

## 7P Marketing Mix Strategy at Batoe 54 Swimming Pool, Jakarta

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### ABSTRACT

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The study was conducted at Batoe 54 Swimming Pool located in Jl.HM Nalim Jagakarsa, South Jakarta. The formulation of this research problem is what is the tourist attraction in the Batoe 54 swimming pool, how to implement the 7P marketing mix strategy in the Batoe 54 Swimming Pool, and why a marketing mix strategy is needed in these destinations. The purpose of the study was to find out the tourist attraction offered by the Batoe 54 swimming pool, find out more about the 7P marketing mix strategy implemented by the Batoe 54 swimming pool, and provide insight into how artificial tourist destinations can increase their competitiveness in an increasingly competitive tourism market. Data collection was carried out by direct observation and interviews with destination managers and several visitors. The research method uses qualitative, with a qualitative descriptive approach. The results showed that Batoe 54 Swimming Pool is suitable for lower middle class visitors because the prices offered are cheap, the facilities provided are complete, employee service is good, and the location is strategic. Batoe 54 Swimming Pool has shortcomings such as moss in the pool, lack of promotion, and some facilities are still not suitable for use. Strategies to overcome these shortcomings are improving product quality, adjusting prices more competitively, more effective promotions, paying attention to customer service aspects, and the physical environment so that the visitor experience becomes better.

*Keywords: 7P Concept, Batoe 54 Swimming Pool, Marketing Mix, Strategy, Tourist Destination*

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### 1. INTRODUCTION

Tourism has become one of the largest and fastest growing industrial sectors in the world. In Indonesia alone, tourism's contribution to GDP is projected to reach 11.3% in 2028 with the number of international tourist trips expected to increase to 30 million [1]. With the growth of the tourism industry, it provides enormous business opportunities to reach domestic and foreign tourists. One important component in tourism is the provision of facilities and infrastructure for tourists to travel, one of which is a tourist destination [2].

Tourist destinations are areas or geographical areas that have the attraction to be visited and lived by individuals or groups, in a short time on a trip [3]. There are many various tourist destinations owned by Indonesia, one of which is artificial tourist attractions such as swimming pools which is increasingly popular built in various strategic areas and Become one of the favorite choices for people in urban areas for entertainment and relaxation [4]. Realizing this opportunity, BUMD PT Jakpro as one of the business entities owned by the DKI Jakarta Provincial Government is now developing a swimming pool project in Jakarta, namely Batoe 54 Swimming Pool located in Jagakarsa, South Jakarta. With a variety of tourist attractions, facilities and interesting activities, this swimming pool managed to attract the attention of many visitors.

In an effort to expand the target market and increase its attractiveness, Batoe 54 swimming pool managers implement marketing strategies using the 7P marketing mix concept, which includes product, price, place, promotion, people, process, and physical evidence [5]. This 7P concept aims to increase visitor satisfaction and strengthen the image of Batoe 54 Swimming Pool. With the implementation of this 7P marketing mix strategy, it is the key to the success of Batoe 54 Jakarta

Swimming Pool in facing competition in the tourism industry, especially in artificial swimming pool tourism. By paying attention to every aspect of the marketing concept, managers can adjust their services and facilities according to the needs and preferences of visitors. By implementing this marketing strategy also lies not only in the target of increasing the number of visitors, but also to maintain customer loyalty and create a memorable experience for every visitor, making it possible to come back to visit [6].

The previous study that became a reference for this research, namely with the title "4P Marketing Mix Strategy Samsung Galaxy Series A05 Smartphone Products" by [7], where the research uses a marketing mix with the 4Ps, namely product, price, place, and promotion. The result of the study is that the Samsung Galaxy A05 seeks to position as a competitive choice in the lower middle class; maintaining the quality of its products and brand image; increase innovative, varied, and consistent promotions; utilizing affiliates and brand ambassadors who are already known to potential customers; and create new trends to increase competitive opportunities. Based on the study, researchers are interested in conducting research by analyzing the 4P marketing mix, but added 3Ps, namely people, process, and physical evidence.

The formulation of the problem in this study is what is the tourist attraction in the Batoe 54 swimming pool, how to implement the 7P marketing mix strategy in the Batoe 54 Swimming Pool, and why a marketing mix strategy is needed in these destinations. This study aims to determine the tourist attraction offered by the Batoe 54 swimming pool, find out more about the 7P marketing mix strategy implemented by the Batoe 54 swimming pool, and provide insight into how artificial tourist destinations can increase their competitiveness in an increasingly competitive tourism market.

## 2. LITERATURE REVIEW

### 2.1 *Marketing*

Marketing is the activity of creating, communicating, conveying, and exchanging something that has selling value to the public. Marketing occurs because of the fulfillment of consumer needs which then turn into desires [8]. Marketing is also an activity that companies usually do to promote their products or services.

According to [9] Marketing is the activity or activity of the company in delivering goods or services to consumers, where the activity is aimed at satisfying needs and desires by means of exchange.

### 2.2 *Marketing Strategy*

Marketing strategy is a method to market products or services in a company can achieve targets and continue to increase sales [10]. Marketing strategy can be said to be a comprehensive concept of a company in determining marketing targets with the aim of consumer satisfaction [7].

According to [11] Marketing strategy is the goals and objectives, policies and rules that give direction to marketing efforts over time, with their respective levels, references, and adjustments, primarily as a company's response to competition.

### 2.3 *Marketing Mix*

Marketing mix is a set of marketing strategies used by companies to achieve goals, which include the 4Ps, namely product, price, promotion, and place [12]. However, along with the times and market demands that are constantly developing have evolved

and continue to develop in line with the development of consumer behavior and intelligence of marketing experts, the 4P concept increases by 3P, namely, people, processes, and physical evidence, so that the concept becomes 7P [13]. The following is a further explanation of the 7P marketing mix strategy:

1. Product

A product is something that can be offered to the market to attract attention, can be bought, used or consumed in order to satisfy a desire or meet a need. Products are beneficial to communicate products to consumers, such as product quality and product features [14].

2. Price

Price is the total money that must be paid by the buyer to get the product. Price and pricing policy are the most questioned elements when it comes to marketing. Price is the only marketing strategy variable related to income, and can bring its own difficulties [15].

Three bases for setting prices, namely cost-based pricing, competition-based pricing, and demand-based pricing (Erinawati & Syafarudin, 2021).

3. Promotion

Promotion is a way for sellers to communicate with buyers, using appropriate information and aims to make buyers who were not familiar with the seller's products become familiar with the seller's products, so that they become regular buyers and remember the seller's products and services [17].

Promotion consists of advertising, sales promotion, public relations, personal selling, and Direct Marketing [18].

4. Place

A place consisting of various facilities that carry out all activities, and become the status of product ownership from producer to consumer. This place consists of sales locations, online sales, distributors, logistics distribution channels, and transportation [19].

5. Person

People are service providers or sales, or people who are directly or indirectly involved in the service or sales process itself, such as employees, managers, receptionists, mechanics, marketing, and so on. This includes quality, training, service, interaction, and customer relationship management [20].

6. Process

The process is the stage of how the seller serves consumers from information until they are interested and ask about the seller's product, so they decide to buy the service / product. The process must be able to provide a good experience to the buyer [21].

7. Physical Environment

The physical environment is the state or conditions in it which include the operational atmosphere of the service service. Environmental characteristics relate to the situation, décor, room, sound, smell, light, weather, visible layout and layout or environment that is important as an object of stimulation [22].

### 3. METHODS

The study was conducted in December 2023 at Batoe 54 Swimming Pool, precisely at Jl. H.M. Nalim No.54, Srengseng Sawah, Jagakarsa, South Jakarta. Data collection was carried out by direct observation and interviews with the management of Batoe 54 Swimming Pool. The research method uses qualitative, namely Research that focuses on an in-depth understanding of the phenomenon under study. The analysis method in this study uses qualitative descriptive analysis, which is an approach that focuses on collecting in-depth and detailed data, then describing the phenomenon under study [23].

### 4. RESULTS AND DISCUSSION

#### 4.1 Application of 7P Concept in Batoe 54 Jakarta Swimming Pool

After direct observation and interviews with the manager, the following are the results of research on the 7P marketing mix strategy implemented by Batoe 54 Jakarta Swimming Pool as follows:

##### 1. Product

The main product offered by Batoe 54 Jakarta Swimming Pool is definitely the Swimming Pool. The following products are offered there:

- a) Tourist attractions, there are 3 swimming pools for children, 1 swimming pool for adults, slides for children, spilling buckets, and swings beside the pool.
- b) Facilities, public facilities for visitors there are parking, canteens, lockers, prayer rooms, halls and toilets.
- c) Services, the destination offers services such as extracurricular swimming training from kindergarten / preschool to elementary school, providing special swimming classes every day for children, adolescents to adults.

Of the products offered, there is a quality of these products that need to be improved. Researchers found several problems with the quality of the products offered, when research at the same time found that there was a little moss in some spots and had not been cleaned, the dirt was probably not time to be cleaned. The destination needs to do further cleaning of the swimming pool, for consumers like us (researchers) can still accept, but for consumers with other characteristics not necessarily the same opinion. Access to information, such as pool depth warning signs, pool barriers, and the like is well implemented, it needs to be maintained and improved if needed next time.

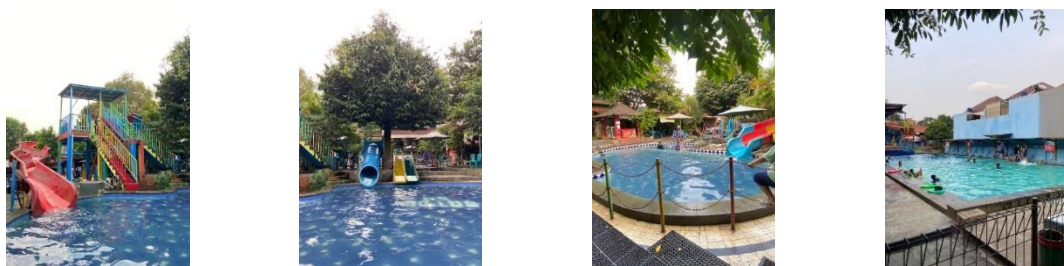


Figure 1. Batoe Pool 54

Source: Observation, 2023

##### 2. Price

Based on the results of interviews with swimming pool managers, here are the prices offered by Batoe 54 Swimming Pool for consumers:

- a) Weekdays from Monday to us are charged Rp15.000/person (closed Friday)

- b) Weekend days from Saturday-Sunday/public holidays are priced at IDR 25,000/person

The price is relatively cheap for lower middle class visitors who want to travel to the swimming pool. The pricing of the Batoe 54 Swimming Pool is included in the product line price, because the price specified is different for each product, so customers can choose the price that is right for them. The price is the attraction of visitors to the Batoe 54 Swimming Pool. Batoe 54 Swimming Pool also provides discount promotions for visitors, usually for school children who take part in extracurricular activities will get discounted prices. In addition, the destination also provides tour packages, namely Family Event Packages (birthdays, gatherings, etc.), the price is set at around Rp2,000,000 to Rp4,000,000 (depending on the number of invitations).

### 3. Promotion

Batoe 54 Swimming Pool promotes both online and offline. For online promotion, they use social media such as Instagram (@kolamrenang\_batoe54), Facebook (@kolamrenangbatoe54) and whastapp. While the promotion is offline, they give a good impression to visitors sharing their experiences at Batoe 54 Swimming Pool to relatives, closest people, and others, so that they come to visit Batoe 54 Swimming Pool.

However, promotions carried out in the use of social media, especially Instagram, are still not effective, this is because the Batoe 54 Swimming Pool Instagram upload is not very active in providing information. In this case, Batoe 54 Swimming Pool still needs to be improved promotion, they must take advantage of digital marketing technology, such as creating a website to provide more information and increase promotion with social media. Other things too, such as direct promotion (offline), they need to make brochures that can be given to visitors, where the brochure displays information about Batoe Swimming Pool and tour packages offered.

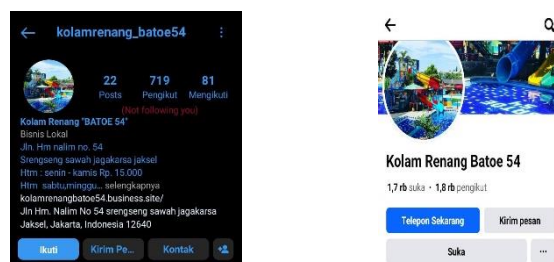


Figure 2. Social Media Batoe Swimming Pool 54

### 4. Place

Batoe 54 Swimming Pool is located in area / city Jl. HM. Nalim No. 54, Srengseng Sawah, Jagakarsa, South Jakarta. The location of Batoe 54 Swimming Pool is quite strategic because it is directly adjacent to the highway. Based on the results of the interview. Batoe 54 Swimming Pool manager chose a place on the roadside because of its strategic and ideal location, the location chosen is also close to the house so that controlling the swimming pool becomes easier. Based on research [24] This is very beneficial because the strategic location is very important for connectivity related to Google Maps so it is very profitable for the swimming pool business.

Ease of access to get to the swimming pool can use public transportation. There are several public transportations that can stop around Batoe 54 Swimming Pool, namely S16 (Depok), 9H (Cipedak), M20A (Pasar Minggu), D105 (Pondok Labu), JAK46 (Pasar Minggu), and JAK64 (Lenteng Agung) [25]. This swimming pool has a large parking area, both for motorbikes and cars. Despite being outdoors, this parking area is equipped with a canopy so that vehicles will be protected from hot or rainy weather.

### 5. Process

What is meant by this process is how the process of visitors from the beginning want to enter the destination to be able to enjoy the destination of Batoe 54 Swimming Pool. The service process provided by Batoe 54 Swimming Pool, based on check-in procedures. When making a transaction to enter the swimming pool, the queue time to buy tickets is not too long, because there is no need to fill in personal data, just pay it, then be allowed to enter the pool area without further check. For ticket reservations at Batoe 54 Swimming Pool, there is no telephone reservation or reservation before coming, but visitors can contact the manager if they want to book a swimming pool for a large event package with a long time. Payment to buy tickets, visitors are only allowed to pay cash.

#### 6. Person

According to [26], knowledge and ability of a person (People) in carrying out their work in accordance with goals is the key to achieving success. Batoe 54 Swimming Pool employees provide good, polite, and friendly service to visitors. They keep the swimming pool clean well, but still need to improve how to clean it, because it was found that some spots still have a little moss. Another problem, Batoe 54 Swimming Pool still lacks people in managing its business such as marketing employees and managing finances.

#### 7. Physical Environment

The physical environment is an aspect that greatly influences customer decisions in buying products/services [27]. Based on observations, the physical environment at Batoe 54 Swimming Pool is focused on the environmental conditions there based on the quality of the facilities there. The facilities provided by the destination are quite complete, but there are many shortcomings in the quality of the facilities, namely there are several tables and chairs for visitors that are not suitable for use, some toilets are still dirty, lockers are rusty, some spots are still a little mossy, and the cables are not neatly arranged. This is also supported from an interview by one of the visitors of the Batoe 54 Swimming Pool, that the facilities provided are complete, but there are some shortcomings in it, but the visitor does not mind this, because according to the visitor it is worth the price so cheap.



**Figure 3.** Public Facilities at Batoe 54 Swimming Pool

*Source: Observation 2023*

From the implementation of the 7P, Batoe 54 Swimming Pool received positive reviews from visitors. From approximately 2,363 reviews on Google Reviews (<https://g.co/kgs/GkcdMhW>), Batoe 54 Swimming Pool is rated 4.1 out of 5. Here are some excellent points on the 4.1 rating:

##### a. Priced

This swimming pool is public and the entrance ticket price is very affordable. Children aged 1 to 3 can enter the pool for free.

##### b. Facilities for children

Of the total 4 pools, 3 are pools for children.

##### c. Modern services and facilities

Batoe 54 Swimming Pool offers excellent service, modern facilities and a pleasant atmosphere.

d. Strategic location

This swimming pool is located on Jl. H.M. Nalim No.54, Srengseng Sawah, Jagakarsa, South Jakarta. The location is strategic and ideal, because it is close to houses, public transportation passes a lot, so controlling the swimming pool becomes easier

With these superior points, Batoe 54 Swimming Pool can be an attractive choice of recreational destinations in Jakarta, but it still needs further development as well.

#### 4.2 Batoe 54 Swimming Pool Marketing Mix Strategy

Based on the results of research on the application of the 7P concept in the Batoe 54 Swimming Pool, here are some marketing mix strategies that need to be applied to increase customer attraction and satisfaction:

1. Product Quality Improvement
  - a) Conducting regular and intensive swimming pool cleaning to reduce product quality deficiencies, especially related to cleanliness and water quality.
  - b) Improve inadequate facilities, such as tables and chairs, toilets, and lockers, to increase visitor comfort and satisfaction.
  - c) Improve the quality of services, such as swimming training, by providing better facilities and more professional instructors.
2. Price Adjustment
  - a) Analyze the market and set more competitive prices to attract lower-middle-class consumers who may feel current prices are too high.
  - b) Increase promotions and discounts, especially for schoolchildren and groups, to attract more visitors.
3. Effective Promotion
  - a) Increase the frequency of posts and interactions on social media, and utilize other digital marketing technologies to increase visibility and appeal.
  - b) Increase offline promotions, such as brochures and advertising campaigns, to reach a wider audience.
4. Improving Accessibility and Services
  - a) Optimize accessibility by improving information about public transport and parking areas, and providing more convenient parking facilities.
  - b) Offer additional services that visitors may want, such as canteens with a more varied menu or other sports facilities.
5. Improved Customer Service
  - a) Improve employee training and motivation to provide better and friendlier service.
  - b) Increase efficiency in business management, including in marketing and finance, to ensure that all resources are used effectively.
6. Improvement of the Physical Environment
  - a) Make improvements to the physical environment, such as parking area layout, cabling, and improved hygiene, to improve visitor comfort and satisfaction.



By implementing these strategies, Batoe 54 Swimming Pool can increase its attractiveness and customer satisfaction, as well as strengthen its position as an attractive recreational destination in Jakarta.

## CONCLUSION

Based on the results of research on the application of the 7P concept of Batoe 54 Swimming Pool, this destination has great potential as an attractive recreation place in Jakarta. The destination is suitable for lower middle class visitors because the prices offered are cheap, the facilities provided are complete, good employee service, and strategic location. Although it has presented quite complete products and services, there are still many shortcomings of the Batoe 54 Swimming Pool which is the focus of this research problem, such as some moss that still exists in some spots, lack of promotion through social media such as Instagram, and some facilities that are still not suitable for visitors. This needs to be improved to improve quality and customer satisfaction. One aspect that needs to be considered is improving product quality, especially related to cleanliness and facilities provided. In addition, more competitive price adjustments and more effective promotions can increase attractiveness and number of visitors. Managers also need to pay attention to aspects of customer service and the physical environment so that the visitor experience becomes better. By implementing these strategies, Batoe 54 Swimming Pool can enhance its reputation and competitiveness in Jakarta's leisure market as well as strengthen relationships with existing customers and attract new customers.

Advice from researchers for Batoe 54 Swimming Pool managers; Pay regular and intensive attention to the cleanliness of swimming pool facilities and water quality, re-evaluate the pricing of entrance tickets to remain competitive but still generate adequate profits, increase promotion through social media, and improve the physical environment of the swimming pool by repairing damaged or inadequate facilities. Suggestions for future researchers; conduct further research on the level of customer satisfaction with Batoe 54 Swimming Pool services, and further research promotions, especially the use of social media by Batoe 54 Swimming Pool.

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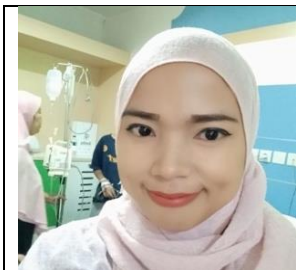
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