Analysis Of Alfagift's Marketing Strategy Using The Swot Method At Pt Global Loyalty Indonesia

Surya Budiman[1]; Epipanias Gulo[2]; Muhammad Faizal Anwar[3]

Universitas Pamulang, Indonesia
dosen00464@unpam.ac.id[1], epipaniasgulo1999@gmail.com[2], faisalanwar0131@gmail.com[3]

Abstract. *This study aims to analyze the marketing strategy of PT Global Loyalty Indonesia (GLI) using the SWOT method. PT GLI is a company that focuses on developing Customer Relationship Management (CRM) solutions and e-commerce applications for customers and brand partners in Indonesia. Through a descriptive qualitative approach, this study evaluates the company's internal and external factors to formulate competitive strategies relevant to the dynamics of the digital e-grocery industry. The analysis results show an IFAS score of 1.9 (the company is in a fairly strong internal position) and an EFAS score of 1.35 (indicating a positive external environment but requiring caution). PT GLI is positioned in Quadrant I (Aggressive). The recommended strategy is the SO strategy, which involves optimizing an extensive store network with digital integration, offering quality products at competitive prices online, utilizing loyalty programs to increase digital customer retention, simplifying the shopping process with the latest digital technology, and taking advantage of online shopping trends and public digital awareness.*
Keywords: E-Grocery; Marketing Strategy; SWOT Method

INTRODUCTION

The way people shop has changed significantly due to advances in digital technology, especially in the e-grocery industry. Online shopping for daily necessities is growing rapidly in Indonesia, prompting businesses to create flexible and digital marketing plans to compete in the market. By combining the advantages of its physical store network and leading loyalty program into its digital platform, PT Global Loyalty Indonesia (GLI) hopes to capitalize on this opportunity and increase customer loyalty and competitiveness through the Alfagift app.

However, even though the trend of digitalization and the increasing popularity of e-grocery bring many opportunities, issues such as intense competition, changing consumer preferences, and obstacles such as inventory control and delivery service quality have become significant problems. To formulate the right strategic steps, an in-depth analysis of the company's internal and external conditions is required.

The SWOT analysis method is used in this study to evaluate the opportunities, threats, weaknesses, and strengths of PT GLI through Alfagift in the Indonesian e-grocery market. It is estimated that by using this method, recommendations for an effective marketing plan will be developed, strengthening the company's position amid competition and ever-changing market dynamics.

LITERATURE REVIEW

Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating) and supervise or control marketing activities in an organization in order to achieve organizational goals efficiently and effectively (Janah & Ariyanti, 2024). In addition to being an operational activity, marketing management is a strategic process that involves market analysis, determining consumer needs and preferences, and creating goods and services that best meet those demands. Pricing, distribution, advertising, and after-sales support are just some of the crucial tasks integrated into the implementation of marketing management to generate higher added value, which can provide a competitive advantage for businesses and strengthen sustainable customer loyalty. In order for companies to adapt to market changes and achieve their goals in a sustainable manner, this process needs to be carried out with a balanced approach between scientific and creative methods.

A marketing strategy is a series of goals and objectives, policies and rules that guide a company's marketing efforts over time, at each level and reference point, and their allocation, especially in response to the company's ever-changing competitive environment. One of the main approaches in marketing strategy is the use of the marketing mix (Majid & Faizah, 2024). Digital marketing is the process of marketing products or services using digital technology, such as the internet, social media, and mobile devices. This method enables companies to reach a wider audience, engage potential consumers, and measure the effectiveness of marketing campaigns more accurately (Maria et al., 2024).

SWOT analysis is a method used to assess internal and external factors that influence a company's competitive position (Tyanafisya et al., 2024). Data analysis uses the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices, which serve to systematically evaluate and classify internal and external factors (Noorcahyo & Ali, 2025). The results of this evaluation are then mapped into a SWOT matrix to determine the strategic position and formulate appropriate marketing strategies to optimize competitive advantages in the dynamic and competitive e-grocery market.

The e-grocery industry in Indonesia is showing rapid growth, driven by changes in consumer behavior that increasingly rely on online shopping and advances in digital technology. Online shopping, even for groceries, not only offers a functional solution to meet household consumption needs, but also reflects changes in urban lifestyles that increasingly demand efficiency in terms of time and energy (Wijayanto et al., 2025). E-grocery companies must improve their digital capabilities to provide fast, easy, and high-quality services in order to maintain customer loyalty and face intense market competition.

RESEARCH METHODS

This study uses a descriptive qualitative method with a case study approach to explore and describe in depth the marketing strategies implemented by PT GLI. The descriptive qualitative method was chosen because it has the ability to describe research phenomena in their natural context in detail through narrative and interpretation, without emphasizing quantitative measurement. Primary data collection was conducted through direct observation of the company, in-depth interviews with relevant management and staff, and documentation of the company's strategic documents. Meanwhile, secondary data included literature reviews, official company reports, and publications related to the e-grocery industry that provided a theoretical basis and research context (Noorcahyo & Ali, 2025).

SWOT analysis is the systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize strengths and opportunities while minimizing weaknesses and threats. This analysis is based on the assumption that an effective strategy will maximize existing strengths and opportunities while minimizing weaknesses and threats (Astuti & Ratnawati, 2020).

RESULTS AND DISCUSSION

Table 1. IFAS Matrix

No.	Internal Factors	Weight	Rating	Score	Description
	Strengths				
1	Extensive Outlet Network	0.25	4	1.00	Physical Distribution Advantage
2	High-Quality Products	0.20	4	0.80	Supports Customer Satisfaction
3	Competitive Prices	0.15	3	0.45	Market Appeal
4	Loyalty Program	0.20	3	0.60	Retains Customers
5	Easy Shopping Process	0.20	4	0.80	Facilitates Transactions
	Total	1.00		3.65	
	Weaknesses				
1	Limited Fresh Products	0.30	2	0.60	Needs Improvement
2	Product Delivery Needs Improvement	0.45	2	0.90	Impact On Customer Satisfaction
3	Insufficient Stock	0.25	1	0.25	Weakness Compared To Competitors
	Total	1.00		1.75	

(Source: Data Processing, 2025)

Based on **Table 1** above, it can be seen that PT GLI's marketing strategy through the Alfagift application has strengths in the form of an extensive physical outlet network, high-quality products, competitive prices, innovative customer loyalty programs, and an easy shopping process. The main weaknesses include limited fresh products, product delivery that needs improvement, and stock that is sometimes unavailable. The total IFAS score obtained is 3.65 – 1.75 = 1.9, which means that the company shows fairly strong positive internal strengths.

Table 2. EFAS Matrix

No.	External Factors	Weight	Rating	Score	Description
	Opportunities				
1	Online Shopping Trends	0.35	4	1.40	Opportunity For Significant Market Growth
2	Digital Technology Development	0.30	4	1.20	Supports Service Innovation
No.	External Factors	Weight	Rating	Score	Description
3	Significant E-Grocery Market Potential	0.35	3	1.05	Adjust Products and Services
	Total	1.00		3.65	
	Threats				
1	Intense Competition	0.30	2	0.60	Threats Requiring Anticipation Strategies
2	Changes In Consumer Behavior	0.30	3	0.90	Adaptation Required
3	Supply Chain Disruptions	0.20	2	0.40	Operational Risks
4	Uncertain Regulations and Economy	0.20	2	0.40	External Risk Factors
	Total	1.00		2.30	

(Source: Data Processing, 2025)

Based on **Table 2** above, it can be seen that the opportunities that can be exploited are the growth trend in digital shopping, technological advances, and the potential for national market expansion. Threats come from intense competition, changes in consumer behavior and regulations, and supply chain volatility. The total EFAS score obtained is 3.65 – 2.30 = 1.35, which

means that the company shows fairly good environmental opportunities.

Based on the evaluation of internal and external factors that have been identified, the SWOT matrix in Alfagift's marketing strategy can be seen in **Table 3** below:
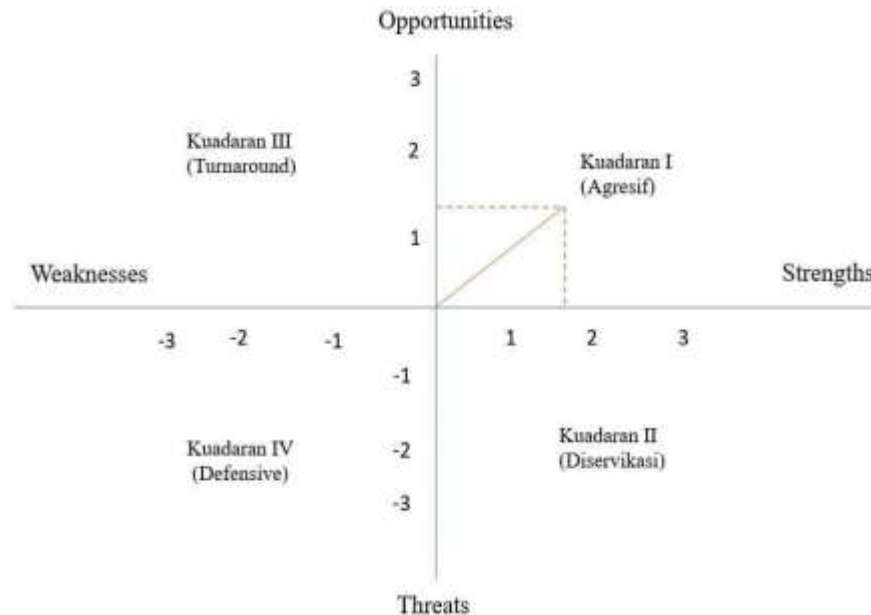
Table 3. SWOT Matrix

EFAS / IFAS	Strengths (S)	Weaknesses (W)
Opportunities (O)	**SO Strategies:** Optimize your extensive retail network with digital integration. Offer quality products at competitive prices online. Leverage loyalty programs to increase digital customer retention. Simplify the shopping process with the latest digital technology. Take advantage of online shopping trends and public digital awareness.	**WO Strategies:** Collaborate with local farmers to supply fresh products regularly and strengthen the company's image in supporting local products. Strengthen communication with customers regarding order status and estimated delivery times to increase customer trust. Implement demand forecasting methods based on historical data and market trends to maintain product availability.
Threats (T)	**ST Strategies:** Leverage an extensive network of outlets for service flexibility Maintain and highlight quality products at competitive prices Strengthen loyalty programs and customer experience Simplify the shopping process with user-friendly technology Be responsive to changes in consumer behavior	**WT Strategies:** Provide digital feedback channels and immediately modify goods and services to reflect consumer trends. Make inventory planning more flexible to supply chain dynamics and maintain inventory stability in e-grocery by utilizing technology-based demand forecasting tools. To respond to economic changes and avoid dependence on a single line of business, diversify products and sales channels (online, offline, and marketplace).

(Source: Data Processing, 2025)

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Based on the IFAS matrix and EFAS matrix analysis, the Cartesian diagram illustrates the strategic position based on the total IFAS and EFAS scores, namely IFAS score: 1.9 (Positive, the company is in a fairly strong internal position), EFAS Score: 1.35 (Positive, indicating a fairly good external environment). The recommended strategy is an Aggressive Strategy (Quadrant I) to maximize strengths in exploiting market opportunities because internal strengths and external opportunities are relatively positive. The Cartesian diagram can be seen in **Figure 1** below:

Figure 1. Cartesian SWOT Diagram

(Source: Data Processing, 2025)

The IFAS table shows that PT GLI has key strengths in the form of an extensive physical store network and consistent quality products, providing added value to the national e-grocery market. Competitive prices and innovative loyalty programs further strengthen the company's position. However, weaknesses such as limited fresh products, the need for delivery service improvements, and frequent stockouts need to be addressed immediately so as not to erode customer satisfaction and competitive advantage. A total score of 1.9 indicates sufficient internal strength, allowing the company to maximize its internal strengths to support its next strategic steps.

Externally, the positive trend of e-grocery growth and advances in digital technology present a significant opportunity for PT GLI to expand its market share. The large market potential and high brand awareness are also important assets. However, intense competition, dynamic changes in consumer behavior, supply chain disruptions, and regulatory and economic changes are challenges that must be anticipated. A score of 1.35 indicates a positive external environment but still requires vigilance.

By leveraging its strong internal position, the recommended strategy is the SO strategy, which involves optimizing an extensive retail network through digital integration, offering high-quality products at competitive prices online, utilizing loyalty programs to increase digital customer retention, simplifying the shopping process with the latest digital technology, and capitalizing on online shopping trends and public digital awareness. The results of this study are based on the assumption that an effective strategy is one that maximizes strengths and opportunities while minimizing weaknesses and threats. This theory serves as a framework for assessing the company's position and formulating an appropriate strategy (Astuti & Ratnawati, 2020).

CONCLUSION AND RECOMMENDATION

The SWOT analysis provides a deep understanding of PT GLI's strategic position in the Indonesian e-grocery industry. PT GLI is advised to maximize its internal strengths by taking advantage of internal opportunities. The recommended strategy is the SO strategy, which involves

optimizing its extensive store network through digital integration, offering high-quality products at competitive prices online, utilizing loyalty programs to increase digital customer retention, simplifying the shopping process with the latest digital technology, and taking advantage of online shopping trends and public digital awareness.

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