

# Strategies To Increase Sales Volume In Dealing With The Modern Shop (Study on a Grocery Store at GKB Cluster–Gresik)

Suaibatul Aslamiyah<sup>1</sup>, Nur Cahyadi<sup>2</sup>  
suaibatul.aslamiyah@umg.ac.id<sup>1</sup>, nurcahyadi@umg.ac.id<sup>2</sup>

Management Department, Faculty of Economics dan Business, Universitas Muhammadiyah Gresik, Gresik, East Java, Indonesia<sup>1,2</sup>

**Abstract.** Grocery stores and modern stores are traders who are engaged in the retail business with the aim of making a profit. With the development of the era, it's not even just a grocery store, as now, modern stores, namely Indomaret and Alfamart, have been established on GKB Cluster, Gresik. Modern stores are a threat to grocery stores because most people visit and shop at modern stores. This study aims to determine the strategy of grocery stores in increasing their sales volume to face modern stores. This type of research is descriptive with a qualitative approach. Data was collected by means of observation and interviews. The data analysis technique used in this research is using the interactive model of Miles and Huberman (1984), namely data collection, data reduction, data presentation, verification. The result of this study is that the researchers found the strategy used by the grocery store by doing a promotion mix and service quality.

**Keywords:** Strategies, Sales Volume, Promotion Mix, Service Quality

## 1 Introduction

A grocery store is a small shop in a residential area, often open 24 hours 7 days, a limited line of grocery products with high turnover.” In addition, grocery stores are stalls that provide household needs such as nine basic commodities (sembako), food and household goods [7], while modern stores are retail/retail trades with system a self-service, selling various types of goods. Goods retail in the form of wholesalers, minimarkets, supermarkets, hypermarkets or in the form of wholesalers (Kurniawan, 2019). The development of a grocery store or modern store is strongly influenced by the number of sales levels of goods so that the continuity of a store can be maintained, sales are a very important factor to consider in trading. A store will be able to survive in tight business competition if it can implement a good marketing strategy. Strategy in marketing has an important role to achieve the success of a business, therefore the field of marketing plays a major role in implementing a business plan.

Salesi volumei is the level of salesi obtained by the companyi for a certain period in unitsi (units/total/rupiah). To increase the sales volume, a grocery store or modern store must be able to market their products well. In marketing activities, the increase in sales volume is a measure of efficiency, although not every increase in sales volume is followed by an increase in profit (Widagdha, et al, 2018).

The higher the growth in the number of modern stores, the competition in the field of trade in grocery stores is increasing. The existence of modern shops around GKB Cluster, Gresik is a threat to grocery stores, because many people around the neighborhood visit or shop at modern stores.

Based on observations made saying that modern stores are increasing while grocery stores should be decreasing in terms of profit and so on in terms of increasing sales volume, the reality is that grocery stores themselves in the current era with the existence of modern stores do not reduce the growth of grocery stores even with increasing There are more and more modern shops standing, the growth of grocery stores is also getting more and more this is influenced by the increasingly fierce competition at this time. The increasing number of modern stores that are standing, also does not dampen people's interest in shopping at grocery stores, the competition in the trade sector is also getting higher.

Grocery stores are still able to survive in making profits despite the high presence of modern stores. Hidayat (2008) suggests that low prices, quality of goods and a more comfortable place are the preferences of people to shift shopping to modern stores, while Menry Afdhal and Syahar (2019) state that there is a significant decrease in the presence of modern stores. This statement is contrary to the conditions that occur in the grocery store located in GKB Cluster, Gresik which can still survive and stand to gain profits in dealing with modern stores, only for the strategy used by each store will affect the increase in sales volume. The following are the results of observationsi made by researchers, namely, the number of groceryi stores increased after the existence of modern stores:

**Table 1. Total Grocery Stores Increases After the Modern Stores**

The grocery store was founded before Alfamart	2 Shop
Grocery stores increase after Alfamart	2 Shop
Grocery store increased after Indomaret	1 Shop
Total	5 Shop

Source: Researcher Process (2022)

Based on the results of researcher interviews with 2 informants/grocery store owners at GKB Cluster Gresik, the results of daily sales cannot reach the desired target compared to modern stores. There is a reason why the grocery store at GKB Cluster Gresik was used as the object of this research, namely with strategies that can be applied to find out how traders such as grocery stores can develop/establish their business in the midst of the emergence of modern stores by implementing strategies managed by shop owners to improve sales, with the development of a sophisticated and modern era, of course, traders such as grocery stores must implement strategies so as not to be left behind by modern stores such as mini markets and supermarkets that already use advanced technology in implementing strategies to develop their business. The purpose of this study is to analyze how the strategy is to increase the sales volume of grocery stores at GKB Cluster, Gresik in dealing with modern stores.

## 2 Literature Review

### 2.1. Past Research

Research conducted by [5] examines the Analysis of Direct Selling Strategy Implementation and Its Impact on Sales Volume at PT Karya Pak Oles Tokcer in Bengkel Village in 2016. The approach used in this study is in the form of a descriptive method with a qualitative approach. The results showed that the application of direct selling strategy at PT. The work of Mr. Oles Tokcer in Bengkeli Village has implemented Standard Operating Procedures (SOP) in its sales activities.

[14] researched the Analysis of Marketing Strategy to Increase Export Sales Volume (Study of PT Kaltim Prima Coal Company). With the aim of knowing the opportunities, threats, strengths and weaknesses in exporting, knowing the marketing strategies implemented by the company and analyzing the right strategies to increase export sales volume. The approach used in this research is descriptive with a qualitative approach.

[1] examined the Effect of Promotional Costs on Sales Volume at Yamaha Sudirman Motor Temanggung. With the aim of knowing: (1) Promotion strategy for Yamaha Sudirman Motorcycle Temanggung in 2011-2013, (2) Promotion costs for Yamaha Sudirman Motorcycle Temanggung in 2011-2013, (3) Sales volume for Yamaha Sudirman Motor Temanggung in 2011-2013, (4) The effect of promotion costs on sales volume at Yamaha Sudirman Motor Temanggung in 2011-2013. The approach used in this research is qualitative and quantitative.

[2] researched the Analysis of Marketing Strategy Increasing Product Sales Volume at PT Proderma Sukses Mandiri. With the aim of knowing to analyze the marketing strategy at PT Proderma Sukses Mandiri, especially the marketing mix applied by the company. Then to find out the results of the analysis of Strengths, Weaknesses, Opportunities, and Threats as well as an overview of the strategy so that it can be applied to increase product sales. The approach used in this research is qualitative, namely case studies that produce descriptive data that is stated in words. The informants in this study were the authors who made a direct visit to PT Proderma Sukses Mandiri to conduct a personal interview with the President Director, Mr. Sumarwoto and equipped with sales data for the past few years. The results of the research show that there are several primary data from the results of interviews conducted with PT Proderma Sukses Mandiri as the object of this study.

## **2.2. Theoretical Review**

### **2.2.1. Strategy**

Strategy is the direction and scope of an organization in the long term that achieves benefits for the organization through the configuration of resources in a challenging environment to meet market needs and meet stakeholder expectations (Jonson and Scholes, 2016:29). The purpose of the strategy is to identify customer groups external to the organization, while targeting one or more subgroups of buyers is important in responding to varied customer demands in a broad market (Adil and Zawawi, 2019:211).

### **2.2.2. Marketing**

Marketing is identifying and meeting human and social needs [6]. Hasan (2014:1) explains that marketing is a scientific concept in business strategy that aims to achieve sustainable satisfaction for stakeholders (customers, employees, and shareholders). According to [8], marketing is a process by which companies create value for customers and build strong relationships with customers. The marketing function is the responsibility of the marketing department, which is to assist top management in selecting one or more sets of buyers to be served by the organization and to combine the organization's potential to influence customers into a coordinated process of activities (Adil and Zawawi, 2019:212)

### **2.2.3. Marketing strategy**

The marketing strategy is an initial plan designed to motivate the performance of an organization in determining organizational goals or objectives, in general marketing strategies provide direction on how there is a possibility of an increase or frequency of consumer behavior (Adil and Zawawi, 2019:1). According to [8] the purpose of marketing strategy is to create value for customers and build strong and profitable customer relationships, as well as increase the trust of consumer groups for products that vary based on the needs and desires of consumers.

### **2.2.4. Retail**

Retail is a set of business activities that add value to sales products and services to consumers for personal or family use or consumption. Thus retail is the last activity in the distribution channel that connects producers with consumers (Utami, 2014:5).

### **2.2.5. Traditional Retail / Grocery Store**

A grocery store is a place where bargaining transactions take place between buyers and sellers. In traditional markets, most of them are retail markets, where buyers look for goods according to their own needs (Auladi and Sudrajat, 2015). According to Elisabet and Adullah (2017), a grocery shop is a shop that provides household needs such as basic goods (groceries), food and other household goods. Grocery shops are usually found side by side with the owner of the house and not far from the community such as villages, housing and which are often found along the highway.

### **2.2.6. Modern Retail / Modern Store**

Modern Market/Modern Store is a market where buyers and sellers do not make transactions directly, but buyers only look at the price table on a product package and the buyers are served independently by salespeople [9]. Government regulations regarding the retail business are in the flow of thought as in general because they tend to use an approach that limits the retail business to only in-store retailing. Including in providing boundaries regarding traditional retail and modern retail. According to Presidential Decree No. 112 of 2007 concerning the Arrangement and Development of Traditional Markets Shopping Centers and Modern Stores, the limitations of traditional markets and modern stores in Article 1 are as follows: Modern Stores are shops with a self-service system, selling various types of goods in the form of Minimarkets, Supermarkets, Department Stores, Hypermarkets or wholesalers in the form of wholesalers. These Modern Store limitations are emphasized in article 3, in terms of the sales floor area as follows:

1. Minimarket, less than 400 m<sup>2</sup> (four hundred square meters);
2. Supermarket, 400 m<sup>2</sup> (four hundred square meters) up to 5,000 m<sup>2</sup> (five thousand square meters)
3. Hypermarket, above 5,000 m<sup>2</sup> (five thousand square meters)
4. Department Store, above 400 m<sup>2</sup> (four hundred square meters)
5. Grocery, above 5,000 m<sup>2</sup> (five thousand square meters)

## **3 Research Method**

### **3.1. Research Approach**

The research used in this research is descriptive research with a qualitative approach. A qualitative approach is a research method that focuses its attention on the general principles that are fundamental to the manifestation of the units of symptoms that exist in human social life. This qualitative research is a research process that aims to understand a humanitarian problem based on the preparation of a complex and comprehensive picture according to the detailed views of the informants and carried out in the middle of a natural setting.

### **3.2. Research Subject**

The subjects in this study were grocery store traders at GKB Cluster, Gresik. The reason for choosing this subject is the strategy that can be applied to find out how traders such as grocery stores can develop/establish their business in the midst of the emergence of modern stores by implementing strategies managed by shop owners to increase sales. In solving a problem to be studied, it is necessary to have supporting data. This data is then processed and selected for the data. Then the data is qualified based on the problem to be discussed.

### **3.3. Types and Sources of Data**

The type of data used in this study is primary data, namely direct interviews. Primary data is data obtained directly from informants or research objects. The informant itself is determined depending on the problem to be studied.

Sources of data in this study are grocery store traders at GKB Cluster, Gresik who will provide the information needed during the research process. The sampling technique of data sources in this study was carried out using the snowball model.

### **3.4. Data Collection Techniques**

The data collection technique in this research is using unstructured interviews and observation methods because the unstructured interview method is a free interview where researchers do not use interview guidelines that have been systematically and completely arranged for data collection [11]. According to [3] Observation is one of the important tools for data collection in qualitative research. Observation means observing / paying attention to phenomena in the field through the five senses of researchers, often with instruments or devices and recording them for scientific purposes. Observations are made by looking directly at the field which is used to determine the appropriate factors that are supported through survey interviews, what strategies are used.

### **3.5. Data Analysis Techniques**

The presentation of the data in this study is using analysis during the Miles and Huberman model in the field. According to [12] suggests that activities in qualitative data analysis are carried out interactively and take place continuously until complete, so that the data is valid. Activities in data analysis, namely reducing the data that has been obtained, then displaying the data, and verifying the data.

### **3.6. Data Validity**

Testing the validity of the researcher's data using Member Check, which is the process of checking the data obtained by the researcher to the data provider [13]. The purpose of this study using member checks is to find out how far the data obtained are in accordance with what has been given by the data provider. Member Check also aims that the information obtained and will be used in writing reports is in accordance with what is meant by the data source or informant.

## **4 Result and Discussion**

The results of qualitative research indicate that in implementing the strategies used by grocery stores to increase sales volume in dealing with modern stores, namely by providing price discounts and promotions that are used to attract buying interest in grocery stores. Various efforts have been made by grocery store traders to deal with customers who have different characteristics/characters so that they are given discounts, discounts and promotions used by traders, so that traders can increase their sales volume in the face of the increasing number of modern shops and stand up. Grocery store traders not only provide discounts or discounts but also provide maximum service so that customers who come to shop feel prioritized and feel comfortable when choosing various kinds of products that are sold in the grocery store, as for the shelves used to place the products that are sold in the grocery store. found in the store environment so that customers can choose freely the products they want.

### **4.1. Data Analysis**

#### **4.1.1. Data Reduction**

Data reduction in qualitative research data analysis, according to Miles and Huberman (2016: 92) reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns. Thus the data that has been reduced will provide a clearer picture and make it easier for researchers to collect further data and look for it when needed. The data obtained from the field is quite a lot, for that it is necessary to record it carefully and in detail. As has been stated, the longer the researcher is in the field, the more the amount of data will be, complex and complicated.

The data received is quite complex and complicated. With data reduction, the researcher summarizes and takes important and main data so that it can be described as follows:

**Table 2. Reduction Results of Grocery Store Merchants on Promotional Mix**

No.	Informant	Important Phrases	Sub Theme	Theme
1.	Mudjianto	The strategy I use is usually to give a discount	Discounts	Promotion Mix
		The items that I sell are differentiated, ranging from soap, drinking water, school supplies and snacks	Product Diversification	
2.	Sandjoyo	I usually give promos, for example if you buy more than 50,000 or 100,000 you get a free glass	Direct gift	Promotion Mix
		Goods are also distinguished so that they are not mixed, for example the separation between soap and cooking oil	Product Diversification	
3.	Kariyono	The strategy I use is to give discounts to attract consumers to buy back to this store	Discounts	Promotion Mix
		Usually if you buy coffee in sachets or indomie, you will also be given a buy 5 get 1 free promo	Bonus	
		Usually if someone buys coffee in a sachet or indomie, I also give a promo	Product Diversification	
4.	Tri Astutik	Sometimes there are buyers who ask for a discount	Discounts	Promotion Mix
		Buyers are free to choose the goods to be purchased with differences in the location of the goods, such as snacks, basic	Product Diversification	

No.	Informant	Important Phrases	Sub Theme	Theme
		necessities and school equipment		
5.	Tripeni	Sometimes there are consumers who buy goods in large quantities, I also give a discount, even though there's not much profit, I'm still grateful	Discounts	Promotion Mix
		The strategy I use for promotion is to use social media, for example: Instagram and WhatsApp	Social Media	

Source: Researcher Process (2022)

The results of the research above show that there are various expressions from each grocery store trader. In the above expression the average shows that price discounts, product defirification, direct gifts and bonuses are the themes of the promotional mix. While the quality of service is very important in gaining profits, so grocery store traders need to pay attention to their services. According to Groonros in Ratminto (2005:2) service quality is an activity or a series of activities that are invisible that occur as a result of interactions between consumers and employees or things provided by service providers that are intended to solve consumer or customer problems. The following is the result of the reduction of service quality:

**Table 3. Reduction Results of Grocery Store Traders on Service Quality**

No.	Informant	Important Phrases	Sub Theme	Theme
1.	Mudjiyanto	If someone buys it, I'm not clear, I'll get angry, but if a serious buyer doesn't just ask or bargain, then I will serve you in a friendly manner.	Communication	Service Quality
		Store sales are not always a lot, sometimes up and down	Empathy	
		Items for sale are arranged on shelves and cupboards	Layout	
2.	Sandjoyo	Every time a customer enters my shop, greet me	Communication	Service Quality
		Sales target still can't meet expectations	Empathy	

No.	Informant	Important Phrases	Sub Theme	Theme
		Every item sold is arranged on the available shelves to make it look neat	Layout	
3.	Kariyono	every buyer who comes I always greet and joke, without distinguishing new buyers or customers	Communication	Service Quality
		I always clean the shop so that buyers feel at home and want to buy again	Environment	
		The store has experienced ups and downs in sales from the existence of Alfamart and Indomart because they are more complete there	Empathy	
		There are few shelves available in the shop, so the items sold also adjust	Layout	
		My shop cleans every morning and evening	Cleanliness	
4.	Tri Astutik	I serve all buyers in a friendly manner, if someone is looking for an item and it's not there, I'm also looking for it	Communication	Service Quality
		The store is said to have increased or decreased sales, yes, because there are a lot of indomart and alfamart standing, even so I'm still grateful to be able to meet the needs of my family from the store	Empathy	
		The strategy used is similar to Indomaret or Alfamart, which is to arrange items on the shelves to make them look neat	Layout	
5.	Tripeni	Every time there is a buyer, I am always enthusiastic and welcome, because everyone who comes is a fortune so it must be served well and also invited to joke	Communication	Service Quality
		The shop is cleaned every day	Environment	
		The existence of Indomaret and Alfamart greatly affects sales, if you	Empathy	

No.	Informant	Important Phrases	Sub Theme	Theme
		don't use a strategy you can go bankrupt		
		The cupboard that is made to organize merchandise is cleaned every day	Layout	
		The shop and the surrounding area are cleaned every day to keep shoppers comfortable	Cleanliness	

Source: Researcher Process (2022)

The results of the reduction of data collection by researchers that the strategy in paying attention to the services carried out by grocery store traders GKB Cluster, Gresik namely fulfilling customer requests, communicating, paying attention to cleanliness and the environment, empathy, and layout. The goal of every grocery store trader is to make a profit. Based on the results of the reduction of the five informants, all of the informants said that the profits obtained were used for survival along with their business.

#### 4.1.2. Data Presentation

The presentation of the data shows that grocery store traders to gain profit by paying attention to the promotion mix are price discounts, direct gifts, bonuses, social media and product defirification. Traders continue to provide promos for all goods/products they sell by mixing promotions so that subscribing customers still return to shopping, by giving discounted prices to their customers does not reduce the possibility of not getting profits. On the other hand, there is still a sense of empathy for fellow human beings. Grocery store traders also provide promotional programs related to minimum purchases, you will get free direct gifts and there are also merchants who provide bonuses to attract customers to buy. Other traders also carry out promotions using social media with the aim of attracting customer buying interest, by holding promotions it will add future customers so that more goods are sold and the profits that traders get are increasing. As well as with the defirification of products contained in the store to increase customer convenience in shopping.

**Table 4. Display of Statement Data Regarding Promotional Mix**

No.	Name of Informant	Sub-theme	Theme
1.	Mudjianto	Discounts	Promotion Mix
		Product Diversification	

Source: Researcher Process (2022)

**Table 5. Display of Statement Data Regarding Promotional Mix**

No.	Name of Informant	Sub-theme	Theme
2.	Sandjoyo	Direct gift	



		Product Diversification	Promotion Mix
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Source: Researcher Process (2022)

**Table 6. Display of Statement Data Regarding Promotional Mix**

No.	Name of Informant	Sub-theme	Theme
3.	Kariyono	Discounts	Promotion Mix
		Bonus	
		Product Diversification	

Source: Researcher Process (2022)

**Table 7. Display of Statement Data Regarding Promotional Mix**

No.	Name of Informant	Sub-theme	Theme
4.	Tri Astutik	Discounts	Promotion Mix
		Product Diversification	

Source: Researcher Process (2022)

**Table 8. Display of Statement Data Regarding Promotional Mix**

No.	Name of Informant	Sub-theme	Theme
5.	Tripeni	Discounts	Promotion Mix
		Social Media	

Source: Researcher Process (2022)

Meanwhile, grocery store traders pay attention to service quality by fulfilling customer requests, communicating, paying attention to cleanliness and the environment, empathy and layout. Grocery store traders fulfill customer requests because sometimes the goods being sold are not in the store and must be sold first so that customers feel prioritized. Other merchants who communicate in a friendly/enthusiastic manner, so that customers who come don't feel bored while shopping and invites them to chat more often. Other grocery store traders also pay attention to cleanliness and the environment so that customers feel comfortable in their

environment. Providing good service to customers will make it more prioritized and will feel happy and comfortable shopping at the store, so that the profits obtained by traders will increase.

**Table 9. Data Display Statement Regarding Service Quality**

No.	Name of Informant	Sub-theme	Theme
1.	Mudjiyanto	Communication	Service Quality
		Empathy	
		Layout	

Source: Researcher Process (2022)

**Table 10. Data Display Statement Regarding Service Quality**

No.	Name of Informant	Sub-theme	Theme
2.	Sandjoyo	Communication	Service Quality
		Empathy	
		Layout	

Source: Researcher Process (2022)

**Table 11. Data Display Statement Regarding Service Quality**

No.	Name of Informant	Sub-theme	Theme
3.	Kariyono	Communication	Service Quality
		Environment	
		Empathy	
		Layout	
		Cleanliness	

Source: Researcher Process (2022)

**Table 12.** Data Display Statement Regarding Service Quality

No.	Name of Informant	Sub-theme	Theme
4.	Tri Astutik	Communication	Service Quality
		Empathy	
		Layout	

Source: Researcher Process (2022)

**Table 13.** Data Display Statement Regarding Service Quality

No.	Name of Informant	Sub-theme	Theme
5.	Tripeni	Communication	Service Quality
		Environment	
		Empathy	
		Layout	
		Cleanliness	

Source: Researcher Process (2022)

#### **4.1.3. Withdrawal of Conclusions (Verification)**

Traders in carrying out their activities, namely trading, do not always run their business smoothly. Barriers that could reduce the income earned remain. The decrease in income earned will have a major effect on the economy in trading. In addition, traders really expect maximum results in their trading business. Grocery store traders to make a profit by paying attention to the promotional mix are price discounts, direct gifts, bonuses, social media and product defirification. To obtain optimal profits, traders need to pay attention to the strategies used by grocery store traders regarding the promotion mix with the promotion program above. A good promotional program will make more and more customers so that the profits obtained by traders increase.

Grocery store traders to make a profit by paying attention to service quality are fulfilling customer requests, communicating, paying attention to cleanliness and the environment, empathy, and layout. To obtain optimal profits, traders need to pay attention to the quality of service provided to customers with the above services. Service is the most important thing in gaining profit, good service and making customers feel comfortable will increase profits. So that the profits that traders get will increase.

#### **4.1.4. Interpretation of Results**

According to David (2011: 18-19) strategy is a shared means with long-term goals to be achieved. Strategy requires top management decisions and a large amount of company resources. Strategy is important for the survival of a company to achieve the goal of increasing sales volume. Based on the results of research conducted by researchers to gain profit, namely by paying attention to the promotion strategy, the goal is that the profits obtained are optimal, with this promotional strategy, traders can increase sales volume in order to gain profits by providing discounted prices to attract customer buying interest and can be for subscription purposes. Merchants usually provide promotions by getting direct prizes such as glasses/groceries whose purchases meet the nominal

expenditure so that customers feel prioritized in their shopping and traders also use social media to promote their goods/products to attract buying interest in their stores apart from opening a grocery store in their own homes, traders need to maintain a clean environment at his grocery store so that customers feel comfortable shopping.

According to Davis (2012: 51) service quality is a thing in dynamic conditions which is closely related to products, services, people, processes and an environment that supports or can meet consumer expectations. Quality of service is one of the strategies used by traders as a form of enthusiasm so that customers who come feel prioritized, with the quality of service it is hoped that traders can increase their sales volume in dealing with modern stores. Merchants need to pay attention to customer requests and also communicate in a friendly manner to their customers so that customers who shop feel valued with polite and courteous communication. Other traders also pay attention to cleanliness and the environment. Good and friendly service will make customers happy and comfortable shopping at the store, more and more customers will come so that the profits obtained by traders increase.

## 5 Conclusion

### 5.1. Conclusion

After the researchers attempted to conduct various series of research on GKB Cluster, Gresik by using various methods or techniques in collecting the data obtained, the researchers concluded that:

1. Grocery store traders to get optimal profit in paying attention to the promotional mix are to provide price discounts, carry out direct gift promotions, give bonuses and carry out promotional programs through social media as well as many product defirifications.
2. Grocery store traders to get optimal benefits in paying attention to service quality are meeting customer demands, communicating in a friendly and enthusiastic manner in serving their customers, paying attention to cleanliness and the environment and needing to pay attention to layout.
3. The profit obtained is the fulfillment of the integrity of life and business continuity.

### 5.2. Recommendations

Based on the entire series of studies above, researchers are looking for information about the meaning of the strategies used in increasing sales volume in dealing with modern stores, so the recommendations that can be given to the object of research and further researchers are:

#### 1. Research Object

In an effort to increase sales volume, grocery stores need to pay attention to the strategies used to attract customers to buy, as well as with good service quality, customers who come will feel prioritized with their services.

#### 2. Further Research

For further researchers, it can be used as a reference, but it can also deepen information about the promotional mix, the quality of service used by researchers to grocery store traders to optimize profits in increasing sales volume.

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