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## **Analysis of Marketing Mix in the Implementation and Management of Transportation Services in the Era of Sustainable Globalization by Okky Trans**

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### **Abstrak**

**Research objectives:** To analyze how marketing mix strategies are established and managed to create business sustainability., to identify effective marketing mix strategies to improve operational efficiency and increase competitiveness.

**Design/Method/Approach:** Using descriptive qualitative research methods, data was collected through interviews, observations, and research-related documentation.

**Research Findings:** This research found that the implementation of marketing mix (7P) at Okky Trans has succeeded in increasing the company's competitiveness in the era of globalization. Strategies such as the use of digitalization for the ordering process, price transparency, social media-based promotions, and human resource training have a positive impact on customer satisfaction and loyalty.

**Theoretical contributions/originality:** This research makes a new contribution by integrating the 7P elements in the context of local transportation services in the era of globalization, highlighting the importance of digitalization and innovation in the company's marketing strategy.

**Practitioner/Policy Implications:** The results of this research can help local transportation companies develop digital-based marketing policies and improve the quality of services to face global competition.

**Limitations of the study:** This research is limited to the analysis of marketing mix strategies applied by Okky Trans and only covers the tourism transportation service industry in Indonesia. External factors such as political and economic changes were not included in the scope of the study.

**Keywords:** Marketing Mix, Transportation Services, Digitalization, 7Ps, Customer Loyalty, Globalization, Okky Trans

### **1. Introduction**

Globalization has brought about major changes in international trade patterns, which have had a significant impact on the economic growth of a country. Like other countries, Indonesia is also actively involved in global trade as part of efforts to establish relations and cooperation with other countries. This cooperation helps countries complement each other's

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shortcomings, both in terms of natural resources and technical expertise. One of the main benefits of international trade is that it allows for the transfer of technology between countries, which not only enhances technological progress at the regional level, but also strengthens the country's production capabilities and competitiveness. Thus, international trade plays an important role in encouraging Indonesia's economic stability and development, as well as providing opportunities for the country to continue to grow and compete in the global market.[1]

The development of the business world in modern times has undergone an extraordinarily rapid transformation, and continues to undergo changes that take place continuously. One of the main examples of this change is in terms of technological advances and lifestyle changes, which are inseparable from the major impact of globalization that is taking place. In this regard, the development of the transportation system plays a very important role in driving such changes. The increasingly advanced transportation system has changed the way people live, which is now characterized by freedom of movement, facilitating the exchange of goods and services between regions, and increasing employment rates. In addition, high social mobility is also one of the main characteristics of modern life today. Advances in the transportation sector have opened up many opportunities for people to move more flexibly and efficiently, both in terms of work, trade, and social interaction. Globalization and advances in transportation technology have changed the paradigm of daily life, allowing people to more easily connect with the outside world.[2]

The use of social media in communication provides a variety of substantial benefits, including increased brand awareness, customer loyalty, and consumer satisfaction. In the realm of business communication, social media serves as a very effective tool for promoting products or services. Additionally, the platform allows companies to launch marketing campaigns, host contests or special events, and build an active community around their brand or organization. By leveraging social media, businesses can reach a wider audience and interact directly with consumers, creating stronger relationships and increasing their engagement with brands. This not only helps in strengthening the brand image, but also in understanding the needs and preferences of customers better. While the use of social media in business communication offers immense potential, there are a number of challenges and risks that must be faced. Organizations must be able to handle information spikes that occur quickly, which can cause noise and reduce the visibility of the message they want to convey to their audience. In addition, reputation management in the digital world is increasingly important, where a quick and appropriate response to negative feedback is needed to maintain a positive company image. In addition, consistency in message delivery on various social media platforms is also a very important aspect to pay attention to. All of these elements require deep attention for businesses to make the most of social media without sacrificing their reputation and integrity. As such, companies must have a mature and proactive strategy in facing these challenges in order to reap the maximum benefits from their presence on social media.[3] In today's business world, consumers often make brand image one of the main considerations before deciding to buy a product or use a certain service. This shows the importance for companies to create a brand image that not only attracts attention, but is also able to describe the benefits of the product clearly and relevantly according to the needs and desires of consumers. When consumers feel that a brand's image reflects the value they are looking for, a positive view of the brand will naturally take shape.[4]

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While technology has created many new advancements and opportunities for the business and economic world, this digital transformation also presents a series of challenges and problems that must be overcome. One of the main challenges faced is the ability to keep up with very fast and ever-changing technological developments. In addition, the application of technology also has a significant impact on social and environmental aspects, which must be an important concern for business and economic people. Therefore, it is important that they not only focus on the innovation and efficiency offered by the technology, but also consider the consequences that may arise from its use in a broader context.[5]

A marketing mix strategy, otherwise known as a marketing mix, is an approach in marketing that combines and manages the various factors that contribute to the success of a marketing campaign. The elements included in this strategy include the products offered by the company, the price set for consumers, and the selection of strategic locations so that products are easily accessible to customers. In addition, promotions carried out by companies aim to introduce products to the audience. Other factors that are also important are the people involved in the marketing process, physical evidence that supports the brand image, and the process that describes the steps taken in delivering products or services to consumers. By managing all of these elements effectively, companies can increase their chances of achieving success in marketing.[6]

In a study on the analysis of marketing mix in the implementation and management of transportation services by Okky Trans, it was identified that the company experienced significant challenges related to the lack of systematization in marketing strategies. Although Okky Trans has the potential to contribute to market growth, the implementation of marketing mix elements is still not optimal. In terms of products, there is still a need to diversify services that are more in line with customer preferences. In terms of promotion, the use of digital marketing has not been maximized, so the potential to reach a wider audience has not been worked on properly. By improving and optimizing integrated marketing strategies, companies have the opportunity to strengthen their position in the market, increase consumer loyalty, and achieve sustainable growth in an increasingly competitive era of globalization. From the problems that occurred and made observations, the researcher decided to take the title "Marketing Mix Analysis in the Implementation and Management of Transportation Services in the Era of Sustainable Globalization by Okky Trans".

## 1.1 Problem Statement

The problem in this study focuses on how the marketing mix strategy implemented by Okky Trans affects the quality of service and customer satisfaction in tourism transportation services. In addition, this study also highlights how the implementation of an effective marketing mix strategy can improve operational efficiency and overcome various challenges in the management of tourism transportation services. Finally, this research aims to understand how Okky Trans can optimize its marketing mix strategy to increase competitiveness and develop sustainable and competitive tourism transportation services.

## 1.2 Research Objectives

Objective to analyze how the marketing mix strategy is set and managed to create business sustainability. To identify effective marketing mix strategies to improve operational efficiency and increase competitiveness.

## 2. Method

The type of research used is qualitative descriptive, which aims to provide a detailed overview of the implementation of marketing mix elements (7P) in Okky Trans. This research focuses on the presentation of the marketing strategies applied, the analysis of their effectiveness, and how these elements support business sustainability in the era of globalization. This research also explores how internal and external dynamics of companies affect the management of transportation services holistically. Qualitative research aims to deeply understand various issues related to human beings and social aspects, in contrast to quantitative research that focuses more on the surface image of reality based on a positivist approach.[7]

The research period started from September 16 to November 16. This research was carried out at Okky Trans, a company engaged in the provision of transportation services located on Jl. Nusa Indah, Kedungombo II, Kedungombo, Tanjunganom District, Nganjuk Regency, East Java 64482. Data obtained from interviews with Okky Trans owners, employees, and consumers. Documentation by collecting data from journals, articles, and websites relevant to the research topic.

**Table 1**  
 Research informant data

No	Name	age	Position
1	Rofiatul Malika	55 years old	President Director
2	Edvan Nur Baidowi	27 years old	Manager
3	Sandi Aria Prasasti	29 years old	Consumer 1
4	Prio Wildan S	23 years old	Consumer 2

Source : Researcher, 2024

The source triangulation technique is carried out by examining and comparing data obtained from various sources, such as company managers, employees, and consumers, to ensure the validity and credibility of information that supports the research results[8].

**Table 2**  
 Source Triangulation Results

No	Aspects	Owner	Employee	Consumer	Validity
1	<b>Product</b>  How do you think the services offered by Okky Trans (such as bus type, facilities, and comfort) contribute to business sustainability and customer	Choosing a fleet according to market needs, providing air conditioning facilities, comfortable seats, entertainment for customer satisfaction	Customers are satisfied because the bus is clean, air conditioning is cold, the seats are comfortable; Loyal customers for	Clean bus, soft seats, cold air conditioning, feel safe and comfortable, want to use again and recommend.	Fleet comforts such as clean buses, cold air conditioning, and soft seats increase customer satisfaction and loyalty, and encourage them to return to use and recommend services.

	satisfaction?	and loyalty.	convenience.		
<b>2</b>	<b>Price</b>  How do you think easy access to ticket booking (online or offline) can help improve efficiency and market reach?	Setting prices according to market segmentation and operational costs, competitive without degrading service quality.	The price is right and proportional to the facilities, the affordable price supports customer loyalty.	The price is reasonable and according to quality, there are attractive promos, feel economical compared to bringing a private vehicle.	Pricing that is in accordance with market segmentation and service quality makes customers feel satisfied, saved, and encourages loyalty because it is considered comparable to the facilities provided.
<b>3</b>	<b>Place</b>  How do you think easy access to ticket booking (online or offline) can help improve efficiency and market reach?	The focus of ordering via WhatsApp, easy, direct communication, without large costs of online system development.	Ordering via WhatsApp is fast, flexible, personal, even without a website, still efficient.	Ordering via WhatsApp is easy, fast, informative, even without a website it is still comfortable.	Ordering through WhatsApp is considered easy, fast, and efficient, allowing direct communication without the need for an expensive online system, but still providing convenience and satisfaction for customers.
<b>4</b>	<b>Promotion</b>  How effective are the promotions carried out by Okky Trans (such as social media, discounts, or seasonal promotions) in increasing customer awareness and interest?	Promotion through social media is effective in reaching many people, discounts during high seasons increase interest and brand awareness.	Promotion via Instagram/Facebook is effective, direct promos attract many customers.	Knowing Okky Trans through Instagram, interested in promos, it would be better if the promotion was also through TikTok.	Promotions through social media such as Instagram and Facebook have proven to be effective in reaching customers and increasing interest through promos, but they need to be expanded to other platforms such as TikTok to strengthen brand awareness.
<b>5</b>	<b>People</b>  What do you think is the role of drivers, bus crews, and administrative staff in creating	Emphasizing friendly, safe, professional service, experienced drivers, courteous	All staff are responsible, driver safe, crew friendly, admin quick to respond,	The driver is polite and driving smoothly, the crew helps the passengers,	The friendly, professional, and responsive service of the driver, crew, and admin creates a sense of security and comfort for

	positive experiences that support business sustainability?	crew, quick responsive admin for customer satisfaction.	good service support loyalty.	the WhatsApp admin is friendly and clear, the professional service makes it comfortable.	customers, thereby increasing satisfaction and loyalty.
<b>6</b>	<b>Process</b>  How do you assess the efficiency of the service process (from booking to departure) at Okky Trans? Does it support effective operations?	The simple service process, from booking to departure, is arranged so that it is not late, even if it is manual, it is still effective.	Efficient processes, smooth coordination between admins, operations, crews, supporting neat work.	Practical process, messages via WhatsApp are quickly confirmed, D-day all ready, professional and efficient.	Even though it is done manually, the service process is simple, fast, and well coordinated, so that it remains efficient and professional until the day of departure.
<b>7</b>	<b>Physical Evidence</b>  How does the physical appearance of the fleet and supporting facilities (such as waiting rooms, crew uniforms, and cleanliness) affect Okky Trans's trust and competitiveness?	Paying attention to the cleanliness of the fleet, the crew is neatly uniformed, the waiting room is comfortable, creating a professional image and increasing customer trust.	The cleanliness of the bus, the crew in neat uniform, customers feel comfortable, confident, trust in the service, increase loyalty.	The bus is clean, the crew is in neat uniform, customers feel comfortable, confident, trust in the service, increase loyalty.	The cleanliness of the fleet, the cleanliness of the crew, and the comfort of the facilities create a professional image that increases customer trust, comfort, and loyalty.

### 3 . Results and Discussion / Results and Discussion

#### 3.1 Result

##### a. Table of Interview Results

1. Results of the interview with the informant of the President Director (Rofiatul Malikah)

**Table 3**  
Results of interviews with informants

7p	Wawancara
Product	"Ma'am, can you explain how the strategy of selecting the type of bus, providing facilities, and improving the convenience of services that you implement at Okky Trans can contribute to business sustainability and customer satisfaction?"
	"We choose a fleet that suits market needs, such as tourism buses and regular buses. All are equipped with air conditioning facilities, comfortable chairs,

	and entertainment so that customers feel satisfied. We believe customer comfort is the key to loyalty. If customers are satisfied, they will come back and recommend to others. This is what makes our business sustainable."
Price	"Ma'am, can you explain how the pricing strategy implemented by Okky Trans can support competitiveness in the market and maintain the company's operational efficiency?"
	"We set prices based on market segmentation and operational costs. We try to stay competitive by not sacrificing service quality. With careful cost planning, we can stay efficient without having to lower the standard of convenience. This is important to maintain our position in the market."
Place	"Mom, Okky Trans is currently serving offline bookings also through WhatsApp. In your opinion, how can this system support operational efficiency and reach a wider market, even though there is no booking via the website yet?"
	"We are still focusing on ordering via WhatsApp because it is easier to run and can communicate directly with customers. Even though it has not gone through a website, WhatsApp is quite effective because many people are familiar and easily accessible. This helps us stay connected directly with our customers without the need for large additional costs such as the development of an online booking system."
Promotion	"Ma'am, so far Okky Trans's promotion has been carried out through social media and the provision of certain discounts. How do you see the effectiveness of this strategy in attracting customer attention and strengthening awareness of the Okky Trans brand?"
	"Promotion through social media is quite effective because it can reach various groups quickly. We also occasionally provide discounts during high season or for regular customers. This has been proven to increase public interest and make the name Okky Trans more known. This strategy is quite cost-effective but the results are felt."
People	"Ma'am, how do you see the role of drivers, bus crews, and administrative staff in shaping a positive customer experience and contributing to the continuity of Okky Trans's business?"
	"We emphasize friendly, safe, and professional service. Drivers must have experience and prioritize safety. Our bus crew is trained to be polite and responsive to the needs of passengers. Admin staff must also be quick to respond to customer questions. All of this has a great effect on customer satisfaction and the sustainability of our business."
Process	"Mom, how do you assess the efficiency of the service process at Okky Trans, from the booking stage to departure? Is this system effective enough to support the company's operations?"
	"We try to make the service process as simple as possible, especially through ordering via WhatsApp. From confirmation, departure schedule, to vehicle preparation, we have arranged so as not to cause delays. Even though it has not yet used an automated system, the flow is quite smooth and supports effective operations."
Physical Evidence	"Mom, how do you see the role of the physical appearance of the fleet, cleanliness, and supporting facilities such as crew uniforms or waiting rooms in building the image and competitiveness of Okky Trans?"
	"We pay close attention to the physical appearance of the fleet and facilities because it reflects professionalism. Our buses are always kept clean, the crew

	wears uniforms to look neat, and our waiting room is as comfortable as possible. These things have a positive impact on customers and increase their trust."
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## 2. Results of the interview with the informant Manager (Edvan Nur Baidowi)

**Table 4**  
**Hasil dari wawancara dengan informan**

<b>7p</b>	<b>Interview</b>
Product	"How do you think services such as the type of bus, facilities, and convenience provided by Okky Trans affect customer satisfaction and help the company's operational continuity?"
	"From my experience, many customers are satisfied because the bus is clean, the seats are comfortable, and the air conditioning is cold. Some even say they choose Okky Trans because it is more comfortable than others. If customers are suitable, they will usually continue to use our services. That means, the company can continue to run and we also feel the benefits."
Price	"Do you think the price offered by Okky Trans is in accordance with the quality of the services provided and how does it affect the company's operations?"
	"In my opinion, the ticket price is just right. It is not too expensive, but it is still comparable to the facilities received by customers. Because of the affordable price, many customers keep their subscriptions, and that's good for the company's run."
Place	"How do you think ordering via WhatsApp can help Okky Trans's daily operations and reach more customers?"
	"Ordering via WhatsApp is fast and flexible. We can immediately answer customer questions, set a schedule, and confirm more personally. Even though there is no website, customers still feel well served. This helps operations become more efficient because everything can be monitored from one channel."
Promotion	"What do you think the impact of promotions such as social media and discounts on the number of customers and public interest in Okky Trans's services?"
	"Promotion through Instagram or Facebook is very helpful. Many customers know about services or promos from there. If there is a discount, usually many people immediately order. So it's very influential to attract new customers."
People	"What do you think is the role of drivers, bus crews, and administrative staff in creating a convenient service and supporting customer trust in Okky Trans?"
	"We all have a responsibility to provide the best service. Drivers must drive safely, crews must help passengers in a friendly manner, and the administration department must be quick to respond. If customers feel well served, they will come back and that's good for the company."
Process	"What do you think is the flow of the process from booking to departure at Okky Trans? Is it going smoothly and helping with daily work?"

	<p>"The process is quite efficient. Orders via WA go directly to the admin, then informed to the operational department and crew. We coordinate with each other so that the schedule is not delayed. So far, the process has gone well and helped us to work more neatly."</p>
Physical Evidence	<p>"How important do you think the cleanliness of the bus, crew uniforms, and other physical facilities is in giving a professional impression and increasing customer trust in Okky Trans?"</p>
	<p>"That's very important. If the bus is clean and the crew looks neat, customers will feel comfortable and trust. We always make sure the fleet is cleaned before the road and the crew wears uniforms to look professional. Small things but big impacts."</p>

### 3. Results of an interview with consumer informant 1 (Sandy Aria Prasasti)

**Table 5**  
**Results of interviews with informants**

<b>7p</b>	<b>Interview</b>
Product	<p>" How do you think the services provided by Okky Trans, such as the type of bus, the facilities on board, and the comfort during the trip, affect your satisfaction as a customer and does it make you want to use their services again?"</p>
	<p>"I feel satisfied because the bus is clean, the seats are soft, the air conditioning is cold, and the journey is comfortable. I've used other services, but Okky Trans is more comfortable. So I feel calm and safe during the trip. If I continue to be consistent like this, I will definitely use it again and even recommend it to friends or family."</p>
Price	<p>"Do you think the price offered by Okky Trans is in accordance with the facilities and comfort you feel while using its services?"</p>
	<p>"Yes, the price is quite reasonable, I think. I feel it is worth the comfort. So you don't feel like a loss or an expensive. If you do the math, it is even more economical than bringing a private vehicle for a long trip."</p>
Place	<p>"What is your experience in booking tickets via WhatsApp at Okky Trans? Do you think this method is easy enough and helps you in planning your trip?"</p>
	<p>"In my opinion, ordering via WhatsApp is quite easy, just chat and be replied to immediately. It's not complicated. Even though I can't order through the website, I am still comfortable because the service is fast and informative."</p>
Promotion	<p>"Do you know information about Okky Trans services through social media or promotions such as discounts? How does it affect your interest in using their services?"</p>
	<p>"I knew about Okky Trans initially from Instagram. At that time there was a promo, so I tried. It turned out that the service was good, so I became a subscriber."</p>
People	<p>"How do you think the service from the driver, crew, or administrative staff of Okky Trans affects your comfort and satisfaction while using their services?"</p>
	<p>"I feel satisfied because the driver is polite and the driving is smooth, the bus crew also helps if we need something. The staff who reply on WhatsApp are also friendly and clear. So everything feels professional and makes it</p>

	comfortable."
Process	<p>"What do you think is your experience in the booking process to taking the bus at Okky Trans? Do you think the process is fast and orderly enough?"</p> <p>"I think the process is quite practical. I ordered via WhatsApp, was immediately replied to and given complete information. On the D-day, everything is ready and doesn't have to wait long. So the impression is professional and efficient."</p>
Physical Evidence	<p>"What do you think about the physical appearance of the bus, the cleanliness, and the appearance of the crew at Okky Trans? Does that affect your confidence in choosing their services?"</p> <p>"Yes, it is very influential. The bus is clean and looks well-maintained, the crew also wears uniforms so it is more professional. If everything looks neat and clean, I will be more confident in the service."</p>

4. Results of interviews with consumer informants 2 (Prio Wildan S)

**Table 6**  
Results of interviews with informants

<b>Wawancara Konsumen 2</b>	
Product	<p>"How do you think the services provided by Okky Trans, such as the type of bus, the facilities on board, and the comfort during the trip, affect your satisfaction as a customer and does it make you want to use their services again?"</p> <p>"In my opinion, Okky Trans's service is good. The bus is comfortable, there is music and sometimes WiFi, so the long journey is not tiring. The driver is also friendly and polite. I feel safe and valued as a passenger. I've ridden the Okky Trans several times, and so far I've never been disappointed, so I'll definitely use it again if I need to travel."</p>
Price	<p>"Do you think the price offered by Okky Trans is in accordance with the facilities and comfort you feel while using its services?"</p> <p>"I think the price is still reasonable and in accordance with the quality of the service. Sometimes there are promos too, so it's even more interesting. For me, comfort and safety are the main thing, and Okky Trans has given it all without too high a price."</p>
Place	<p>"What is your experience in booking tickets via WhatsApp at Okky Trans? Do you think this method is easy enough and helps you in planning your trip?"</p> <p>"Yes, I don't have a problem. In fact, it's nice to be able to ask questions directly through WA. So it's more personal, and we can also know other information directly from the admin. If in the future there are orders via the web, it may be better, but even now it is quite helpful."</p>
Promotion	<p>"Do you know information about Okky Trans services through social media or promotions such as discounts? How does it affect your interest in using their services?"</p>

	"Yes, I've seen the promo on Instagram. There was a holiday time discount, so I was interested. From there, I knew their services and it turned out to be suitable. If only to create content on TikTok to introduce it to the public, it might be better."
People	How do you think the service from the driver, crew, or administrative staff of Okky Trans affects your comfort and satisfaction while using their services?"
	"Yes, it's very important. The driver brought the bus calmly, not recklessly. The crew is also not ignorant, in fact friendly and quick to help passengers. The admin staff was also quick to reply to WA. If the service is that friendly, I definitely want to use it again."
Process	"What do you think is your experience in the booking process to taking the bus at Okky Trans? Do you think the process is fast and orderly enough?"
	"I feel that the process is easy and fast. It's not complicated to register through the form or web. Just chat, then it will be confirmed. There were no problems when I left, so I felt comfortable and not stressed."
Physical Evidence	"What do you think about the physical appearance of the bus, the cleanliness, and the appearance of the crew at Okky Trans? Does that affect your confidence in choosing their services?"
	"Definitely. I like that the bus is clean and the crew looks neat. It makes it comfortable and the impression is serious in serving. So I believe more and don't hesitate to go up again sometime."

## 5. Reduction Results from Instrument Interviews

**Table 7**  
**Reduction results**

Product	The findings from all informants indicate that comfort, cleanliness, and facilities—such as air conditioning, seating, and entertainment—are key indicators and determining factors that make Okky Trans a recommended choice for bus transportation in tourism activities.
Price	Regarding pricing, customers perceive that the amount paid is aligned with the quality of service received. This perception arises from the company's pricing strategy, which takes into account market segmentation, operational costs, and varying travel destinations. As a result, customers feel that the pricing reflects a fair and justified value proposition.
Place	In terms of distribution, the company primarily utilizes WhatsApp as its main online communication and booking platform. Informants reported that, despite the absence of an official website, WhatsApp is considered sufficient and more informative. Due to the variety and specificity of inquiries, customers find this channel more effective, faster, and suitable for both obtaining information and making reservations with Okky Trans.
Promotion	Promotional activities are carried out during specific moments—such as holidays or special events—through social media platforms. This approach is aligned with the digital era, enhancing promotional effectiveness and expanding reach. It allows the company to engage both new and returning customers across diverse locations.
People	Okky Trans prioritizes customer service, ensuring that human resources are required to be friendly, professional, responsive, and safety-oriented. These attributes foster a sense of security, comfort, and trust among customers.

Process	The service flow is designed to be efficient, simple, and informative, resulting in a booking process that is quick, easy, practical, and experiences minimal disruptions. This streamlined process contributes significantly to customer satisfaction, as it ensures smooth transactions and service delivery.
Physical Evidence	Physical evidence also plays a crucial role in reinforcing customer trust. The company maintains a comfortable waiting area and ensures that its fleet is always in prime condition clean, well-maintained, and ready for use. Customers are even encouraged to inspect the vehicles prior to booking or departure. In addition, the neat appearance and informative nature of the crew further enhance the overall customer experience and strengthen the company's credibility.

### 3.2 Pembahasan

Based on the interviews conducted with the owner, employees, and customers of Okky Trans, it can be identified that the company has effectively and consistently implemented the marketing mix strategy (7Ps). This strategy encompasses the elements of product, price, place, promotion, people, process, and physical evidence, all of which are integrated to create value and deliver a positive customer experience.

Okky Trans places great emphasis on the quality of its service products, particularly in terms of comfort, cleanliness, and the completeness of facilities. This aligns with marketing theory, which posits that the product is the core of the marketing mix, as it serves as the primary reason for customer purchase decisions. Supporting facilities such as air conditioning, comfortable seating, and on-board entertainment provide significant added value. Comfort and safety are top priorities for Okky Trans, which in turn fosters customer loyalty. These findings demonstrate that Okky Trans understands the importance of creating a service product that is not only functional but also addresses the emotional and psychological needs of customers during their travel experience. Such satisfaction encourages repeat purchases and continued use of the service[9].

Price is a crucial factor influencing consumer decisions in selecting services. Okky Trans sets its pricing based on market segmentation, travel destinations, and operational costs, thereby creating perceived fair value among customers. This reflects the application of a value-based pricing strategy, where pricing is aligned with the perceived value received by consumers. Data shows that customers believe the price paid is commensurate with the level of service provided, which in turn enhances customer satisfaction and loyalty. This strategy enables Okky Trans to remain competitive in the market without compromising service quality. Affordable pricing also encourages trust among consumers, especially when it is comparable to e-commerce offerings that provide similar quality at competitive prices[10].

In terms of service distribution, Okky Trans relies on digital communication channels, particularly WhatsApp. Although the company does not utilize automated booking systems or a website, interviewees noted that this approach is effective, as it enables direct and flexible communication between the company and its customers. This is in line with the concept of direct marketing, where services are delivered straight to consumers without intermediaries, thereby accelerating the booking process and enhancing customer satisfaction. This suggests that even simple forms of digitalization can improve service efficiency and strengthen customer relationships. Consequently, the concept of place extends beyond physical location

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to include processes that ensure the product is delivered efficiently and effectively to the consumer[11].

Okky Trans's promotional strategies via social media have proven successful in increasing brand visibility and reaching a broader market. Promotions are intensified during specific periods such as holidays or special events, reflecting the strategic use of marketing timing. This strategy aligns with the promotion mix approach, which combines various promotional media, including digital content, to attract consumer attention. Social media usage also enables two-way interactions with customers, facilitates rapid information dissemination, and fosters loyalty through sustained engagement. According to Keller and Kotler (2016), price promotions are not only designed to attract attention but also to influence consumer satisfaction by offering added value or attractive incentives[12].

Human resources are a vital component in the service industry, and Okky Trans demonstrates its commitment to excellent service by ensuring that drivers, bus crew, and administrative staff receive professional training. Friendly attitudes, responsiveness, and a strong focus on safety are added values appreciated by customers. According to service theory, direct interaction between service providers and customers significantly affects perceptions of service quality. In this context, Okky Trans has successfully built a positive image through the professionalism of its human resources, who serve as the frontline of the company. Customer evaluations of service at any given moment are essential in determining service quality, which is influenced by multiple service dimensions[13].

The service process designed by Okky Trans is perceived as efficient and straightforward. From booking to departure, customers experience a smooth and clear service flow. This is crucial in the service context, as the quality of the process significantly impacts the overall customer experience. Okky Trans applies the principle of service blueprinting, which involves designing the service pathway to minimize obstacles or confusion for customers. This process efficiency not only enhances customer satisfaction but also supports the internal operational effectiveness of the company.

As a service-oriented company, physical evidence plays a critical role in shaping customer perceptions of service quality. Okky Trans maintains the cleanliness and readiness of its fleet, provides comfortable waiting areas, and ensures that its staff present themselves neatly. These elements create tangible cues that assist customers in evaluating the company's professionalism. In services that are inherently intangible, physical elements serve as representations of promised quality, and Okky Trans has successfully conveyed this image positively in the eyes of its customers.

#### 4. Conclusion

Based on the research conducted on the marketing mix strategy in the implementation and management of transportation services by Okky Trans, it can be concluded that the company has successfully implemented all elements of the marketing mix (7Ps) effectively and consistently in order to respond to the challenges of a sustainable globalization era.

- a. Okky Trans highlights the product aspect as its main competitive advantage by offering comfort, cleanliness, and comprehensive facilities tailored to meet customer needs.
- b. In the pricing dimension, the company adopts competitive rates that are commensurate with the quality of services provided, thereby generating a positive perception of value among consumers.

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- c. Regarding place, the use of digital communication platforms such as WhatsApp serves as a practical and efficient solution for the booking process and direct customer interaction.
- d. The promotional strategies executed through social media have effectively expanded market reach and reinforced brand image, particularly during strategic periods such as holidays.
- e. In the people dimension, the presence of professional, friendly, and safety-oriented human resources plays a crucial role in fostering long-term relationships with customers.
- f. A service process that is simple, fast, and informative enhances operational efficiency while simultaneously improving customer satisfaction.
- g. Meanwhile, physical evidence—such as the cleanliness of the fleet, the comfort of the waiting area, and the neat appearance of the crew—strengthens the company's professional image and enhances consumer trust..

Overall, the marketing mix strategy implemented by Okky Trans is not solely focused on achieving short-term profits but is also oriented toward fostering customer satisfaction, loyalty, and sustainable competitive advantage. Consequently, Okky Trans has successfully maintained its presence amid the competitive transportation industry and demonstrated its capacity to continuously grow in an increasingly dynamic era of digitalization and globalization.

#### 4.1 Saran

It is recommended that Okky Trans continue to strengthen its professional image through the physical evidence element by maintaining consistency in the appearance of its fleet and supporting facilities. This can be achieved by incorporating visual identity elements such as the company logo on buses, crew uniforms, and waiting areas to enhance brand recall and customer trust. Furthermore, waiting areas should be equipped with clear information regarding departure schedules and available services to facilitate easy access to essential information for customers. The cleanliness and comfort of the fleet interior must be routinely maintained and supported by the provision of additional amenities such as tissues, small waste bins, or bottled water to enhance travel comfort. Displaying customer testimonials as well as the company's achievements or awards, both in the waiting area and on social media platforms, can further reinforce a positive brand image and foster sustained customer trust and loyalty.

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