

ABSTRACT

PORTER'S FIVE FORCE ANALYSIS TO DETERMINE MARKETING STRATEGIC PRIORITIES USING THE ANALYTICAL HIERARCHY PROCESS – TECHNIQUE FOR ORDER OF PREFERENCE BY SIMILARITY TO IDEAL SOLUTION (AHP TOPSIS) (CASE STUDY: PITCAR SERVICE)

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Pitcar Service is engaged in the automotive industry since 2020 offering a variety of car repair Services. Competition that exists around the location where Pitcar Service operates and the entry of new technology into the automotive industry poses a threat to Pitcar Service's business position in the future. One way to deal with this problem is to rank marketing strategies to provide solutions to existing problems in Pitcar Service to produce the best strategy recommendations. This will be the basis for considering marketing strategies that will assist in monitoring, evaluating sales, and improving Service. The selection of the Analytical Hierarchy Process (AHP) and Technique for Order of Preference by Similarity to Ideal Solution (TOPSIS) methods was carried out to determine the priority of several alternative marketing strategies that were considered through pairwise comparisons of each criterion and alternative. AHP is used to find the weight value of each criterion, TOPSIS is used for ranking strategies. The criteria are determined based on Porter's Five Forces in the form of Threat of New Entrants, Bargaining Power of Suppliers, Bargaining Power of Buyers, Threat of Substitute Product, and Intensity of Rivalry Among competition. While alternative marketing strategies were identified through Strength, Weakness, Opportunity, Threat (SWOT) analysis and 9 alternatives were obtained. The results of this study are ranking marketing strategies that will be recommended to Pitcar Service. The marketing strategy that is the priority of the 9 Alternatives is Alternative 3 (Improving mechanical quality with additional training and certification). Alternative 3 stands out as the most preferred marketing strategy with the highest priority weight, namely 0.7588. This suggests that within the context of the established criteria and priorities, the best option is to focus on improving mechanical quality through investment in additional training and certification. This strategy is considered to have the most significant impact on Pitcar Service's marketing objectives.

Keywords: AHP, Marketing Strategy, TOPSIS.