with the practices applied by Megahijub.id.
3. Conclusion and relevance, the researcher concluded that the strategy that Megahijub.id product strategy focuses on quality and innovation pricing strategy considering competitors and production costs, distribution strategy utilizing e-commerce (Shopee). The conclusion is not taken unilaterally, but based on data from interviews that have been presented and analyzed. the conclusion is also compared with Kotler's theory of the marketing mix to see the suitability or inconsistency between practice and theory.

### **3. Results and Discussion**

#### **3.1 Result**

The results of interviews conducted by researchers with informants of Megahijub.id online shop owners and consumers are presented in the table below.

Table 2. Results of interviews with owners and consumers of Megahijub.id

<b>Question</b>	<b>Informant</b>	<b>Answer</b>	<b>Interpretation</b>
<b>How is the quality of the products in your business?</b>	Owner Megahijub.id(H)	Of course in a business will provide the best quality for its consumers so that consumers buy our products and are satisfied with the quality, so in our business we choose good quality and durable raw materials therefore if used by long lasting. In addition to innovating new product innovations that are currently viral.	In determining the product that is set to have good quality and durable and have the latest products that follow the current trend. So that consumers feel satisfied with the product but also have to maintain the quality if they want to buy again not disappointed if the goods have the same quality
<b>In your opinion, what is the quality of the products in the Megahijub.id business?</b>	Customer 1(A)	In my opinion, the quality of this megahijub product such as strapmask, straphone, ring, and necklace has good quality. I have bought several times in this shop and the quality does not disappoint.	
	Customer 2(S)	In my opinion, the accessories are quite good and maintain the quality of the product.	

<b>How do you price your product? Is it in line with the market?</b>	Owner Megahijub.id(H)	I determine the price of the product by analyzing the production costs and making comparisons with other stores so that megahijub products are ready to be marketed.	The price of the product is determined by determining the production costs and comparison with other stores, so that consumers buy from Megahijub. Id products.
<b>Do you feel that the price of this product is worth the quality?</b>	Customer1 (A)	The price is very affordable and matches the quality of the product provided.	
	Customer2(S)	Price is a major factor, because in this era, most people prefer to buy products with affordable prices and superior quality.	
<b>What distribution strategy do you use to make your product easily accessible to consumers?</b>	Owner Megahijub.id(H)	When I first started this business I used a digital marketing strategy through Shopee because when my shop opened it was during the pandemic so I used this application to trade and increase my income.	The distribution strategy used by the Megahijub.id online store uses e-commerce platforms such as shopee because it is easy for consumers to reach.
<b>Did you find it easy to find and buy this product?</b>	Customer1(A)	It's very easy because it's available on shopping apps like Shopee.	
	Customer2 (S)	It's easy because it can be accessed on the Shopee application because I often use this application to buy goods online.	
<b>What platforms do you use to market this product?</b>	Owner Megahijub.id(H)	We use digital marketing by utilizing e-commerce platforms such as Shopee. This platform is supported by a very large number of users, covering consumers from various regions and backgrounds. The existence of active users that continues to increase every day provides great potential for your products to be found by potential buyers more widely. This platform also provides attractive features designed to make it easier for users to run and support sales, such as special discounts, free shipping promos, cashback, and flash sales	Megahijub.id online shop promotional activities utilize the e-commerce platform as a means of promotion because it has many interesting features that support promoting online sales. And easily found by everyone through the shopee platform
<b>How did you find out about this product? (advertisement, recommendation, social media, etc.)</b>	Customer1(A)  Customer2 (S)	Recommendations from friends.	
		Knowing this from shopee video because I often see shopee video appears products from this megahijub because in shopee video there are many advertisements that promote their products at prices that can be considered affordable.	

### **3.2 Discussion**

Based on the theory put forward by Philip & Kotler regarding the 4P marketing mix, the four elements include: product strategy, pricing strategy, distribution strategy (place), and promotion strategy, which will be explained further below.

#### **1. product strategy**

The discussion in this study explains that the product strategy implemented by Megahijub.id emphasizes the quality of the raw materials used, ensuring that the selected materials are of high quality and durable so that consumers are satisfied with the product. The goal is to build customer loyalty through satisfaction with product durability. In addition, utilizing viral phenomena to find products that will be made and continue to update the collection of handicraft products that attract consumers' attention. Creativity and uniqueness of products are the main attractions to win the hearts of consumers. It is expected that by continuing to maintain the quality and innovation of handmade products, this business has a great opportunity to maintain customer loyalty while expanding the market and increasing sales volume at the Megahijub.id online shop. This strategy is in line with Kotler's view that superior products must be able to offer added value and build customer loyalty. However, owners need to continue to maintain and improve innovation so as not to lose trust.

#### **2. Pricing strategy**

In determining the price, all costs incurred to produce goods have become the standard for the Megahijub.id online shop business. In addition, pricing is also done by comparing prices with other shops that have similar businesses. Some pricing strategies implemented to increase the sales volume of this business include: 1) providing affordable prices for consumers, 2) setting prices by considering the prices set by competitors, and 3) determining prices that are in accordance with the quality of Megahijub.id products, so that consumers are satisfied with the products sold. This approach is in accordance with Kotler's theory which emphasizes the importance of consumer perception of value as a basis for setting prices. So that consumers respond positively, showing the appropriateness of value perception (value for money).

#### **3. Place strategy**

As a means of buying and selling products from Megahijub.id, it turns out to use e-commerce platforms such as shopee. The owner chose this platform because it has a very wide range and can be accessed by people throughout Indonesia, this is an opportunity for business owners so that their products can be seen by many people through the platform. By using this digital platform, business owners are able to keep up with the development of online shopping trends that are increasingly in demand by consumers. This strategy is very relevant in today's digital era, where people tend to be more comfortable shopping through applications that are practical, efficient, and provide various attractive promos that increase purchase interest. This distribution strategy reflects the principle in Kotler's theory that distribution channels should be selected based on efficiency, effectiveness, and suitability to consumer behavior. In this way, consumers are helped by easy access through popular platforms. However, in this place strategy, sales through e-commerce platforms alone are not reaching consumers, so it is necessary to open an offline store that is established by the owner so that people know more about the products produced by Megahijub.id so that they are known again by many people around them.

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#### 4. Promotion strategy

Megahijub.id adopts an efficient digital marketing strategy, utilizing the free features of the Shopee platform. With the use of e-commerce features such as discount promos, free shipping not only attracts consumers but also helps create impulsive purchases, this shows that platform feature-based strategies are one of the keys to successful sales. In addition to live streaming and affiliate systems, Megahijub.id can increase direct interaction with consumers, expand market reach, and build trust in the products offered. This strategy supports Kotler's view that promotion must be able to influence, inform, and remind consumers about the existence and advantages of the product. To attract more consumers, the owner should create an affiliate system on Shopee so that affiliates can create product content from Megahijub.id, besides that, they can also provide samples to content creators who are currently famous to introduce the product to the wider community.

#### 4. Conclusion

This study aims to identify the marketing strategies implemented by the Megahijub.id online store. Based on the research results and data findings, it is concluded that Based on the 4P marketing mix theory proposed by Philip and Kotler, Megahijub.id's marketing strategy has shown consistent application of the four main elements, namely product, price, place (distribution), and promotion. In terms of products, Megahijub.id emphasizes the quality of raw materials, creativity, and uniqueness of handmade products to build customer loyalty and attract market attention. The pricing strategy used is based on the calculation of production costs and comparisons with competitors, with the aim of offering affordable prices and in accordance with quality, thus creating a positive perception of value in the eyes of consumers. In terms of distribution, Megahijub.id utilizes e-commerce platforms such as Shopee because of its wide reach and efficiency in reaching consumers nationally, although it is also necessary to consider developing offline stores to strengthen the brand locally. Meanwhile, in terms of promotional strategy, Megahijub.id optimizes free digital features such as promos, free shipping, live streaming, and affiliates to attract buying interest and build consumer interaction and trust.

Overall, the marketing strategy implemented by Megahijub.id shows a strong understanding of Kotler's 4P marketing mix theory. By prioritizing product quality, developing a pricing strategy that is in accordance with value, choosing efficient distribution channels that are in line with today's consumer behavior, and implementing creative and relevant digital promotions, Megahijub.id is able to create a competitive advantage. This approach not only strengthens customer loyalty and builds market trust, but also provides great opportunities for sustainable business growth amidst increasingly tight online business competition.

Based on the results of the research that has been conducted, the researcher provides several suggestions that are expected to be used as evaluation and consideration materials. The Megahijub.id online store must continue to maintain and improve the quality of its products to ensure consumer satisfaction, so that they do not switch to competitor products. In addition, Megahijub.id should often introduce new products that are interesting and in accordance with current trends to attract consumer interest in buying products from Megahijub.id

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