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Integrating the 4P Marketing Mix to Strengthen Sales Competitiveness in the Oil-Spill Response Equipment Industry: A Case Study of PT. Slickbar Indonesia

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Abstract: This study examines how the four elements of the marketing mix product, price, place, and promotion are implemented to support sales competitiveness at PT Slickbar Indonesia, a manufacturer of oil-spill response equipment serving specialized business-to-business (B2B) markets. A descriptive qualitative case-study approach was adopted, drawing on an interview with the company's Marketing Supervisor, field observations, and organizational documents collected in the January–May 2026 study period. Findings indicate that the company differentiates its offering through customized equipment and accompanying technical services (product); project-specific, value-oriented quotations (price); direct distribution from its production base (place); and relationship-centered communication supported by visits, tenders, and an official website (promotion). Segmentation, targeting, and positioning practices reinforce these elements by prioritizing energy, port, shipping, and other high-risk industrial buyers. A critical limitation is the absence of a structured system for assessing marketing communication effectiveness: customer feedback is evaluated mainly through informal interactions, without standardized satisfaction or response metrics. The paper proposes an integrated conceptual framework linking STP alignment, the 4P mix, perceived reliability and trust, and sales competitiveness, with a data-driven feedback loop for marketing evaluation. Because the source study does not report longitudinal sales, customer survey, or comparative competitor data, the findings describe strategic practices and their plausible competitive relevance rather than demonstrating causal sales growth.

Keyword: 4P Marketing Mix, B2B Marketing, Sales Competitiveness, Oil-Spill Response Equipment, Relationship Marketing, Marketing Performance Evaluation

INTRODUCTION

Oil-spill preparedness is an operational necessity for organizations involved in offshore energy, maritime transportation, ports, and related industrial activities. Equipment suppliers operate in a technically demanding business environment: buyers must consider equipment compatibility, emergency readiness, service capability, and supplier reliability alongside price. The 2019 oil spill in the Karawang offshore area illustrates the environmental and institutional

stakes associated with spill incidents (Danial, et al., 2023). Research on private oil-spill response organizations in Indonesia likewise identifies market conditions, regulation, risk management, and technological change as important strategic considerations (Dwinanti & Wijaya, 2024).

In this context, marketing competitiveness cannot be understood simply as the ability to advertise products widely. Customers in specialist B2B markets often seek an integrated solution comprising appropriate technical specifications, delivery assurance, installation, operational support, and sustained communication with a credible supplier. The marketing mix offers a useful organizing lens because product, price, place, and promotion collectively shape how a company formulates and delivers customer value (Kotler, et al., 2021). Relationship marketing further highlights the importance of trust and commitment in ongoing exchanges (Morgan & Hunt, 1994).

PT Slickbar Indonesia is a domestic manufacturer of oil-spill response equipment based in Cikarang, Bekasi. The company markets oil booms, skimmers, absorbent products, storage equipment, dispersant systems, and related support services. The original study describes the firm as supplying technically customized products for project-based industrial buyers and managing direct relationships with its clients. Although prior work has examined the marketing mix in a variety of industries (Bakhitah & Lusia, 2023); (Firmansyah, et al., 2025), its application within this specialized environmental equipment market remains a useful case for context-sensitive investigation.

A second issue concerns how marketing performance is assessed. Close relationships can generate rich knowledge about buyers, but a reliance on unstructured feedback can make it difficult to identify repeated service gaps or compare the outcomes of different promotional activities. The source study identifies precisely this tension: established direct-contact marketing practices coexist with the absence of formal tools for measuring the effectiveness of marketing communications. This article therefore asks: How are the 4P elements implemented at PT Slickbar Indonesia; how are they aligned with the company's STP choices; and what improvements can address the observed evaluation gap? Its contribution is an empirically grounded account of the company's marketing practices and a proposed conceptual feedback model for further testing.

The 4P framework distinguishes four interrelated managerial decisions. Product concerns the specifications and supplementary services delivered to customers; price expresses the financial terms and value proposition; place concerns access, channel design, and delivery; and promotion covers the communication activities used to inform, persuade, and maintain relationships (Kotler, et al., 2021). In industrial procurement, these elements operate together. Technical quality without timely delivery may weaken the value proposition, just as strong promotion without credible product support may be insufficient to secure repeat business.
Competitive position in this paper refers to a firm's capacity to present and deliver a persuasive value proposition relative to available alternatives; it does not imply an observed increase in revenue or market share. Studies outside the oil-spill equipment sector have reported associations between marketing-mix decisions and business performance (Bakhitah & Lusia, 2023); (Firmansyah, et al., 2025), but their industry contexts and research designs differ from this single-case qualitative study. Consequently, they are used here to motivate analytical attention to the mix, not to substantiate a measured sales effect at PT Slickbar Indonesia.

Segmentation, targeting, and positioning (STP) connect the marketing mix to a selected customer group. For specialized equipment suppliers, relevant segments may be differentiated by business sector, operating environment, risk exposure, and project-specific technical needs. Targeting identifies groups that the supplier is positioned to serve, while positioning establishes what makes the offering distinctive. Relationship marketing adds a temporal dimension: in recurring industrial exchanges, trust and commitment matter for maintaining cooperation

beyond a single transaction (Morgan & Hunt, 1994). The company's reported customer visits and project participation are interpreted through this perspective.

Figure 1 presents the authors' interpretive synthesis of the original study. Industry and buyer characteristics guide STP choices, which provide strategic direction to the four marketing-mix elements. Consistent delivery of the resulting offer may support customer-fit solutions, perceptions of reliability, and trust—conditions that are conceptually relevant to sales competitiveness. The lower feedback loop is a recommendation rather than an observed company practice: periodic customer satisfaction and process indicators would supply evidence for adapting the marketing mix. The diagram is not a tested structural or causal model.

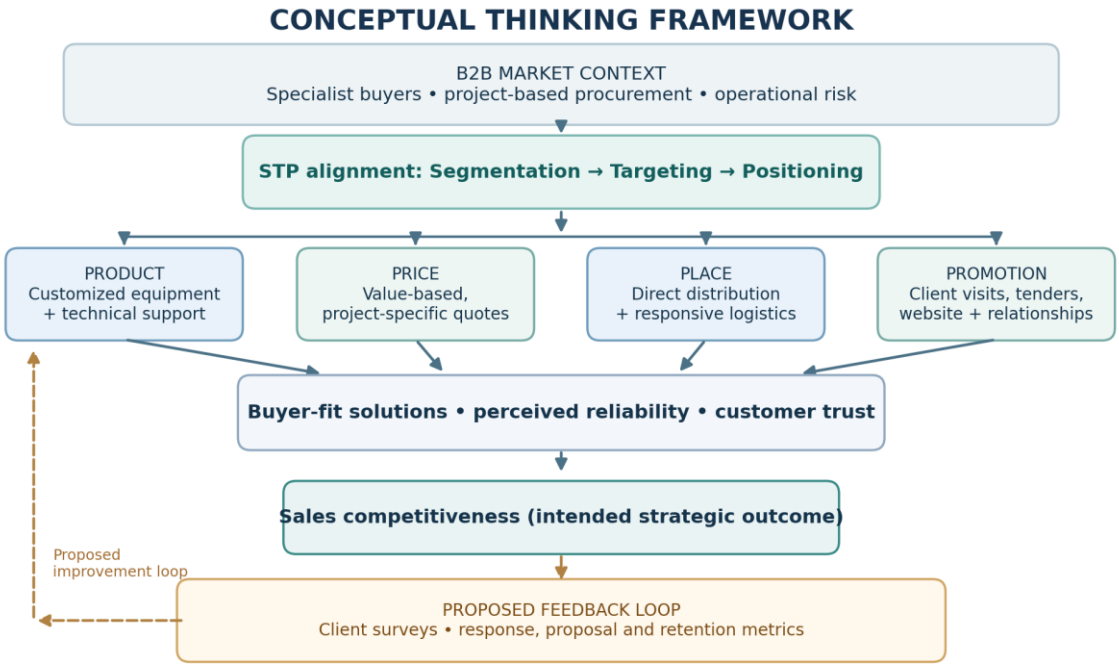


Figure 1. Conceptual thinking framework for the 4P strategy and proposed measurement-feedback loop (authors' synthesis based on the source study).

METODE

Research design and case setting

This research uses a descriptive qualitative case-study approach to examine marketing practices in their organizational setting. The unit of analysis is PT Slickbar Indonesia's marketing strategy for oil-spill response equipment and associated services. The original manuscript reports a study located at the firm's facility in Delta Silicon II Industrial Park, Cikarang, Bekasi, during January–May 2026. The objective is descriptive and interpretive rather than experimental or statistical.

Evidence and data collection

The primary informant was one Marketing Supervisor involved in coordinating the firm's marketing activities. Evidence was also assembled through observation of marketing-related activities, including promotion, distribution, and customer interaction, and a review of organizational documentation, including a company profile, organization structure, and product catalogues. The document does not provide a complete interview transcript, formal interview guide, field-note archive, or independent client interviews; no direct quotations have therefore been attributed to the informant in this article. Table 1 summarizes the documented data sources.

Table 1. Sources of evidence reported in the original study

Source	Scope described in the source	Role in analysis
Interview	Marketing Supervisor as the sole primary informant	Managerial interpretation of segmentation, marketing-mix practices and constraints
Observation	Marketing, client communication and distribution activities	Context for describing visible organizational practices
Documentation	Company profile, organizational records and product catalogues	Descriptions of offered equipment and supporting organizational context

Source: Sources of evidence reported in the original study

Analytical procedure and safeguards

The source describes qualitative analysis as selecting information relevant to the research questions, organizing it in descriptive narratives and tables, and drawing conclusions from the assembled evidence. For article synthesis, reported observations and interview-based descriptions were organized into five thematic categories: STP, product, price, place, promotion, and the cross-cutting evaluation constraint. This presentation follows the logic of qualitative data reduction, display, and conclusion drawing described by (Miles, et al., 2014). Because the manuscript supplies limited auditable raw material and only one identified informant, the present analysis avoids claims of thematic saturation, inter-coder agreement, statistical significance, or measured improvements in sales.

RESULTS AND DISCUSSIONS

RESULTS

Market selection and strategic positioning

The company serves a specialized B2B market in which prospective buyers include oil and gas operators, ports, shipping-related businesses, and public-sector organizations exposed to spill-response risks. The source portrays buyer numbers and specialist competitors as relatively limited, with procurement needs shaped by the operating environment and project requirements. Customer selection therefore emphasizes relevance and the prospect of continued engagement rather than undifferentiated mass-market reach.

Segmentation is described in geographic and organizational terms, including Indonesia and selected East Asian markets as well as energy and maritime organizations with technically demanding response needs. Targeting prioritizes potential buyers requiring customized solutions and long-term cooperation. The firm positions itself through local manufacturing capacity, technical capability, product quality, and service integration. Taken together, STP decisions organize the purpose of the marketing mix: to offer dependable risk-response solutions to buyers who value more than a stand-alone product.

Implementation of the 4P marketing mix

Product. PT Slickbar Indonesia offers several types of containment and recovery equipment, notably oil booms, skimmers, absorbents and spill kits, temporary storage systems, dispersant equipment, and emergency-response accessories. The study characterizes product design as adaptable to the client's requested dimensions, materials, quantities, and operational setting. Installation, training, operational personnel, technical consultation and warranties may accompany the equipment. This combination is best understood as a solution-based offering rather than merely a catalogue sale. The source classifies oil booms, absorbents, and operational personnel as high-demand categories, and skimmers as medium-demand; these are qualitative labels in the underlying table, not independently verified sales volumes.

Price. Pricing is described as flexible and project-specific. Quotations vary with product specifications, technical complexity, ancillary services, project location, and operational requirements. Instead of a single uniform price list, the firm uses a value-oriented approach that takes account of what the integrated solution delivers. This practice can be appropriate

where clients evaluate technical reliability and support, although the material does not provide price comparisons, profit margins, or evidence that clients consistently pay a premium.
Place. Distribution is handled directly from the company's production or warehouse facilities to industrial clients, without the intermediary channels typically found in consumer retail. The source identifies land, sea, and air transport as available delivery options depending on location and urgency. Direct distribution permits close coordination between engineering, fulfilment, and the buyer, particularly when equipment must reach a time-sensitive project site. Actual delivery lead times and logistics-service performance were not quantified in the source.

Promotion. Promotion primarily combines direct client visits, technical/product presentations, tender and project participation, and continuing business communication. The company website provides public-facing information about products and technical specifications, complementing interpersonal contact. This approach favors relationship development and the provision of detailed purchase information over large-scale mass advertising. However, the source also identifies narrow promotional reach and, more decisively, the absence of consistent, data-based assessment of communication effectiveness.

Table 2. Evidence-based synthesis of the marketing mix at PT Slickbar Indonesia

Element	Observed or reported practice	Competitive interpretation / caveat
Product	Customizable booms, skimmers, absorbents and integrated technical services	Differentiates the offer through operational fit; no comparative product testing reported
Price	Project-specific quotes based on solution specifications and supporting services	Emphasizes value rather than a uniform price list; no margin or competitor-price data
Place	Direct distribution from the production base via appropriate transport modes	Retains operational coordination; logistics speed not measured
Promotion	Direct visits, presentations, tenders, relationships and official website	Strengthens personal interaction; systematic performance metrics are missing

Source: Evidence-based synthesis of the marketing mix at PT Slickbar Indonesia

Principal constraint: limited marketing evaluation

The most salient cross-cutting constraint is a weakly formalized approach to evaluating marketing communication. The manuscript reports that feedback is gathered predominantly through informal client communication. A consistent client-satisfaction questionnaire, standard indicators for communication quality, and a structured review of the results are not yet established. As a result, the marketing team has limited documented evidence to compare strengths or diagnose recurring difficulties in its communication practices. This is especially consequential for a relationship-driven business, where service responsiveness and customer confidence develop over successive interactions.

The limitation should not be misconstrued as evidence that current promotional methods are ineffective. Rather, it indicates that their outcomes are not systematically demonstrated in the available organizational records. Similarly, the case does not permit estimation of conversion rates, customer satisfaction levels, retention outcomes or attributable sales gains. The observed gap concerns the measurement process itself, not a verified decline in business performance.

DISCUSSION

Strategic coherence between STP and the 4Ps

The case suggests that the four marketing-mix decisions are broadly coherent with the company's selected industrial buyers. A targeted rather than mass-market customer base is matched by customizable product packages; specialist technical requirements are supported through project-specific quotations; product complexity favors direct manufacturer-to-client distribution; and a limited, relationship-oriented buyer population is approached through direct

technical communication. This coherence matters because the value proposition is delivered through the coordinated offer rather than through any isolated "P".

The product dimension appears particularly important to the company's differentiation narrative. Local manufacturing capacity and customization allow technical specifications and services to be bundled in response to operational needs. Nonetheless, the present study cannot rank the causal importance of product versus price, place, or promotion. Its data consist of interview- and document-based descriptions, not customer preference experiments or transaction-level comparisons.

Relationship marketing and the evidence gap

The company's emphasis on repeated client contact aligns with the commitment–trust approach to relationship marketing (Morgan & Hunt, 1994). Detailed technical exchanges can reduce uncertainty in high-stakes procurement and help suppliers respond to specific client requirements. At the same time, overreliance on interpersonal impressions makes it difficult for managers to distinguish isolated feedback from recurring patterns. In other industries, the marketing mix has been evaluated with quantitative performance indicators (Bakhitah & Lusia, 2023); (Firmansyah & Hakim, 2025). This case demonstrates why structured but proportionate measurement may also be useful in specialist B2B settings.

The proposed improvement is a closed-loop measurement routine, not a wholesale replacement of existing customer relationships. A short questionnaire administered after quotations or completed projects could document client perceptions of clarity, responsiveness, interaction quality, and overall service. These perceptions could be reviewed together with administrative indicators such as follow-up time, proposal status and repeat enquiries where the relevant business records exist. A periodic review would then identify priorities for improving promotional communication and coordinating other marketing-mix decisions. Importantly, these instruments are proposals advanced by the source study; their implementation and effectiveness have not yet been evaluated.

Practical evaluation model

Table 3 translates the source recommendation into a manageable monitoring scheme. The purpose is not to create unverified performance data but to specify which data the company could collect prospectively. Basic response-rate and completion checks would also help ensure that satisfaction results are interpreted cautiously and do not represent only highly satisfied customers.

Table 3. Proposed measures for a data-driven marketing feedback cycle (not yet implemented)

Proposed indicator	Collection point	Potential managerial use
Clarity of product and quotation information	Short client survey after quotation	Refine technical sales materials and proposal explanations
Responsiveness and interaction quality	After key sales interactions and project closure	Identify service bottlenecks and training requirements
Overall customer satisfaction	Post-project feedback form	Track perceived quality over comparable projects
Quotation follow-up time and outcome	Marketing activity / CRM records	Check consistency of sales follow-up procedures
Repeat enquiries and account continuity	Periodic key-account review	Interpret the durability of commercial relationships
Survey coverage and response rate	Each collection cycle	Assess the representativeness and reliability of feedback

An incremental implementation sequence follows from the case evidence. The marketing team could first pilot a standardized questionnaire with a limited number of clients, then review ambiguous questions and survey burden. Once the questions are understandable

and administratively feasible, the team could integrate the forms into the quotation and project-closing workflow. Aggregated results could then be compared across time periods, while sensitive or identifiable client comments are handled confidentially. Management decisions should be documented so that subsequent reviews can distinguish actions taken from improvements merely anticipated.

CONCLUSION AND RECOMMENDATIONS

Conclusion

PT Slickbar Indonesia's reported marketing strategy combines customized technical products, project-specific value-oriented pricing, direct distribution, and relationship-focused promotion for specialist B2B clients. The strategy is aligned with its segmentation, targeting, and positioning choices, emphasizing industrial risk-response needs and long-term customer relationships. The most important improvement opportunity identified by the case is the limited formal evaluation of marketing communication. A concise client-feedback instrument, supported by process measures and periodic managerial review, could provide a practical basis for continuous improvement. The available qualitative evidence supports these descriptive findings and recommendations, but it does not establish that the strategy has caused measurable sales growth. Future research should test the proposed conceptual pathways and evaluation system with multiple informants and outcome data.

Limitations and Contributions

This article contributes a contextual account of how the 4P mix can be organized around STP decisions in a specialized oil-spill response equipment market and identifies formal marketing evaluation as a missing managerial capability. The conceptual thinking framework makes this insight explicit by treating customer feedback as a loop that informs future adjustments to the 4Ps, rather than assuming that market competitiveness follows automatically from implementing the marketing mix.

The evidence has important boundaries. The underlying investigation relies on one Marketing Supervisor as its primary interview source; the customer perspective, detailed interview quotations, and independently audited financial or sales records are unavailable. The case reflects one firm and the reported 2026 study setting. No quantitative measure of market share, sales growth, customer loyalty, or competitive position was reported, and no hypothesis was statistically tested. Findings should therefore be read as a company-level qualitative interpretation, not a generalizable estimate of the effect of the 4Ps. Further studies could include multiple managers and client organizations, examine project-level sales records, and evaluate the proposed feedback mechanism longitudinally.

Recommendations for Management

PT Slickbar Indonesia is encouraged to maintain the alignment between its segmentation, targeting, and positioning (STP) decisions and the four elements of the marketing mix. Customized oil-spill response equipment and complementary technical services should remain central to the company's value proposition, supported by project-specific quotations that reflect product specifications, technical complexity, service requirements, and project conditions. Direct distribution should continue to be coordinated with production, engineering, and customer requirements to support reliable delivery to project locations.

The company should also strengthen its relationship-centered promotional activities—such as client visits, technical presentations, tender participation, and communication through its official website—by introducing a simple, standardized system for evaluating their effectiveness. A brief customer feedback questionnaire could be administered after quotation submissions, important customer interactions, and project completion. The questionnaire may

assess the clarity of product and quotation information, responsiveness, quality of interaction, and overall customer satisfaction.

Customer feedback should be reviewed alongside available administrative indicators, including quotation follow-up time, proposal status and outcomes, repeat enquiries, and continuity of key-account relationships. The company should also record the number of customers invited to provide feedback and the response rate in each evaluation cycle so that the representativeness of the results can be considered. Management may begin by piloting the instrument with a limited number of clients, refining the questions based on their clarity and practicality, and then incorporating the instrument into routine quotation and project-closing procedures. Periodic reviews should document the findings, decisions, and follow-up actions. Customer comments and identifiable information should be handled confidentially.

Future research should broaden the scope of the investigation by including additional companies, a larger number of informants, and customers or client organizations involved in the procurement and use of oil-spill response equipment. Including multiple managerial and customer perspectives would provide a more comprehensive understanding of how the 4P marketing mix and STP decisions are experienced by different stakeholders.

Further studies should also use longer observation periods and, where available, incorporate project-level sales records and other measurable outcomes, such as customer satisfaction, repeat enquiries, customer retention, sales growth, or market share. Longitudinal designs could help assess changes over time and evaluate whether the proposed customer-feedback mechanism contributes to improvements in marketing decisions. Quantitative or mixed-method approaches, including Structural Equation Modeling (SEM), System Dynamics, or appropriate artificial-intelligence-based analytical methods, may be considered when the research questions, data quality, and sample size support their use. These approaches would allow the proposed conceptual relationships to be examined more systematically without assuming in advance that the marketing mix causes sales growth.

Author Contributions

Lala Wiladiyah and Siti Nurjanah jointly made substantial contributions to this study and manuscript. Their contributions included the conceptualization of the research, development of the theoretical framework, data collection, data analysis, interpretation of the findings, preparation of the manuscript, and critical scholarly revision. Both authors reviewed and approved the final version of the manuscript for publication.

AI Disclosure Statement

During the preparation of this manuscript, the authors used ChatGPT (OpenAI) to assist with drafting and language editing of the Recommendations, Author Contributions, and AI Disclosure Statement sections. The authors reviewed, revised, and verified the AI-assisted text to ensure that it accurately reflects the study and the information reported in the manuscript. The use of AI was limited to writing assistance for these sections and did not involve the collection or analysis of empirical research data. The authors take full responsibility for the content of the final manuscript.

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