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Analysis of the Suitability of Pasarind Marketing Strategy with Customer Perception

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Abstract

This study aims to identify customer perceptions of Pasarind and non-customer perceptions of Pasarind. This study uses a descriptive qualitative research method. The sample of this study consisted of six respondents consisting of three Pasarind customers and three non-customers. This study uses primary data collected by contacting respondents via telephone calls or WhatsApp to conduct interviews. The results of this study indicate that Pasarind users perceive the application as a functional POS (Point of Sales) system, providing benefits, having user-friendly features so that it is easy to use, and offered at an economical price. Non-customer perceptions of Pasarind include, first, Pasarind is less popular so that trust is reduced; second, less than optimal promotion so that marketing strategies cannot be achieved optimally; and third, strong competitors with advantages that require Pasarind to improve its quality in order to remain competitive in the POS industry. This study can be used by Pasarind to improve and optimize its marketing strategy, which ultimately strengthens its position in a changing and competitive market.

Keywords

Competitive Advantage, Customer Perception, Marketing Strategy, Pasarind

1. Introduction

In today's digital and competitive era, information technology has become the core of almost all aspects of life and business (Vial, 2019). According to Ilma & Muid (2023), one of the significant developments in information technology is the cloud-based Point of Sale (POS) system, as it allows companies to manage their sales, stock, and financial transactions efficiently via the internet. The main advantages of POS are real-time access to data and the ability to automate most business operations (Fadli, 2021). Companies operating in the Point of Sale (POS) industry play a strategic role in adapting to the shift towards digitalization of transactions. Cloud-based POS systems can reduce operational costs and increase efficiency by enabling real-time sales monitoring and data access from anywhere (Mustikarani & Irwansyah, 2019). Integration with e-commerce platforms and social media allows companies to expand their market reach and improve the customer experience (Juwita et al., 2022). Pasarind POS stands out with features that support various types of businesses, including QR tables for ordering, stock management systems, and comprehensive reports via the Merchant Portal (Pasarind, 2024). This application also allows receipt printing or sending receipts via email, making the administrative process more efficient. With a cloud-based system, Pasarind POS enables easier and more flexible access, supporting businesses in accepting various payment methods, including QRIS (Quick Response Code Indonesian Standard), cash, debit cards, credit cards, and OneKlik via the Bayarind Application.

The strategy used by Pasarind to reach its market is a direct sales approach, such as door-to-door marketing, which utilizes WhatsApp as a communication medium. According to Ezekiel (2021), the door-to-door sales strategy involves various techniques, such as direct visits to homes, making appointments with clients, obtaining references from customers, or holding sales parties at home. Sellers usually work as independent agents and must possess strong sales skills. They rely on their ability to convince people to buy products or services, rather than solely depending on advertising or promotions. Pasarind combines online marketing with direct home visits. Although the door-to-door strategy is a traditional marketing method, the use of the internet has given it a modern touch, allowing companies to reach a larger audience efficiently. Digital marketing enables companies to use customer data and analytics to target more specific audiences and personalize their marketing messages (Yim & Park, 2019). Additionally, integration with social media platforms and e-commerce has enhanced the reach and effectiveness of traditional door-to-door methods (Juwita et al., 2022). For example, the use of email and social media campaigns allows companies to engage potential customers in a more interactive and personal way (Pranata et al., 2023).

Pasarind POS is a digital cashier application designed to help business owners manage their operations and accept online payments efficiently. Unlike other digital cashiers, Pasarind offers the advantage of an integrated payment ecosystem through the Pasarind E-Wallet, making payments incredibly easy. The Bayarind Wallet is a digital wallet that supports various funding sources, including Credit Cards, Debit Cards, OneKlik, and Bayarind Cash. Consumers can use it to purchase digital products, transfer money, and make payments effortlessly. Integrated with the point of sale (POS) system, the Bayarind Wallet also features a marketplace where users can shop for various online products directly through the application. Pasarind is one of the key players in the Point of Sale industry, offering innovative solutions through its digital cashier application, POS. This system is specifically designed to help business owners streamline their operations, allowing for practical and efficient payment acceptance through online platforms. A notable feature of

Pasarind POS is its seamless integration with the Bayarind E-Wallet, which enhances the payment process and provides added convenience for users (Pasarind, 2024).

Through the researchers' observations in the field, it was found that the strategy implemented by Pasarind has not had a significant impact on the number of its customers. When looking at the number of customers who downloaded the Pasarind application from the Google Play Store, it was only 10,000. This figure is not comparable to the number of MSMEs that Pasarind targets in Indonesia. According to the Ministry of Communication and Information (Kominfo), 27 million MSMEs in Indonesia adopted digital technology in 2024 Menpan (2024), which is significantly higher than the number of Pasarind's downloads. Based on this background, this study aims to gain a deeper understanding of the alignment between Pasarind's marketing strategy and customer perceptions. Therefore, the researchers are interested in conducting an analysis of the suitability of Pasarind's marketing strategy with customer perceptions as the focus of this research.

2. Literature Review

According to Fadhila & Wijaya (2020), consumer perception is a concept in marketing and consumer psychology that describes how individuals absorb, organize, and interpret information to make purchasing decisions. Everyone understands information differently, which can influence their choice of products or services. Consumer perception is the process of selecting, organizing, and interpreting informational stimuli to form a picture that influences purchasing decisions. Consumers not only receive information passively but also actively select and process it based on personal experiences, preferences, and values (Lotulung et al., 2023; Rijal & Sukresna, 2024; Fitriyani et al., 2024). Factors such as previous experiences, social environment, and marketing strategies implemented by companies also play a role in shaping consumer perceptions (Erislan, 2024; Maharani & Syah, 2024). Therefore, marketers need to understand how these perceptions are formed to develop effective communication strategies that influence consumer purchasing decisions.

Point of Sale (POS) is a software designed to assist in the creation of sales reports. According to Faisal & Dian (2015), the use of point-of-sale applications can solve problems and provide better, computerized information. By implementing this POS application, it can help related parties, stakeholders, and others involved in the process. Point of Sale (POS) is an application used to assist in processing data such as purchasing data, retail sales, debt transactions, purchase return transactions, and transaction reporting, which are needed for decision-making by businesspeople (Sugihartono et al., 2015). The POS software market in Indonesia has grown rapidly in recent years, driven by the increase in e-commerce and modern retail sales. Indonesian POS system providers, such as Turboly, Moka POS, KASPRO, and CashierLive, are growing to meet this demand. As part of the overall ERP software, the POS system offers the most complete solutions, ranging from POS systems for sales, CRM, inventory management, to accounting systems for automotive retail (workshops), optical retail eyeglass shops, cosmetic retail shops, mobile phone shops, and electronic product retail (Turboly, 2023).

Business-to-Business (B2B) refers to the process of selling products or services from one company to another. The primary focus of B2B is to provide high-quality products or services and foster trust with clients. The main priority in B2B is to establish long-term cooperation with customers. This concept involves relationship-based marketing between business owners and their clients. Relationship marketing, as proposed by Keller and Kotler (2015), is a practice aimed at creating long-term relationships that satisfy consumers, suppliers, and distributors, ensuring the business's long-term sustainability.

The marketing strategy used by Pasarind to reach its market is a direct sales strategy through the door-to-door marketing method, utilizing WhatsApp as a communication medium. According to Ezekiel (2021), this strategy involves selling products or services by visiting consumers' homes directly. The seller visits homes and attempts to convince customers to purchase the offered products or services. This approach enables direct interaction with customers, which can increase sales opportunities and foster closer relationships. Pasarind also combines this traditional marketing method with online marketing. Although the door-to-door strategy is a long-established marketing approach, the use of the internet has given it a modern twist, allowing companies to reach a broader audience efficiently. Digital marketing enables businesses to leverage customer data and analytics to target more specific audiences and personalize their marketing messages (Yim & Park, 2019).

3. Methods

This study employs a descriptive qualitative research method. According to Hanyfah et al. (2022), the descriptive qualitative method aims to provide an in-depth and detailed description of a particular phenomenon without manipulating data or variables. The research population consists of Pasarind users, determined by the number of application downloads, which has reached at least 10,000 users. Therefore, the population in this study is classified as a finite population. A sample of six respondents was selected, comprising three Pasarind customers and three non-Pasarind customers. The researcher deemed this sample size sufficient, as qualitative research does not require a minimum sample size and typically relies on a small number of respondents to achieve depth in data collection. The study utilized primary data, collected through interviews conducted via telephone calls or WhatsApp. The respondents were selected based on their business involvement, allowing the research to capture perspectives from both users and non-users of Pasarind. The Pasarind customer group consisted of NM, a 26-year-old female co-owner of a bakery; MFR, a 23-year-old male coffee shop owner; and MP, a 29-year-old male owner of a café and eatery. The non-Pasarind customer group included FD, a 23-year-old male owner of a sneaker cleaning business; SD, a 43-year-old female owner of a lotek and gado-gado stall; and NAD, a 23-year-old female owner of a nail art business. By employing qualitative methods, the study seeks to explore user experiences and perspectives regarding Pasarind, offering insights into the application's impact on small business owners.

4. Results

4.1 Customer perception of Pasarind

All Pasarind users agreed that the application significantly aids them in conducting buying and selling activities. One of the informants, identified as Informant 3, a coffee shop owner, stated that Pasarind provides substantial benefits to its users. The application offers a variety of high-quality products that not only assist users but also support businesses. It simplifies online shopping for both MSMEs and non-MSMEs, making business operations more convenient. According to Informant 3, Pasarind is particularly beneficial for the buying and selling process, especially in online transactions. The features provided are highly useful for MSMEs in their business activities (Latifah et al., 2021; Farida & Setiawan, 2022). Moreover, the application maintains a high standard of quality, ensuring that users experience tangible benefits. The perception gained from using Pasarind highlights its efficiency and ease of use. Informant 3 also emphasized that the features of the application are both engaging and highly functional, enhancing

efficiency. The trust and quality offered by Pasarind encourage informants to continue using the platform (Hoang & Bui, 2023).

This was also confirmed by the second informant, who stated that Pasarind provides high-quality service and the best experience for its users. Informant 2 mentioned that Pasarind has adopted a consumer-friendly approach, responding promptly to customer inquiries. Using Pasarind makes online shopping easier, offering a wide variety of products. The second informant, a coffee shop owner, shared a similar opinion with the third informant, emphasizing the many useful features provided by Pasarind. These features enhance effectiveness and efficiency in purchasing and online shopping for their MSMEs (Sudjatmoko et al., 2023). Additionally, the second informant highlighted that Pasarind not only offers high-quality products but also provides excellent service. Beyond being satisfied with the products, Informant 2 expressed a high level of satisfaction with Pasarind's service. From the informant's perspective, Pasarind users have a positive perception of the platform, influenced by its marketing strategies, product quality, distribution, and pricing. Based on the informant's responses, many users recommend Pasarind and recognize its quality and reliability. This positive perception also fosters customer loyalty. Through this interview, the researcher found that Pasarind users generally perceive the platform as good and satisfying in terms of products, marketing, and pricing.

4.2 Non-customer perceptions of Pasarind

Through interviews with three informants from different business categories and backgrounds, the researcher found that the interviewed MSMEs either did not know about Pasarind or had used other cashier applications. For instance, the second informant, a Lotek seller, stated that he did not use the Pasarind cashier application for sales and had not heard of Pasarind before (Almatarneh et al., 2024). He was only familiar with a similar application, Moka POS. During the interview, Informant 2 repeatedly mentioned his lack of awareness about Pasarind and cashier applications in general. He only became familiar with such applications after noticing them at various stalls where he shopped or bought food, observing how they facilitated easier payments. However, he had never known of a company offering a cashier application like Pasarind. This highlights the need for Pasarind to focus on improving its marketing and promotional efforts to increase awareness among MSMEs (Selamet et al., 2025). If more MSMEs become familiar with Pasarind, it could significantly ease their business operations and provide various benefits. Additionally, some informants knew about cashier applications like Pasarind but opted for other, more widely recognized applications.

As conveyed by Informant 3, a student and nail art entrepreneur in Yogyakarta, he stated that he was already aware of several competitor companies such as Moka, Jurnal, and Pawoon. In terms of features and capabilities, the advantages of each company are recognized, but in general, they are considered reliable for helping manage a business. He also expressed his liking and satisfaction with the services provided by the cashier application company he uses for his business. Suggestions were given that Pasarind should promote its services through social media and collaborate with local business actors to increase the adoption of the Pasarind cashier application, especially since many MSMEs still do not use their own cashier applications (Ohara et al., 2024). Therefore, expanding promotions is considered necessary. From Informant 3, it was found that many people are still unfamiliar with the Pasarind application. Many suggested increasing promotions by collaborating with local business actors, surrounding MSMEs, and utilizing social media to reach a wider audience. The researcher also found that while some informants were aware of other cashier applications such as Moka, Qasir, Pawoon, and Jurnal, almost all three informants were unfamiliar with Pasarind. In fact,

considering its price and benefits, Pasarind is no less attractive. However, its marketing efforts have not made a strong impression on the public, and the current marketing approach appears weak, making Pasarind relatively unknown. Only a few MSMEs that have used Pasarind and are satisfied with its quality may promote it through word of mouth. However, Pasarind itself has not conducted massive or impactful marketing. To enhance marketing efforts and attract more attention, Pasarind must not only focus on promotions but also improve its products.

The research findings presented, the researcher identifies three key points regarding customer perceptions of Pasarind. First, after using Pasarind, customers perceive it as a functional POS (Point of Sale) application suitable for consumer use. Second, they find Pasarind's features user-friendly. Third, customers consider the application to be economically priced. Regarding the perceptions of non-customers, the researcher also identifies three main points. First, a lack of recognition in the community has led to a low level of trust in the application. Second, Pasarind has limited promotion in mass media and social media. Lastly, the application is still lagging behind its competitors in the POS industry.

Table 1. Research Results

Research Object	Perceptions
Customer Pasarind	Functional
	User friendly
	Economical price
Non-Customer Pasarind	Not well known
	Lack of promotion
	Lagging behind competitors

This study examines the perceptions of customers and non-customers toward Pasarind. Pasarind customers view the platform as having good functionality, being easy to use, and offering economical prices. In contrast, non-customers perceive Pasarind as less well-known, having weak promotions, and lagging behind its competitors. This difference in perception shows that Pasarind has advantages in the eyes of customers but still faces challenges in increasing brand awareness among non-customers. Therefore, marketing and promotional strategies need to be strengthened to attract more new users.

5. Discussion

From the three Pasarind customer respondents, the researcher found that their perception of Pasarind is that it is a highly useful POS (Point of Sales) application. In other words, Pasarind provides a functional perception. This perception is positive, meaning that customers are satisfied with Pasarind because they derive many benefits and find its functions valuable. According to Sudarso (2016), functional value is the value obtained from product attributes that provide functional utility to consumers. This value is directly related to the function provided by a product or service. The findings of this study align with this definition, as Pasarind customers perceive its functional value based on the usefulness they experience through the application's features. The second perception that emerged from this study is user-friendliness. Among the three respondents interviewed, the researcher found that nearly all of them perceived Pasarind as user-friendly. This perception indicates that the application is easy to use, with a service that is simple to understand and navigate. Arta and Azizah (2020) state that ease of use means consumers find it easy to learn and operate a service. The third perception identified through the interviews is affordability. Customers feel that the cost of using Pasarind is reasonable and proportional to the benefits received. These findings are consistent with research by Sandra and Prawoto (2024), who state that the perception of affordability is shaped by the price

communicated to consumers and their assessment of whether it aligns with their expectations and the value they receive.

This study also found that the prices and benefits received by users were truly comparable, which fostered a strong desire for loyalty to Pasarind. In line with the research by Wang et al. (2019), it was stated that the information received and the price, which was considered reasonable compared to the benefits and expectations of the product, played a crucial role in consumer decisions. When aligned with the research results, the perception of economical pricing felt by the informants can be attributed to the general expectation of affordable prices in B2B businesses like this. Consistent with previous research, businesses in the B2B sector consider price as one of the key factors influencing business decisions. This study also gathered perceptions from non-customers, revealing several concerns, including a lack of familiarity with the Pasarind application, insufficient promotion, and its competitive disadvantage. The primary perception among all non-customer respondents was that Pasarind was not well-known in the community, leading to a lack of trust in the brand and reluctance to use it. Consumer trust in a brand, influenced by its positive values, significantly impacts brand loyalty (Astuti & Alfarizky, 2020). The second perception that emerged from non-customers was the lack of promotion or marketing by Pasarind, which resulted in low brand awareness. In other words, inadequate promotional efforts led consumers to be unaware of the Pasarind application. Consequently, all non-customer respondents were unfamiliar with Pasarind. This aligns with More (2023), who stated that one effective strategy for companies is to enhance promotions and build a positive brand image to encourage consumer purchasing decisions.

The final perception obtained from the research on non-customer respondents is that Pasarind is lagging behind its competitors. Many competitors in the POS (Point of Sales) industry offer more attractive products and conduct more promotional activities than Pasarind, making consumers more inclined toward its competitors. This situation is highly detrimental and reduces the number of Pasarind customers. According to Ford (2020), competition among companies means that those with more comprehensive and better resources have an advantage in winning market competition, while companies with similar resources face tighter competition. From the six perceptions identified in this study, it can be concluded that each component plays a significant role. The functional perception describes the benefits of Pasarind, while the user-friendly perception highlights the application's ease of use. The perception of economical pricing suggests that competitive prices can lead to increased purchases and product usage. Among non-customer respondents, perceptions such as Pasarind's lack of popularity reflect a lack of brand trust. Additionally, inadequate promotion negatively impacts brand recognition, as promotion is widely recognized as a key strategy in boosting sales. Lastly, Pasarind's overall lag in the market suggests the need for continuous quality improvements and innovation to remain competitive in the POS industry.

6. Conclusion

This study aims to identify customer and non-customer perceptions of Pasarind. Based on the findings and discussion in the previous chapter, several conclusions can be drawn. Customers perceive Pasarind as a functional POS (Point of Sale) application that provides tangible benefits. They also find it user-friendly, with features that are easy to navigate and operate. Additionally, customers appreciate its economical pricing, considering the cost reasonable compared to the benefits received. On the other hand, non-customers have different perceptions of Pasarind. The first major issue is its lack of brand awareness, which reduces trust in the application. Many potential users are unfamiliar with Pasarind, limiting its market reach. The second issue is inadequate promotion, which weakens its marketing

strategy. Without strong promotional efforts, attracting new users becomes more challenging. Lastly, competition from other POS applications poses a significant challenge. Competitors with stronger brand recognition and better features make it necessary for Pasarind to enhance its quality and continuously innovate to remain competitive. To address these challenges, Pasarind should strengthen its branding and promotional efforts to increase awareness among potential users. Investing in marketing campaigns and partnerships can improve visibility. Additionally, continuous improvement and innovation in features and services will help strengthen its market position. By tackling these key issues, Pasarind can attract more customers and compete effectively in the POS industry.

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