

## **ABSTRACT**

### **ANALYSIS OF MARKETING MIX STRATEGY (MARKETING MIX 7P) OF OTC (OVER THE COUNTER) PRODUCTS IN "X" WONOKUSUMO PHARMACY SURABAYA**

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*This research aims to analyze the marketing strategies that can be implemented to increase sales in Apotek "X". The study uses a quantitative descriptive method with an accidental approach during the research. The data collection process involves field checks and analysis of statements related to the process element. The results show that education and communication with customers, as well as the availability of online payment and ordering systems, are factors that can increase customer interest and satisfaction.*

*One of the key findings of the research is that education and communication with customers are essential in increasing customer interest and satisfaction. The study found that 90% of respondents agreed that the availability of information about the products and services offered by Apotek "X" is important. This indicates that customers are more likely to purchase products from Apotek "X" if they are well-informed about the products and services offered. Therefore, it is recommended that Apotek "X" should provide more information about their products and services to customers through various channels such as social media, email, and in-store displays.*

*Another important factor that can increase customer interest and satisfaction is the availability of online payment and ordering systems. The study found that 80% of respondents agreed that the availability of online payment and ordering systems is important. This indicates that customers are more likely to purchase products from Apotek "X" if they can order and pay for them online. Therefore, it is recommended that Apotek "X" should invest in an online payment and ordering system to make it easier for customers to purchase products.*

*The marketing mix, including product, price, promotion, and place, is also crucial in attracting customers. The study found that the percentage of respondents who scored above the average of 86% for the element of price was 88% for the program of special prices for health. Overall, this research provides insights and recommendations for Apotek "X" to improve their marketing strategies and increase sales.*

**Keyword** :Marketing mix, product, Apotek