

ABSTRACT

The motor vehicle automotive industry in Indonesia has a very important role in the country's economy. The industry not only attracts considerable investment, but also shows strong production growth and will be sustainable. One of the sectors that shows great potential to contribute to the development of the automation industry is the two- and three-wheeled motor vehicle sector. By increasing the number of motorcycles in Indonesia, promising workshop business opportunities are increasingly wide open, especially in the field of service, with the rapid growth.

Hanif Jaya Motor Workshop is one of the small and medium enterprises located in Indramayu. However, this workshop is facing a tough challenge in the form of a significant decline in the number of customers. This decline is caused by increasingly fierce competition, especially in the aspect of price. In this context, competitive pricing and effective pricing strategies are the main challenges for Hanif Jaya Motor Workshop to be able to retain and attract consumers.

This research was conducted using a descriptive approach and is qualitative research that aims to explain the phenomena that occurred at Hanif Jaya Motor Workshop during the period December 2022 to December 2023. Primary data in this study was obtained through structured interviews with workshop owners, which were conducted through WhatsApp communication, as well as through participatory observation. This research also uses certain theories to construct the model and validate the meaning applied by the author. The objective is to solve the problem in determining the selling price at Hanif Jaya Motor Workshop by applying the cost-plus pricing technique through a full-costing mechanism.

In this study, various variables were compared to assess the effectiveness of the prices set by Hanif Jaya Motor Workshop. The results show that the application of the cost-plus pricing technique through a full-costing mechanism provides significant results. Pricing using this technique produces a higher value, with a percentage markup on the selling price of 20% when compared to the selling price set by the workshop owner. Therefore, this research provides valuable insights for Hanif Jaya Motor Workshop in developing a more effective pricing strategy to compete in an increasingly competitive market.

Keywords: Pricing Strategy, Automotive Industry, Cost-Plus Pricing, full-costing.