

**ANALYSIS OF HEAVY EQUIPMENT SALES & SERVICE IMPROVEMENT
STRATEGY IMPLEMENTATION PT UNITED TRACTORS (UT) PADANG
BRANCH TOWARDS COAL MINING SECTOR IN WEST SUMATERA**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

ANALYSIS OF HEAVY EQUIPMENT SALES & SERVICE IMPROVEMENT STRATEGY IMPLEMENTATION PT UNITED TRACTORS (UT) PADANG BRANCH TOWARDS COAL MINING SECTOR IN WEST SUMATERA

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This study explores the relationships among Dynamic Marketing Capabilities (DMC), Implementation of Government Regulations (IGR), Regional Economic Trends (RET), Service Innovation Capabilities (SIC), and Sales Performance (SP) in the context of heavy equipment sales at UT Padang. Utilizing Structural Equation Modeling (SEM) with a questionnaire distributed to 70 Sales Operation Division respondents, the analysis reveals that DMC significantly influences SP (R Square: 73.2%). Strategies like KOMTRAX technology and the OTIF program positively impact sales. SIC also strongly affects SP (R Square: 95.2%), with strategies such as Minang Mining Menang and The Mood & Character sales attack. No significant relationships are found between DMC and IGR, DMC and RET, DMC and SP, IGR and SP, RET and SP. However, a significant relationship exists between SIC and IGR, SIC and SP. This study sheds light on the factors influencing heavy equipment sales at UT Padang, emphasizing the crucial role of adaptability and innovation in marketing strategies for optimal sales results.

Keywords: Dynamic Marketing Capabilities, Service Innovation Capabilities, Sales Performance

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DEDICATION

I dedicate this works for The Greatly ALLAH SWT also my family that I love :

- Heni Septarina. S.T., my lovely wife with fully understanding of my crowdedness activities
- Arsakha Syazani Anugrah, my lovely first son which always asking my time to play with him and hug him before sleep while i was on my thesis progress until late at night
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