

## ABSTRAK

PT. Tira Satria Niaga merupakan perusahaan *retail* yang memiliki banyak sekali tim mitra salah satunya adalah tim GSFP Maria Luailia. Produk dengan penjualan tertinggi PT. Tira Satria Niaga yakni *SmartHafiz* mengalami penurunan yang diakibatkan beberapa permasalahan. Permasalahan tersebut adalah kurangnya promosi yang disebabkan banyak mitra yang mengundurkan diri. Pengunduran diri dari para mitra disebabkan oleh beberapa permasalahan utama yakni kurangnya ketegasan pihak manajemen, belum tersedianya buku panduan yang rinci dalam sistem bisnis mitra, dan kontrak kerjasama yang dianggap kurang menguntungkan mitra lagi. Penelitian ini dilakukan dengan tujuan meningkatkan penjualan dengan memperbaiki strategi pemasaran *omnichannel* yang telah dijalankan sebelumnya oleh PT. Tira Satria Niaga. Metode awal yang digunakan untuk mengetahui kelemahan strategi *omnichannel* PT. Tira Satria Niaga adalah *Structural Equation Modelling* (SEM) menggunakan *software* AMOS *Graphic* 23 dengan hasil yang menunjukkan bahwa variabel *Omnichannel Services Quality* (OSQ) berpengaruh signifikan terhadap *Customer Engagement* (CE) dan *Customer Relationship Management* (CRM) saling berpengaruh signifikan dengan *Omnichannel Services Quality* (OSQ). Hasil dari pengujian SEM kemudian dilakukan analisa *Strength, Opportunity, Aspiration, dan Results* (SOAR) dengan menggunakan matriks IFAS dan EFAS yang menghasilkan kombinasi strategi terbaik adalah strategi OR (*Opportunity-Results*) pada kuadran IV diagram SOAR. Strategi terpilih kemudian dilakukan perankingan menggunakan *expert judgement* oleh pihak manajemen PT. Tira Satria Niaga untuk memilih diantara strategi terpilih yang paling relevan untuk diterapkan pada PT. Tira Satria Niaga.

**Kata Kunci:** *Omnichannel, Structural Equation Modelling* (SEM), *Customer Relationship Management* (CRM), *Omnichannel Services Quality* (OSQ), *Customer Engagement* (CE), SOAR.

## **ABSTRACT**

*PT. Tira Satria Niaga is a retail company that has many partner teams, one of which is the GSFP Maria Luailia team. The highest selling product PT. Tira Satria Niaga, namely SmartHafiz, experienced a decline due to several problems. The problem is the lack of promotions caused by many partners resigning. The resignation of the partners was caused by several main problems, namely a lack of firmness on the part of management, the unavailability of a detailed guidebook on the partner's business system, and cooperation contracts that were considered less profitable for the partners. This research was conducted with the aim of increasing sales by improving the omnichannel marketing strategy that had been previously implemented by PT. Tira Satria Niaga. The initial method used to determine the weaknesses of PT's omnichannel strategy. Tira Satria Niaga is Structural Equation Modeling (SEM) using AMOS Graphic 23 software with results showing that the Omnichannel Services Quality (OSQ) variable has a significant effect on Customer Engagement (CE) and Customer Relationship Management (CRM) has a significant mutual influence on Omnichannel Services Quality (OSQ). The results of the SEM testing were then analyzed for Strength, Opportunity, Aspiration, and Results (SOAR) using the IFAS and EFAS matrices which resulted in the best strategy combination being the OR (Opportunity-Results) strategy in quadrant IV of the SOAR diagram. The selected strategies are then ranked using expert judgment by PT management. Tira Satria Niaga to choose among the selected strategies that are most relevant to be implemented at PT. Tira Satria Niaga.*

**Keywords:** *Omnichannel, Structural Equation Modeling (SEM), Customer Relationship Management (CRM), Omnichannel Services Quality (OSQ), Customer Engagement (CE), SOAR.*