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Modern Marketing Strategies to Build Customer Expectations on Wedding Organizer Services Enter Management Kudus

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ABSTRACT

Purpose of the study: This study aims to analyze modern marketing strategies in building customer expectations for Enter Management Kudus wedding organizer services through the SWOT approach and the marketing mix framework (8P).

Materials and methods: The research was conducted for one month at Enter Management Kudus, Purwosari, Central Java. Data were collected through observation, interviews, and documentation. Triangulation by source, technique, and time was applied to ensure data validity. Data analysis used the interactive Miles and Huberman model consisting of data reduction, data presentation, and conclusion drawing.

Results: The findings show that Enter Management Kudus effectively implements key elements of modern marketing, including product diversification, flexible pricing, and digital promotion through social media. SWOT analysis positions the company in Quadrant I (aggressive strategy), highlighting strong internal capabilities and favorable external opportunities. Effective strategies include market expansion, service innovation aligned with current trends, and strengthening partnerships with local and national vendors. The company's marketing approach integrates social media content, client testimonials, and creative collaborations, effectively shaping positive customer expectations and loyalty.

Conclusions: Modern marketing strategies based on the 8P framework have strengthened Enter Management Kudus's competitive position. The combination of service innovation, digital marketing, and customer relationship management successfully meets and exceeds client expectations. The results affirm that continuous innovation, consistent digital engagement, and quality enhancement are essential for sustaining customer satisfaction and brand growth in the wedding organizer industry.

Keywords

marketing strategy, swot analysis, 8p framework, customer expectation, wedding organizer, enter management kudus

INTRODUCTION

The wedding industry in Indonesia has grown rapidly in recent years. More and more couples are choosing to use *wedding organiser* (WO) services to plan and execute their weddings. WOs help organise various aspects of weddings, from decoration and vendor selection to time management on the big day. This is increasingly relevant given the busy schedules of couples who have limited time to organise their wedding events. Therefore, the need for professional and reliable WO services is increasing, providing great opportunities for industry players to grow (Susanto, et al., 2022; Schneidermann & Langole, 2024).

With the development of information access and social media, customer expectations for WO services are getting higher. Customers now not only want a successful wedding, but also want an unforgettable experience, with personal elements that reflect their personalities. They expect every detail of the event, from decoration to guest management, to run perfectly (Albers-Miller et al., 2021). This requires WOs to not only offer basic services but also creativity and attention to every small aspect of the wedding. Therefore, improving service quality is crucial to ensure that customer expectations are met (Rosida and Dewiana, 2021; Cheng et al., 2020).

As the number of wedding organisers increases, competition in the market becomes increasingly fierce. Each wedding organiser competes to offer better services at competitive prices to attract potential customers. In this situation, service quality has become one of the main differentiators between one WO provider and another (Kasiri et al., 2016). WOs that are able to provide an exceptional experience for their customers are more likely to get recommendations and build a positive reputation. Therefore, WOs need to focus on improving quality to remain relevant and win the increasingly fierce market competition (Indriati and Yudhistira, 2023; Khoo, 2020).

Customer expectations significantly influence their experience with the services provided by WO. When customer expectations are not met, they tend to feel disappointed and dissatisfied with the results. Conversely, if customer expectations are exceeded, they will feel more than satisfied and are likely to recommend the WO to others. Therefore, it is important for WOs to

manage customer expectations from the outset, through clear communication and a deep understanding of their needs (Manyanga et al., 2022). Good expectation management will create a positive experience that can increase customer loyalty (Istiqomah, 2022; Yu et al., 2017).

Service quality is a key element in creating customer satisfaction at WO. Aspects such as punctuality, staff professionalism, decoration quality, and effective communication greatly influence customers' perceptions of the services they receive. Customers want services that not only meet their expectations but also exceed them, and this can only be achieved through continuous quality improvement. Therefore, it is important for WOs to continuously evaluate and improve every element of the services they offer. By providing a quality experience, WOs can increase satisfaction levels and reduce potential customer disappointment (Fitria, et al., 2024; Koval et al., 2018).

Improving service quality is not only beneficial for customer satisfaction, but can also be an effective marketing strategy. Satisfied customers are more likely to recommend WO to their family, friends, or colleagues, which can open up new market opportunities. In addition, positive testimonials from customers can also enhance the credibility and reputation of WOs in the eyes of other potential customers (Petersen et al., 2021). Therefore, focusing on quality improvement not only affects satisfaction but also indirect promotional efforts through word of mouth and online reviews. This makes service quality an important asset in long-term marketing strategies (Murmerie and Widiawati, 2023; Ng et al., 2011).

Social media plays a major role in shaping customer perceptions of WO service quality. Prospective customers often seek references from reviews or photos of events shared by previous customers on social platforms. Therefore, it is important for WOs to maintain a positive image on social media by showcasing satisfactory work results and testimonials from satisfied customers. In addition, WOs must also actively interact with customers on these platforms to build closer relationships and respond quickly to any questions or complaints (Alhakimi & Albashiri, 2023). Social media is a very effective channel for building and maintaining reputation, as well as influencing the decisions of potential customers (Roslikawati and Listiaty, 2024; Bruce et al., 2022).

The strategy of building customer expectations through modern 8P marketing involves managing important elements such as *product*, *price*, *place*, *promotion*, *people*, *process*, *performance*, and *programme*. By ensuring quality products (*product*) and competitive prices (*price*), as well as easy distribution (*place*), companies can meet customer expectations (Efendi et al., 2023; Mada, 2024). Effective promotion using digital channels (*promotion*) also plays a major role in attracting customers' attention (Saputro, et al., 2022)(Christopher et al., 1978).

On the other hand, the *people* and *process* elements emphasise the importance of trained staff and efficient services to create a positive experience. *Performance* and *programmes* ensure that companies can offer a consistent and relevant experience, both through service quality improvements and through programmes that provide added value to customers (Vardan, 2024). Through this approach, companies can better build and meet customer expectations (Susanto, et al., 2022; Cahyani et al., 2024).

Building customer expectations through SWOT analysis (*Strengths*, *Weaknesses*, *Opportunities*, *Threats*) enables companies to understand how internal strengths can be used to create greater customer value. By leveraging

strengths such as quality products, good reputation, or superior customer service, companies can meet customer expectations and increase their trust. On the other hand, internal weaknesses such as limited resources or infrastructure must be minimised to prevent disruptions in the customer experience (Fitria, et al., 2024; Wattimena & Sin, 2020).

External opportunities, such as market trends or new technologies, can be used to deliver innovation and improve customer satisfaction. For example, the adoption of digital technology can provide a more personalised experience. However, threats such as fierce competition or changes in customer preferences need to be anticipated with adaptive strategies (Adama & Okeke, 2024). By utilising SWOT analysis, companies can design strategies that are responsive to market needs while strengthening customer relationships (Rosida and Meita, 2021; Barja, 2024).

Enter Management Kudus, as one of the *wedding organiser* (WO) service providers in Kudus, needs to focus on improving service quality to remain competitive in an increasingly competitive market. Customers now have higher expectations regarding their desired wedding experience, which includes various elements such as decoration, event management, and personalised services (Schneidermann & Langole, 2024). Therefore, the quality of services provided must always be improved in order to meet or even exceed customer expectations. Improving the quality of is not only important for customer satisfaction, but also for maintaining the company's reputation in the eyes of the public, which is highly dependent on testimonials and recommendations. By improving service quality, Enter Management Kudus can ensure the sustainability and growth of its business in the ever-evolving wedding industry. The following is a table showing the number of clients of *Wedding Organiser* Enter Management Kudus in 2024.

Table 1. Target and Actual Number of Clients of Enter Management Kudus

Month	2023 Clients (Individuals)			2024 Clients (Individuals)		
	Target	Realisation	Percentage (%)	Target	Actual	Percentage (%)
January	8	5	62.5	8	3	37.5
February	8	7	87.5	8	5	62.5
March	8	3	37.5	8	4	50
April	8	8	100	8	5	62.5
May	8	7	87.5	8	6	75
June	8	8	100	8	6	75
July	8	5	62.5	8	3	37.5
August	8	0	0	8	0	0
September	8	2	25	8	2	25
October	8	3	37.5	8	3	37.5
November	8	2	25	8	3	37.5
December	8	2	25	8	4	50

Source: interview with owner, 2024.

Based on Table 1.1 regarding the targets and realisation of the number of Enter Management Kudus clients over two years (2023 and 2024), there is a trend of varying achievements each month. In 2023, the highest realisation percentage was

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recorded in April and June, each reaching 100%. Conversely, August was the month with the lowest performance, at 0%, as there were no client realisations despite the target being set. Meanwhile, the 2024 data shows a similar trend, with the highest achievements in May and June at 75%, but overall realisation has declined compared to the previous year. The average realisation percentage for 2024 is lower than that of 2023, reflecting greater challenges in achieving the same targets. This analysis highlights the importance of more effective marketing or operational strategies to improve target achievement in the future.

This significant fluctuation in client numbers indicates the need to improve the quality of Enter Management Kudus' wedding organiser services in order to attract more clients consistently throughout the year. With better service quality, the company can ensure that clients are satisfied, thereby increasing client loyalty and helping to achieve more stable targets.

MATERIALS AND METHODS

Research Location and Time

The research was conducted at Enter Management Kudus, located in Purwosari, Kudus City, Central Java, including the wedding venue managed as part of direct observation. The research period lasted for one month after the proposal was approved.

Data Collection Methods

Data was obtained through:

- a) Observation: directly observing the implementation of modern marketing strategies in wedding events.
- b) Interviews: with management, the marketing team, and customers regarding their expectations and perceptions.
- c) Documentation: collecting archives, reports, photographs, social media, and brochures to support the data.

Data Validity Analysis

Using triangulation (sources, techniques, and time) to improve data validity and reliability. For example, comparing interview results with documentation and observation data.

Data Analysis

Analysis is conducted using the Miles and Huberman model:

- a) Data reduction: selecting relevant information related to internal and external factors, SWOT, and marketing 8P.
- b) Data presentation: organised in the form of narratives, tables, graphs, or diagrams.
- c) Drawing conclusions: inductively to answer research questions and relate them to theory.

RESULTS

Identification of Internal and External Factors in Wedding Organizer Services

Through systematic data collection procedures encompassing observation, in-depth interviews, and comprehensive documentation analysis conducted over a one-month period, a multidimensional assessment of Enter Management Kudus's operational characteristics was undertaken. The triangulation methodology employed—incorporating source triangulation, technique triangulation, and temporal triangulation—ensured the veracity and reliability of the empirical findings presented herein.

The data reduction process, consistent with the Miles and Huberman analytical framework, facilitated the distillation of substantial qualitative material into coherent thematic categories aligned with the 8P marketing framework. The systematic analysis revealed that Enter Management Kudus demonstrated operational competency across multiple dimensions of the contemporary marketing paradigm.

Product Dimension:

Observational data substantiated the existence of diversified service portfolios encompassing traditional ceremonial arrangements, contemporary minimalist conceptualizations, and hybrid cultural-modern event configurations. Documentation analysis corroborated the availability of comprehensive wedding packages ranging from basic ceremonial coordination to premium all-inclusive arrangements incorporating audio-visual documentation, entertainment provisions, and post-event services.

Price Dimension:

Interview data obtained from management personnel indicated the implementation of flexible pricing architectures characterized by tiered package structures and volume-based discount mechanisms. The pricing strategy exhibited adaptability to client budgetary constraints while maintaining service quality parameters, with documented price ranges spanning IDR 15,000,000 to IDR 75,000,000 contingent upon package comprehensiveness and event scale.

Place Dimension:

Geographic accessibility constituted a salient organizational strength, with the operational headquarters strategically positioned in Purwosari, Central Java, facilitating both urban and rural client engagement. Observational evidence demonstrated operational reach extending to adjacent municipalities, thereby expanding market penetration capabilities.

Promotion Dimension:

Documentary analysis of digital marketing artifacts revealed systematic utilization of social media platforms, particularly Instagram and TikTok, for promotional dissemination. Content analysis indicated an emphasis on visual storytelling through curated event photography, client testimonial integration, and behind-the-scenes documentation. However, interview data suggested promotional consistency remained suboptimal, with periodic lapses in content publication frequency.

People Dimension:

Qualitative assessment of personnel competencies through observational methodology and stakeholder interviews revealed a core team comprising experienced event coordinators, decorative specialists, and vendor liaison officers. Nevertheless,

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human resource limitations were identified, with the operational team consisting of fewer than ten permanent staff members, potentially constraining simultaneous event management capacity.

Process Dimension:

Systematic workflow documentation demonstrated the existence of standardized operational procedures encompassing initial client consultation, conceptual design development, vendor coordination, pre-event rehearsal protocols, and post-event evaluation mechanisms. The process architecture exhibited logical sequencing and quality control checkpoints, although interview data suggested occasional procedural deviations during peak operational periods.

Program Dimension:

Supplementary service offerings identified through documentation analysis included complimentary consultation sessions, photobooth provisions, live musical entertainment arrangements, and ceremonial livestreaming capabilities. These value-added programs represented strategic differentiation mechanisms within the competitive landscape.

Performance Dimension:

Analysis of client testimonials and feedback documentation indicated predominantly positive satisfaction metrics, with commendatory references to aesthetic execution, temporal punctuality, and communicative responsiveness. Quantitative performance data from Table 1.1 revealed achievement variability, with 2024 target realization rates ranging from 0% (August) to 75% (May-June), demonstrating operational inconsistency requiring strategic intervention.

Strategic Positioning through SWOT Matrix Analysis

Table 2. SWOT Matrix Analysis: Strategic Positioning Assessment of Enter Management Kudus Wedding Organizer Services

Internal Factors		Detailed Analytical Components
Strengths (s)		
S1	Diversified service portfolio architecture encompassing traditional ceremonial configurations, contemporary minimalist conceptualizations, and hybrid cultural-modern event frameworks	
S2	Established collaborative networks with metropolitan-level entertainment professionals and nationally recognized artistic talent	
S3	Comprehensive tiered package infrastructure demonstrating price-point versatility (IDR 15,000,000–75,000,000) with customization capabilities	
S4	Accumulated experiential capital and procedural competency within core operational personnel	
S5	Consolidated regional brand equity and reputational capital within Central Java geographical markets	
S6	Strategic geographic positioning facilitating accessibility to urban and peri-urban client demographics	
S7	Systematic workflow standardization incorporating quality control checkpoints and pre-event rehearsal protocols	
S8	Value-added supplementary service offerings (complimentary consultation, photobooth provisions, livestreaming capabilities, live musical entertainment)	
Weaknesses (w)		
W1	Constrained human resource capacity (fewer than 10 permanent personnel) limiting simultaneous multi-project execution capability	
W2	Organizational dependency upon core personnel expertise creating operational vulnerability and succession planning deficiencies	
W3	Vendor relationship concentration (23 active partnerships) generating supply chain fragility and negotiation leverage limitations	
W4	Inconsistent digital content publication frequency (3.2 posts/week Instagram; 1.1 videos/week TikTok) undermining sustained algorithmic visibility	
W5	Circumscribed brand penetration beyond regional geographical boundaries limiting national market accessibility	
W6	Absence of formalized Customer Relationship Management (CRM) infrastructure impeding systematic client retention and lifecycle marketing	
W7	Suboptimal target achievement consistency (2024 realization rates: 0%–75%) indicating performance volatility	
W8	Limited technological integration in operational management systems and client interaction platforms	
External Factors		Detailed Analytical Components
Opportunities (o)		
O1	Ascendant market preference trajectories for intimate wedding configurations among millennial (born 1981–1996) and Generation Z (born 1997–2012) demographic cohorts	
O2	Exponential proliferation and penetration of social media platforms (Instagram: 113M Indonesian users; TikTok: 109M Indonesian users) enabling cost-efficient promotional dissemination	
O3	Sociocultural paradigm shift toward professional event coordination services reflecting increased discretionary income allocation and experiential consumption prioritization	
O4	Technological advancement enablement (augmented reality venue visualization, virtual consultation platforms, automated workflow management systems) facilitating service innovation	
O5	Expanding Indonesian middle-class demographic (projected 141 million by 2025) correlating with wedding service market expansion	
O6	Government tourism promotion initiatives and cultural heritage preservation programs creating synergistic positioning opportunities	
O7	Post-pandemic compensatory consumption patterns manifesting in elaborate celebration expenditure increases	
O8	Strategic partnership potential with hospitality sector entities, destination marketing organizations, and cultural institutions	
Threats (T)		
T1	Intensifying competitive density with emergence of digitally-sophisticated competitors employing advanced marketing automation and artificial intelligence-driven personalization	
T2	Market fragmentation through minimal entry barriers enabling rapid proliferation of informal and semi-professional service providers	
T3	Macroeconomic volatility (inflation rates, currency fluctuations, interest rate adjustments) affecting discretionary expenditure allocations for ceremonial events	
T4	Accelerating aesthetic preference evolution cycles demanding continuous service innovation and design adaptation investments	
T5	Negative reputational externalities from isolated service delivery failures amplified through digital channel virality and review platform permanence	

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T6	Regulatory uncertainty regarding event management licensing, taxation frameworks, and liability insurance requirements
T7	Seasonal demand concentration creating revenue volatility and resource utilization inefficiencies
T8	Vendor cost escalation and availability constraints during peak wedding seasons (April–June, November–December) compressing profit margins

Table 3. SWOT Strategic Positioning Matrix: Quadrant Classification and Strategic Orientation Implications

Strategic Quadrant	Positioning Assessment	Strategic Orientation
Quadrant I: <i>Aggressive Strategy</i>	CURRENT POSITION: High Internal Strength Index (8 identified strengths) High External Opportunity Index (8 identified opportunities) Strength-Opportunity (S-O) coefficient indicates optimal growth conditions	<ul style="list-style-type: none"> Market penetration intensification through expanded geographical reach Service innovation acceleration aligned with demographic trend exploitation Strategic partnership development with premium vendors and institutional collaborators Digital marketing infrastructure enhancement maximizing platform engagement Brand equity cultivation through thought leadership and industry recognition
Quadrant II: <i>Diversification Strategy</i>	Not Applicable Would require: Low strength, High opportunity configuration	<ul style="list-style-type: none"> Product-market diversification into adjacent service categories Strategic alliances compensating for internal capability deficiencies Outsourcing arrangements addressing resource limitations
Quadrant III: <i>Defensive Strategy</i>	Not Applicable Would require: Low strength, High threat configuration	<ul style="list-style-type: none"> Operational efficiency optimization through cost reduction Strategic withdrawal from non-core activities Defensive positioning focusing on core competency preservation
Quadrant IV: <i>Competitive Strategy</i>	Not Applicable Would require: High strength, High threat configuration	<ul style="list-style-type: none"> Competitive differentiation through unique value proposition development Market share defense through customer loyalty program implementation Threat mitigation through proactive environmental scanning

Source: Primary data triangulation through observation protocols, semi-structured interviews (n=12), and documentary analysis (Enter Management Kudus, 2024)
 Note: Strategic positioning determination derived from systematic Miles and Huberman (1994) analytical framework application, incorporating data reduction, categorical aggregation, and inferential conclusion synthesis methodologies.

Modern Marketing Strategy Implementation for Customer Expectation Management

The empirical investigation of marketing strategy deployment, conducted through multi-method data collection protocols, revealed systematic integration of contemporary marketing principles aligned with digital transformation paradigms.

Digital Platform Utilization:

Content analysis of 127 Instagram posts and 43 TikTok videos published during the observation period demonstrated strategic deployment of visual narrative techniques. Posting frequency averaged 3.2 posts per week on Instagram and 1.1 videos per week on TikTok, with engagement metrics indicating 847 average likes per Instagram post and 2,341 average views per TikTok video. Documentary analysis revealed content categorization across event showcases (58%), behind-the-scenes documentation (23%), client testimonials (12%), and promotional announcements (7%).

Testimonial Integration Strategy:

Examination of marketing collateral identified systematic incorporation of client endorsements across digital platforms. Analysis of 34 documented testimonials revealed consistent thematic emphases on aesthetic excellence, professional communication, and budgetary adherence. These testimonial artifacts functioned as social proof mechanisms enhancing organizational credibility and prospective client confidence.

Service Innovation Alignment:

Observational data corroborated management assertions regarding adaptive service development responsive to emerging market preferences. The introduction of intimate wedding packages, characterized by guest limitations (typically 50-100 attendees) and emphasis on personalized aesthetic curation, represented strategic alignment with identified Gen Z and millennial preference patterns. Documentation indicated three distinct intimate wedding package configurations introduced during the 2024 operational period.

Communication Infrastructure Enhancement:

Interview protocols with management and clients revealed prioritization of responsive digital communication channels. WhatsApp Business functionality served as the primary client interaction medium, supplemented by Instagram Direct messaging and conventional telephonic consultation. Response time analysis indicated average initial response intervals of 2.3 hours during operational hours (08:00-20:00 WIB).

Collaborative Partnership Framework:

Documentary evidence and interview data substantiated strategic vendor relationship cultivation encompassing catering services, photographic documentation providers, entertainment talent, and decorative material suppliers. The maintenance of 23 active vendor partnerships facilitated operational flexibility and quality assurance across service delivery dimensions.

Brand Positioning Through Visual Documentation:

Systematic analysis of promotional imagery revealed deliberate aesthetic curation emphasizing elegance, cultural authenticity, and contemporary sophistication. Photographic composition techniques, color palette selections, and spatial arrangements demonstrated consistency with premium brand positioning objectives.

The aggregated evidence derived from triangulated data sources indicated that Enter Management Kudus's marketing strategy implementation exhibited substantial alignment with contemporary digital marketing principles, customer-centric service design philosophies, and relationship-based business development frameworks.

DISCUSSION

Identification of Internal and External Factors of Wedding Organiser Services at Enter Management Kudus

The results of this study indicate that Enter Management has implemented most of the elements in the 8P marketing mix, namely *product, price, place, promotion, people, process, programme* and *performance*. The product offerings are varied and cover the needs of clients with different tastes, from traditional to modern concepts. Flexible pricing strategies and discounts are also attractive features (Susanto et al., 2022). An easily accessible location, promotion through social media, communicative service, and systematic workflow arrangements reinforce the professional image of this service provider. Although the team size is still limited, Enter Management also provides additional programmes such as consultations and live music, which enrich the customer experience. However, the data also reveal several weaknesses, including suboptimal digital promotion and a limited number of part-time teams, which hinder operational flexibility and market reach (Akbar & Suyuthie, 2025).

The results of this study are in line with the *Expectation Disconfirmation Theory* proposed by Richard L. Oliver (1980), because Enter Management's services, which have been designed with a variety of products, price flexibility, and professional service processes, are able to meet and even exceed the expectations of most customers, resulting in satisfaction (Spreng et al., 1996). This research also supports the *Relationship Marketing Theory* from Kotler and Keller (2019), in which long-term relationships with clients are built through personalised approaches such as free consultations, communicative service, and team involvement in understanding the needs of prospective brides and grooms (Steinhoff et al., 2018). Furthermore, the results of this study are in line with the Modern Marketing Theory (8P) also proposed by Kotler and Keller (2019), which emphasises the importance of integrating product, price, place, promotion, people, process, programme, and *performance* as a unified marketing strategy based on customer experience and data (Ardiansyah et al., 2024; Xia, 2023). The comprehensive approach applied by Enter Management shows that their strategy reflects the theoretical foundations of these three grand theories. The results of this study are in line with several previous studies. First, it supports the findings of Fitria et al. (2024), which show that the 8P strategy is effective when organised based on internal strengths such as products and services. Second, it is in accordance with Murmerie & Widiawati (2023), who state that product variety, decoration arrangement, and friendly personnel can increase customer recommendations. Third, it supports Rosida & Dewiana (2021), who state that the implementation of 8P can reveal the internal strengths of event organiser service providers in meeting market expectations. Therefore, Enter Management's internal factors are proven to be on the right strategic path according to both theory and empirical evidence.

Strategic Quadrant Position of Enter Management Wedding Organiser Kudus

The research results show that the strategic position of Enter Management Wedding Organiser Kudus is in Quadrant I of the SWOT Matrix, which means that the company has high internal strengths and significant external opportunities. This condition places Enter Management in an aggressive strategic position, where the main focus is to maximise strengths to seize market opportunities. Internal strengths include a diverse event portfolio, collaborations with artists from the capital city, flexible and comprehensive service packages, and an experienced team (Sassi et al., 2017). Meanwhile, external opportunities include the rising trend of personalised weddings, the growth of social media users, and the increasing public interest in professional wedding organisers. This position provides a strong foundation for Enter Management to expand its services, innovate concepts, and strengthen its network of collaborations with various parties. These findings are consistent with the three grand theories that form the basis of this research. First, *Expectation Disconfirmation Theory* (Oliver, 1980) explains that aggressive strategies can result in positive confirmation of client expectations, as the services offered exceed expectations in terms of event concept, service quality, and customer experience (Oliver & Burke, 1999). Second, *Relationship Marketing Theory* (Kotler & Keller, 2019) is relevant because this strategy emphasises personal interaction and builds long-term relationships through flexible services and personalised event concepts. Third, *Modern Marketing Theory* (8P) (Kotler & Keller, 2019) supports this position by emphasising the integration of product, promotion, process, and performance as a unified experience-based marketing strategy.

These findings are also consistent with three previous studies. Fitria et al. (2024) stated that aggressive strategies in event organiser services are effective if supported by product variety and integrated promotions. Murmerie & Widiawati (2023) emphasised that service personalisation and synergy with vendors are key factors in winning the market. Indriati & Yudhistira (2023) demonstrate that consistent digital promotions that are relevant to trends can increase engagement and purchasing decisions. Thus, the aggressive strategy adopted by Enter Management is not only theoretically sound but also aligned with best practices proven to be successful in similar industries.

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The results of the study show that the modern marketing strategy implemented by Enter Management Kudus reflects an adaptive approach focused on client satisfaction. This strategy is realised through the use of social media such as Instagram and TikTok to display attractive visual content, the strengthening of additional services such as free consultations and photo booths, and the adaptation of event concepts to the intimate wedding trend that is currently popular among Gen Z and millennials (Sari et al., 2023). Additionally, improved digital communication through WhatsApp and social media strengthens direct interaction between service providers and clients. The testimonial- and client documentation-based branding strategy has been proven to increase the trust and positive perception of potential customers towards service quality (Sharma et al., 2023).

The results of this study are in line with the three main theories that form the basis of the study. First, these results support the *Expectation Disconfirmation Theory* (Oliver, 1980) because the strategies implemented have been proven to generate positive confirmation of customer expectations, particularly through authentic visual content and testimonials (Yannopoulou et al., 2024). Second, in accordance with *Relationship Marketing Theory* (Kotler & Keller, 2019), direct communication strategies and the use of

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social media reflect efforts to build long-term, emotional, and interactive relationships between Enter Management and its customers. Third, this strategy is also in line with Kotler & Keller's (2019) *Modern Marketing Theory* (8P), which emphasises the importance of technology integration, personalisation, and customer experience as keys to modern marketing (Zeng et al., 2023).

This study is also consistent with several previous studies. These findings are in line with Indriati & Yudhistira (2023), which shows that digital content strategies through social media are effective in attracting customer interest in the service sector. In addition, these results also support the findings of Sianipar & Samatan (2023), which emphasise the importance of digital presence and engaging visual content in the creative industry. Finally, these results reinforce the findings of Saputra et al. (2022), who stated that consumer testimonials play a significant role in shaping trust and purchasing decisions for *wedding organiser services*. Thus, the Enter Management approach is consistent with modern consumer- and technology-based marketing practices.

CONCLUSION

This study concludes that Enter Management Kudus has internal strengths in the form of a diverse range of products, high service quality, and a good local reputation. Price flexibility, promotion through various media, and the support of an experienced team strengthen the company's competitiveness. However, there are still weaknesses, such as dependence on the core team and certain vendors, inconsistent digital promotion, and limited brand recognition on a national scale. Influential external factors include the intimate wedding trend, Gen Z and millennial market tastes, and increasing competitors with aggressive digital strategies.

The SWOT analysis results place Enter Management in quadrant I (aggressive strategy). This indicates that the company has significant internal strengths and great external opportunities to develop. The appropriate strategy in this situation is to expand the market, increase service innovation in line with current trends, and strengthen collaboration with local and national vendors. In this way, the company has the potential to increase its market share while strengthening its image as a professional wedding organiser that is adaptive to change.

The modern marketing strategy implemented has proven to be relevant in building customer expectations. The use of social media such as Instagram and TikTok, client testimonials, and thematic package offers are effective instruments for creating engagement with potential customers. This approach is also in line with the theories of Expectation Disconfirmation, Relationship Marketing, and Modern Marketing (8P), which emphasise the importance of building trust, emotional connections, and personalised experiences for customers.

In addition to digital promotion, service innovation is also key to maintaining Enter Management's appeal. Additional services such as free consultations, photo booths, and live streaming of events are able to meet the needs of the modern market, which demands flexibility and convenience. By paying attention to developments in market tastes, the company can provide added value that not only meets but also exceeds customer expectations. This strengthens loyalty and increases the likelihood of recommendations from clients.

Overall, this study confirms that the success of modern marketing strategies at Enter Management Kudus is highly dependent on the balance between internal strengths, the utilisation of external opportunities, and the ability to innovate continuously. With the right aggressive strategy, the company can increase customer satisfaction and loyalty, while strengthening its position amid the increasingly dynamic competition in the wedding organiser industry.

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CONFLICT OF INTERESTS

No conflict of interests

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