

Jual Beli Mobil di Media Sosial dan Youtube Channel

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Abstrak. Panliten iki nggunakake metode analisis deskripsi kualitatif kanthi wawancara, observasi lan dokumentasi, IFA lan Matriks EFA, Analisis SWOT, lan Metode QSPM adhedhasar asil wawancara, cara 5S cocok kanggo nambah kualitas produk, kudu dileksanakake ing perusahaan iki. Ana lokasi kanggo klasifikasi gudang. Yaiku: Area Ditolak, Gudang Alat, lan Gudang Spare Part. Ana SOP sing diterapake, yaiku: SOP Clean Up Mobil Bekas, SOP Penerimaan Mobil Bekas, SOP Penataan Stok Area Ditolak, SOP Penataan Gudang Spare Part, SOP Penataan Gudang Alat. Babagan SOP kabeh. Gegandhengan karo saben SOP, Formulir kanggo Check List diwenehake. IFA lan EFA Matrix nuduhake manawa perusahaan kasebut ana ing kuadran V (tengah). Miturut QSPM kita nemokake 7 Strategi Alternatif Tugas sing bisa ditindakake, yaiku: Peningkatan kualitas produk, Peningkatan promosi, Peningkatan kualitas showroom, Menjaga hubungan baik dengan Leasing, Meningkatkan kuantitas tipe favorit, Menjaga hubungan baik dengan konsumen untuk mendapatkan.

Kata Kunci: Sistem, Strategi, Penguatan

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