

THE IMPACT OF 'MANTRA STRATEGY' TOWARDS CONSUMER TRUST AND SALES
PENETRATION OF UNITED TRACTORS TRUCK PRODUCTS IN THE WEST
KALIMANTAN AREA

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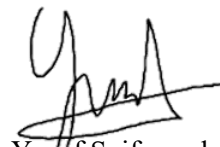


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STATEMENT BY THE AUTHOR

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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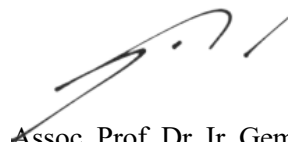
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ABSTRACT

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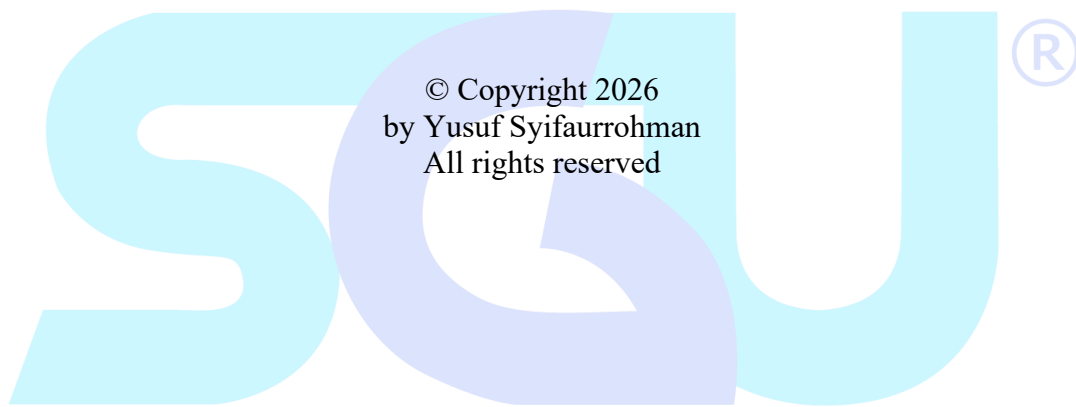
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This study examines the effectiveness of the MANTRA Strategy in rebuilding customer trust and enhancing truck sales penetration at United Tractors in the West Kalimantan region. The decline in truck sales between 2019 and 2020 was influenced not only by adverse macroeconomic conditions but also by unfavorable customer perceptions related to product performance and after-sales support in bauxite mining operations. In response, United Tractors introduced the MANTRA Strategy, an integrated recovery framework grounded in Service-Dominant Logic and Relationship Marketing, consisting of Product Support Superiority, Enhancement Performance Package, and Financial Package. Adopting a mixed-methods approach, this research integrates qualitative strategic analysis using the 4C and TOWS frameworks with quantitative analysis employing Partial Least Squares to evaluate the relationships among strategic initiatives, customer trust, and purchase decisions. In addition, sales performance data from 2022 to 2025 are analyzed to assess post-implementation results. The findings reveal that all components of the MANTRA Strategy have a significant positive impact on customer trust and purchasing decisions, with customer trust serving as a key mediating factor. Overall, the study demonstrates a clear recovery in sales performance and offers a practical strategic framework for brand recovery in B2B industrial markets.

Keywords: Mantra Strategy, Consumer Trust, Service-Dominant Logic, Partial Least Square, Heavy Equipment



DEDICATION

First and foremost, I would like to dedicate this thesis to Allah SWT, whose guidance and blessings have been a constant source of strength throughout this journey, and to my whole family, your unwavering support, love, and encouragement have been the foundation of my perseverance. Your sacrifices and belief in me have shaped the person I am today. I am forever grateful for your patience, understanding, and the endless motivation you have provided me. This accomplishment is as much yours as it is mine, and I dedicate it to each one of you with all my heart.



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My Whole Family, who served as my primary source of strength in maintaining the balance between my roles as a head of the household, an employee, and a student.

The education I have pursued has provided immense benefits, equipping me with deeper insights and analytical instruments. I hope that the knowledge gained can be applied creatively and to the fullest extent in fulfilling my responsibilities, both within my family and in my professional career.

It is my great hope that this achievement will serve as a stepping stone to improve the standard of living and welfare of my family, while enabling me to make a broader, meaningful contribution to the surrounding environment. May this work not only stand as an academic symbol but also as tangible proof of ongoing dedication and responsibility.

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