

ABSTRACT

One of the popular products included in retail products in Indonesia is the footwear category. In 2023, the Indonesian footwear market will reach up to 4.99 billion USD with a predicted growth rate of 5.4% per year. However, in 2009 Crocs actually experienced a downturn and was declared almost bankrupt. This is due to product models that are considered not updated and in fact in the Indonesian market often get negative views. Applying the right marketing mix strategy will be able to help boost the sales value of a company's products and provide a better market share. The marketing mix strategy applied refers to the 4P strategy, namely price, place, products and promotion.

This study aims to determine whether the marketing mix implemented by Crocs is good according to consumers from Crocs. In addition, it is also expected to be able to see which elements of the marketing mix are the best according to Crocs consumers.

Research using quantitative and descriptive methods. The population and sample in this study were people who had purchased Crocs products and were in Bandung. Sample selection used non probability sampling and data collection used a questionnaire filled with Likert scale answers. From the data collection process, 100 valid respondents were obtained and being used for the purpose of discussion of the research.

From the tests conducted, the respondents in this study as a whole felt that Crocs had implemented a fairly good 4P marketing mix strategy. The marketing mix element that has the highest score is the Product with 75.93%, which means that respondents tend to feel that Crocs has a good product. While the lowest is Promotion with 70%. Based on the test results, Crocs can increase promotional activities that are more interactive and return to promotion through charity.

Keywords: Marketing Mix, Price, Place, Products, Promotion