

ABSTRAK

Muhammad Khafid. 2015. THESIS. Title: “Compete Strategy on Increasing Customer Quantity (Case Study in Al-Mubarok Otobus Company in Malang).

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In the midst of higher intensity competition PO Al-Mubarok is demanded to survive in competition with other POs with the aim of directing the company survival in the future. Therefore, a proper strategy plan is required in order to keep PO Al-Mubarok remain competitive among its competitors. PO Al-Mubarok is expected to improve the quality of service for its customers by trying to give as much possible the fulfillment of the customers desires.

This study uses descriptive qualitative method. The data in this study are obtained by conducting interview, observation, and documentation. The subjects of this study were taken from senior leaders, drivers, and customers, which consists of two senior leaders, one driver, and one customer. The data development in this study is done by triangulation techniques.

The results of this study indicates that in its competition strategy, Al-Mubarok Otobus Company Malang uses a strategy which optimizes the segmentation of the general populations, targeting the religious leaders and put Al-Mubarok bus as a bus that has the best service at an affordable price. Al-Mubarok bus uses tactics in its price fixing and giving compensations to the customers. As the flagship brand is the name of the company itself, Al-Mubarok, which appeal to customers. The implication of the strategy which is applied by Al-Mubarok Bus have a role in increasing the number of subscribers.