

ABSTRACT

Formulation of application utilization strategy for motorcycles at PT XYZ to improve company competitiveness and customer experience in the digital era. Applications as digital platforms are considered to have the potential to strengthen interactions with consumers, improve after-sales services such as service, spare parts, and others, and optimize user data management.

Business strategy creates a framework as a basis for formulating adaptive digital business strategies in facing market competition. Implementation of applications as a means of interaction between companies and customers is key to creating added value and operational efficiency.

Using SWOT analysis helps organizations understand their position in the market and formulate strategies to optimize their strengths, overcome weaknesses, take advantage of opportunities, and avoid threats and provide a comprehensive picture of internal and external factors that influence application utilization strategies. This study employs the Quantitative Strategic Planning Matrix (QSPM) method to evaluate and determine the most appropriate strategy for increasing the utilization of the MotorkuX application by assessing the relative attractiveness of each strategic alternative based on the company's internal and external factors. Mobile applications can reach a wider range of consumers and establish more personal interactions that are in accordance with the target audience. In this context, mobile application utilization

By conducting a strategy formulation analysis, it will provide useful insights for companies in utilizing mobile application technology.