

## ABSTRACT

### Title

*“The Most Effective Marketing Strategy for B2B Companies”*

### Purpose

During the internship period, I was required to have an internship final report for thesis replacement. For that report, I did a research to observe the most effective marketing strategy for B2B companies. The purpose of this research is to help the marketing team to achieve their annual goal to acquire a minimum of 60 customers per year. Therefore, they need an effective marketing strategy to keep loyal customer as well as to gain new ones.

### Methodology

In doing this research, I used two kinds of methodologies, which are quantitative and qualitative approach. The quantitative method was used through an online questionnaire, Google Form, distributed to the company's past and current customers and the qualitative method was done by a direct interview with the customers.

### Findings

The findings discover that the most important factors for the customers before buying a mining or construction unit are the price, quality, and after-sales service (ASS). Therefore, it is crucial for the company to explain the price-quality of the unit to the customers; benefits and privileges that the customers gain by buying the unit as well as maintain the ASS to keep the loyal customers. I suggested the company to make a loyalty program for the customers or any special benefits given to them to increase their intention or motivation in repurchasing the unit from the company.

### Research Limitations

The limitation of this research is the limited number of the respondents that give answer or feedback for the online questionnaire; therefore, it needs a little more time to gather and process the data. Moreover, as most of the customers work at the mining site, it is really hard to set a time to interview them as they often not in the Jakarta office.

**Keywords:** marketing strategy, B2B, loyal customer, mining and construction, after-sales service, loyalty program.

**Chosen Major:** Marketing

**Chosen Minor:** Strategic Management