PROPOSED MARKETING STRATEGY FOR INCREASING THE NUMBER OF CUSTOMERS OF MUSLIM SALON (CASE OF YASNA SALON MUSLIMAH)

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Abstract - Yasna Salon Muslimah is a Syariah-based excellence salon that established in Malang city. Since its establishment in 2012 as of recently, Yasna Salon Muslimah has a business issue that business development that is not maximum. The decreasing in the number of customers, deals targets are not accomplished, and the lack of work is an indicator that Yasna Salon Muslimah is not well developing. This study aims to determine the cause of Yasna Salon Muslimah business issue, formulate a strategic solution and to apply it. The method used for this research is the Mix Method. Qualitative methods are used to obtain primary data from the interview and observation while quantitative methods are used to get primary data about consumer analysis and potential customers by distributing questionnaires. Also, secondary data is required which obtained from several sources such as BPS, Bank of Indonesia, web analytics, and the others. After the data gathered, the researcher is directing the internal, external, and consumer analysis. Based from the analysis that has done, the main cause of the business issue is the problem low effectiveness marketing strategy so that researcher recommends a marketing strategy which consists of Segmenting-Targeting-Positioning and new marketing strategy as a solution to solve the cause of the problem.

Index Terms - Consumer Purchase Decision, Marketing Mix, Muslim Salon.

I. INTRODUCTION

In recent years, beauty care industry in Indonesia is snowballing. The growth of beauty care proven by the amount of beauty salon is increasing and not only placed in five-star hotels, mall, or prominent shophouse, but also spread to traditional market, garage, or even home-based. This phenomenon indicates that beauty treatment is no longer lifestyle but also one of promising business [1].

As growth in income and increased variation of the needs, the segment of customer salon also evolves such as Muslim salon. The purpose of establishment Muslim salon is to provide beauty treatment for Moslem woman, especially for hijab users, who want privacy when doing treatment. Muslim women cannot get privacy in conventional salon due to the customer are mixed with non-Moslem woman and man. However, Muslim salon only allowed for Muslim women to enter. In the application for Muslim salon, the service based on principles of shari'a law. [2].

Nowadays, the development of Muslim salons is also increasing along with conventional beauty salon. According to data from the Indonesian BPS, in 2016 the amount of Muslim salon is 121 salons or 21% growth compared to 3 years ago which is only 96 salons. The growth of Muslim salon spread across cities in Indonesia, especially in Malang. According to data from BPS Malang in 2017, the total population in Malang is 895,387 inhabitants. From total population 895,387, the total of Muslim women in Malang reached 431,585 people or 50.69% of the total population in Malang.However, until now, there are only a few Muslim salons in Malang due to the difficulty to grab the potential market. According to the owner of Salon Yasna, total customers who come to the salon for treatment is still considered small. In a month, the average who come to the salon is around 1500 people per year or 125 customers. However, the customer quantity does not meet the total target market of Salon Yasna which has targeted 300 customers per month. Unreachable target market makes unreachable maximum income for Yasna Salon's and causing the company growth is stagnant even though Yasna Salon already running for five years since 2012 until now.

II. LITERATURE REVIEWS

Consumer Behaviour

According to Engel et al, (1994), Consumer behavior is a direct action which involved in obtaining, consuming, and depleting products and services, including the above decision process. Consumer behavior has interests for marketers, education, and consumer protection[3].

Consumer buying behavior is considered to be an indivisible piece of marketing and Kotler, & Keller (2012) express that consumer purchasing behavior is the study of the methods for purchasing and discarding merchandise, administrations, thoughts or encounters by the people, gatherings, and associations to fulfill their requirements and needs[4].

Purchase behavior has been categorizing as "a procedure, which through sources of info and their utilization through process and activities prompts the fulfillment of necessities and needs" [5]. Consumer purchasing behavior has various factors as a piece of it which are accepted to have some level of impact on the buying choices of the consumer.

Consumer Purchase Decision

According to Kotler (2009), the consumer decision model in buying and consuming goods and services consists of several stages, namely the introduction of needs, information search, alternative evaluation, purchasing, and after sales. The consumer decision process is influenced by three main factors, namely environmental factors, individual differences, and psychological processes. Also, according to Kotler (2009), the decision-making process is an activity which involves a choice between two or more alternative actions or behavior [6]. A consumer who wants to make a choice when he or she must have alternative options. The job of marketers is to understand the behavior of buyers at each stage of the purchasing decision process, as for the stage of the consumer purchasing decision process when buying or consuming products :

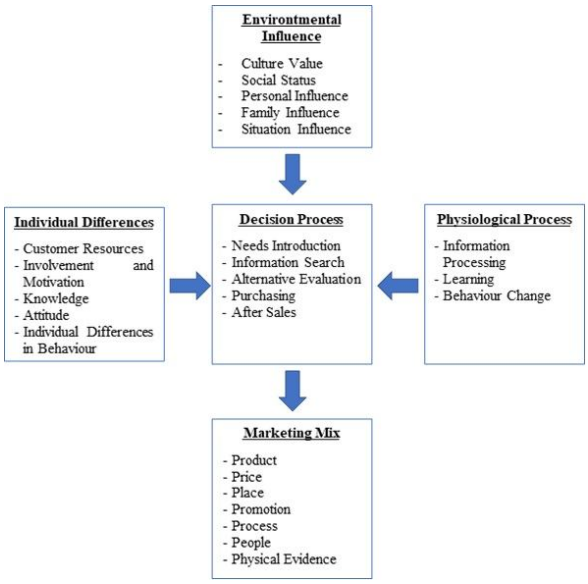


Figure 1 Consumer Purchase Decision Process by Kotler (source : Kotler and Keller, 2009)

1. Introduction of needs

The introduction of needs arises when the consumer faces a problem where there is a difference between the desired state and the actual situation.

2. Searching for information

Information search starts when consumers see that their necessity can be fulfilled by buying and consuming a product. Consumers will look for information stored in their memory (internal search) and look for information from outside (external search).

3. Alternative evaluation

An alternative evaluation is a process of evaluating the product under consideration. Alternative evaluations arise because of the number of choices, and the consumer will choose a product that will deliver the benefits it expects.

4. Buying decision

At this stage, consumers will perform purchasing activities. Purchases include consumer decisions about what to buy, whether to buy or not when to buy, where to buy, and how to pay for it.

5. After Sales

At this stage where the consumer will not stop only until the consumption process only. Consumers will conduct a process of evaluation of the consumption that has been consuming, whether consumers are satisfied or not satisfied with the consumption of products that have been done.

According to Kotler (2009), the decision-making process can be used for marketers to determine appropriate marketing strategy which can utilize as the fundamental principle to formulating Marketing Mix 7'P for the customer to sell the product or the service accurately to the customers[6].

Marketing Mix

As Kotler stated (2014), the marketing mix is a set of marketing tools that the company use to achieve their marketing objectives within the target market[7]. Moreover, the service marketing mix is known as 7P, which are :

1. Product

The product is a combination of goods and services that the company offers to their target market. Goods and services are combined in order to attract customers to buy because the products offered can meet their needs.

2. Places

Places include the company activities that make the product available to targeted customers. It relates to the distribution of goods or retails placements in certain areas to reach targeted customers.

3. Promotion

Promotion is an activity that deliver the product benefits and persuades customers to buy it. This is related to intergrated marketing communication that not only persuades customers but also create public opinion and image of theproduct or the company.

4. Price

Price is the amount of money that the customer must pay to obtain a product. Price is the power of the authority of the company to raise or lower it so that customers come to buy a good or service offered.

5. People

People are all participants who play some services, which is the role during the process and the consumption of services in the service time, which can affect the perception of the purchase.

6. Physical Evidence

Physical evidence is a physical environment in where services are delivered and its consumer companies interact and every tangible component can facilitate the appearance or communication of such services.

7. Process

The process reflects how all elements of the service in marketing mix are well coordinated to ensure the quality and consistency of the services provided.

According to Mei, Y., &Foosiri P (2010), Marketing Mix has the high relationship between service quality. Moreover, service quality can affect customer satisfaction then affect customer loyalty. Therefore, marketing mix is connected to service quality, customer satisfaction, and customer loyalty and that means that marketing mix can become tools to measure service quality, customer satisfaction, and customer loyalty[8]. According to Kotler et al. (2014), service has more value and highly depend on customer relationship, including satisfaction and loyalty, rather than the product. Due to high relationship and involvement as mention before, therefore, marketing mix can also become a tool to help identified and help the company that engages in the field of service business[9].

III. METHODOLOGY

Researcher use mix method as the methodology in conducting this research, as the purpose of this research is to identify consumer factors on choosing beauty treatment on Muslim salon and determine marketing strategy for Yasna Salon later on. As for this research, the researcher use mix method which consists of qualitative and quantitative. According to Creswell (2012), a mixed method is more than just collecting and analyzing data from a qualitative and quantitative approach. The mixed method approach provides a specific step from two methods, qualitative and quantitative. Therefore, the overall strength should be more beneficial than using qualitative or quantitative research individually. One aim of using a mixed method is to increase the possibility to achieve findings that are more trustworthy and relevant than using the approaches separately[10].

According to Kothari in his book "Research Methodology: Method and Technique, Second Revision" (2004), quantitative method is the type of research that based on amount or quantity. The purpose of this research is for explaining the phenomenon using quantity terms or number [11]. Quantitative research will be conduct through a questionnaire. The questionnaire has several channels such as from online channel like google form and spread through social media or college mail server.

Table 1 Questionnaire for Quantitative Approach

Analysis	Technique	Target	Type
Consumer Purchase Decision towards beauty salon	Questionaire	Moslem woman in Malang City (according to persona from STP Analysis) as potential customer	Open-end question
Marketing Mix for evaluating Yasna Salon through consumer perspective		Moslem woman in Malang City (according to persona from STP Analysis) who ever buy treatment on Yasna Salon	Likert 4 Scale

For first surveys, the researcher uses tolerance limit 10%, and confidence level is 90%. The total of the population is 2300 as the target market or potential customer. Therefore, the minimum sample as follows:

$$n = \frac{2300}{1 + 2300(0{,}1)^2}$$

$$n = \frac{2300}{24}$$

$$n = 95{,}833$$

Therefore, the minimum sample size is 95,833 respondents or can be roundup to 96 respondents for this surveys as consumer purchase decision towards beauty salon which can be the potential customer for Yasna Salon Muslimah. The respondent is focussed on people in Malang city.

Table 2Operational Variable of Consumer Purchase Decision
(source : Adapted from Kotler and Keller, 2009)

Sub-Variable of consumer purchase decision	Indicator	Scale
Consumer need identification	- Motivation for treatment - Motivation promotion media - Benefits of beauty - Benefits of relaxation	Open – ended question
Searching for information	- Social Media - Promotion (banner, billboard,flyer) - Internet - Events - Family - Friends	Open – ended question

Alternatives evaluation	- Evaluation of price - Evaluation of services - Evaluation of place - Privacy - Evaluation of cosmetics materials - Cleanliness - Evaluation of facility	Open – ended question
Purchasing	- Decision from various service - Decision from location - Decision from facility - Decision from time - Decision from situation	Open – ended question
After sales	- Satisfaction - Price consistency - Superiority of various treatment - Superiority of price - Superiority of service - Compability of Islamic requirement - Cleanliness and comfort	Open – ended question

As for second surveys, the researcher uses tolerance limit is 10% and confidence level is 90%. The total of the population is average customer per month which is 122 customers. Therefore, the minimum sample as follows:

$$n = \frac{122}{1 + 122(0{,}1)^2}$$

$n = \frac{122}{2.22}$, $n = 54{,}96$

So, the minimum sample size is 54,96 respondents or can be roundup to 55 respondents for this surveys as evaluation for Yasna Salon from the customer perspective. The respondent is focussing on people in Malang city.

Table 3 Marketing Mix for Evaluation on Quiestionnairre
(source : Adapted from Kotler and Keller, 2009)

Sub-Variable	Indicator	Instrument	Scale
Product	Evaluate Yasna Salon Muslimah from product aspect	Structured Questionaire	Likert 4 scale
Price	Evaluate Yasna Salon Muslimah from price aspect		Likert 4 scale
Promotion	Evaluate Yasna Salon Muslimah from promotion aspect		Likert 4 scale
Place	Evaluate Yasna Salon Muslimah from place aspect		Likert 4 scale
Process	Evaluate Yasna Salon Muslimah from process aspect		Likert 4 scale
People	Evaluate Yasna Salon Muslimah from people aspect		Likert 4 scale
Physical Evidence	Evaluate Yasna Salon Muslimah from physical evidence aspect		Likert 4 scale

The qualitative method, according to Bricki & Green (2012), characterized by its aims, which relate to understanding some aspect of the phenomenon, and its methods which describing using words, rather than numbers, as data for analysis[12]. In order to simplify analyze the data from the quantitative approach, this research utilized qualitative as for formulating the marketing strategy. Qualitative research will be conducted through an in-depth interview with the owner of Yasna Salon. In this in-depth interview which the researcher use to gather the business information of Yasna Salon to support the data from quantitative approach. Aside from in-depth interview, the researcher also observe the circumstances of Yasna Salon.

Table 4 Qualitative Approach technique

Technique	Target	Utilization
In-Depth Interview	Owner of Yasna Salon and several customers of the company	Supporting quantitative approach by become tool for explaining the results of quantitative approach
Observation	Yasna Salon Muslimah	

IV. RESULTS AND DISCUSSION

After determine the approach of this study, the reseacher conduct those approach to gain the information. The results of quantitative approach by questionnaiire and the explanation of the results by qualitative approach is shown on Table 5, Table 6, Table 7. The first table is showing the results of evaluation of Yasna Salon Muslimah towards customers perspective.

Table 5 The Results of Evaluation Questionnairre

Marketing Mix Aspects	Total value	The results of questionnaire
Product	3.1 (more than 2,5)	Good
Price	3.27 (more than 2,5)	Good
Place	2,56 (more than 2,5)	Good
Promotion	2,39 (less than 2,5)	Bad
People	3.43 (more than 2,5)	Good
Process	3,24 (more than 2,5)	Good
Physical Evidence	3,1 (more than 2,5)	Good

As shown on Table 5, the results of evaluation is indicating that the promotion aspect of Yasna Salon Muslimah is the worst performance. Based on that results, the researcher conclude that the cause of Yasna Salon Muslimah cannot grow is because of the low on promotional aspect or in other word, low effectiveness marketing strategy based on interview with customers and the owner.

In order to solve the issue, the researcher continue to conduct the next quantitative approach whic is second questionnairre to gain insight about the accurate solution. The questionnaire is based on consumer purchase decision towards beauty salon in general either conventional or muslim salon. The results is shown onTable 6.

Table 6 Respondents Profile

Respondents Profile	Results
Age	Most of the respondents are between 15 until 24 years old (50%), followed by the respondents who are 25 until 31 years old (34%) and 32 until 38 years old (8%).
Marital Status	Most of the respondents are single (67%) rather than married (33%).
Education	most respondents last education are Bachelor degree (54%), followed by High School (20%) and Master or Ph.D. degree (19%).
Job	the most respondents daily jobs are students or college students (44%), then company employees (22%), then entrepreneur by (10%) and for the last is housewives (9%).
Earning Averagie	Most of the respondents have average earnings per month are Rp. 500.000 - Rp. 1500.000 and Rp. 1.500.000 - Rp. 2.500.000 (24%) followed by Rp. 2.500.000 - Rp. 3.500.000(18%) as a second place and more than Rp. 4.500.000 as the third (13%).

Table 7 The Results of Consumer Purchase Decision Questionnaire

Ascpects	Description
Introduction of needs	the respondent mostly need to go to beauty salon because the necessity of care about themselves (74,26%). Another reason for respondents to go to salon are stress relieving (70,30%) followed by hobby or lifestyle (25,74%). The rest of the reason why respondents want to go to beauty salon are because of job requirement (3,96%), effect from mass media (6,93%), and recognition from others.
Information Search	Most of respondents usually search information about beauty salon or receive information about beauty salon from family or friends (66,34%); social media such as facebook ,instagram or twitter (36,63); promotion media such as banner, billboard,etc (31,68%), and internet such as google, bing,etc (22,77%).
Evaluation of Alternatives	The top six consideration that the author choose about beauty salon according to respondent. First is about price (78,22%), second is quality of service (77,23%), third is accessible location (67,33%), fourth is cleanliness (59,41%), fifth is therapist behaviour or profesionalism (55,45%) and the last is privacy (52,48%).

Purchase Decision	Respondents prefer to choose holiday (60,40%), afternoon (36,63%), day time (24,75%) and morning (10,89%) in the weekdays. The rest are in leisure time, if they wanted to regardless time, etc Most of respondents prefer alone (56%) rather than with family (23%) or friends (16%).
Post-Purchase Behavior	• advantages of conventional beauty salon compared to muslim salon are mostly because the service (58,42%), price (12,87%), facility (3,96%) and variety (2,97%) • the advantages of muslim salon are service (more syar'i) (31,68%), privacy(19,80%), clean and comfortable (5,94%), and price (58,42%). • The disadvantage of conventional beauty salon are privacy and uncomfortable (26,73%), lack of staff (11,88%), unprofessional staff (10,89%), bad treatment results (5,94%). • The disadvantage of muslim salon that most of respondents feel do the treatment are service (36,36%), treatment results (18,18%), facility (18,18%), lack of staff (15,15%), price (12,12%), and access (6,06%).

As shown on Table 7, the there are several insight for formulating new effective marketing strategy which is the consumers usually gain information about beauty salon through several channel such as family/friend, social media, mass media, and internet. Also, based onTable 6, on respondents profile results, there are several insight to determine which customers should be targeted by Yasna Salon Muslimah. Therefore, the researcher conduct new strategy based on the data from Table 6and Table 7which are STP and marketing strategy.

STP as strategic solution are consist of persona and the positioning of Yasna Salon Muslimah. The following persona are :

- College Student : 19-23 years old, moslem, internet user, female, aware syaria law, health aware, income 1 – 2.5 million per month
- High School Student : 15 – 18 years old, moslem, income 300 – 1 million rupiah per month, social media user, aware syaria law
- Office Worker : 24 – 40 years old, moslem, income 2 – 4 million rupiah per month, aware syaria law, social media user, health and beauty aware.
- Housewives : 24 – 65 years old, moslem, average spend 1 – 3 million rupiah per month, internet aware, social media user, aware of syaria law, health and beauty aware.

The positioning of Yasna Salon Muslimah towards the customer persona is "Beautiful and Healthy in Islamic way, professional as the best beauty salon" because it more relevant to customer who wants to self-care and stress relieving as professional and competent as conventional beauty salon without worrying much about breaking sharia law.

After determining the STP, the next step is conduct marketing strategy that focusing on promotion strategy. The promotion strategy is consist of :

- Advertising : distribute brochure on several sites (big mosque, NU and Muhammadiyah office, campus especially islamic campus such as UIN, Muhammadiyah and UNISMA) and maintain the quailty to create good WOM among customers.
- Sales Promotion : create voucher and discount treatment for customers such as high school package or feast day package
- Membership program to establish bond between the company and the customers
- Direct sales : create LINE account for business and interact with customers through LINE Account
- Digital Marketing : create twitter account for business and promote twitter, instagram, facebook account or content through social media ads. Also utilize Google SEO for company web to simplify task for customers who looking for beauty treatment in Malang.

CONCLUSION

The researcher was distinguishing the cause why Yasna Salon Muslimah encounter the business issue which is business did not see growth following five years established and determine the appropriate strategy to solve the cause for the business issue. This study is conducted to finding the cause of business issue and formulating marketing strategy to solve the cause. The researcher concludes that the cause of Yasna Salon Muslimah business issue is because promotion aspect is low performance. Low performance on promotional aspect is indicate the marketing strategy is unneffective based on the results of in-depth interview and questionnaire. In order to solve the problem, the researcher formulating new marketing strategy which is consist of new STP and promotion strategy to gain more customer and maintain the existing customer as provision for the company to grow normally.

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