

**OPTIMIZING MARKETING STRATEGIES TO INCREASE SALES OF
KOMATSU PC45MR-3 MINI EXCAVATORS IN THE INDONESIAN
AGRO SECTOR**

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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.



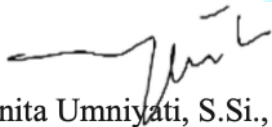
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ABSTRACT

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This study examines the impact of the marketing mix (4Ps: Product, Price, Place, and Promotion) on purchase decisions related to the Komatsu PC45MR-3, a mini excavator targeted at the agricultural sector. Triggered by Komatsu's underperformance in market share—currently at 1.3%—the research aims to uncover how strategic improvements in marketing variables could contribute to increasing market share to 3%. This quantitative research employs regression analysis to test four hypotheses regarding the influence of each marketing mix element on purchase decision-making. The findings reveal that product quality, place (distribution and accessibility), and promotional efforts significantly and positively influence customer decisions. In contrast, price has a significant but negative impact, acting as a deterrent when perceived as high. Data was collected through structured questionnaires distributed to agro-sector customers and analyzed using SPSS. The results offer practical insights for Komatsu to improve product differentiation, pricing schemes, channel accessibility, and promotional effectiveness. Additionally, the study highlights specific customer concerns such as fuel efficiency, leasing flexibility, and online accessibility, offering targeted recommendations. This research contributes to the academic discourse on B2B marketing strategy in niche industrial markets and offers a valuable roadmap for Komatsu's strategic decision-making to increase competitiveness and market penetration.

Keyword: Product, Price, Place, and Promotion



By Dandy Pramana Ihsan

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DEDICATION

I dedicate this work to the continuous journey of learning and growth in my professional career — with hopes that it contributes meaningfully to the company I serve.



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