

## PRICE STRATEGY ANALYSIS ON INCREASING THE SALES VOLUME OF CCTV PRODUCTS IN CV. ANUGERAH JASA ABADI BANDUNG CITY

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### ABSTRACT

This study aims to find out how much the price strategy is related to the sales volume of CCTV by using 7 dimensions of the price strategy, namely the statement of the value of a product, Aspects that are clear to buyers, the main determinants of demand, Directly related to income and prices, Flexibility, Influence image and positioning and Trigger internal conflicts, distribution channels, competitors, government agencies and public policies. The research population is all users who have bought CCTV at CV. Anugerah Jasa Abadi Bandung City in 2021, the total population is 365 buyers and the sample has been determined based on the solvin formula, namely 78 respondents to be given a questionnaire. Based on the research results, by following market prices and providing discounts so that they can attract consumers to buy at CV. Anugerah Jasa Abadi Bandung City.

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## 1. INTRODUCTION

Security System or security system is a system or mechanism that is made in such a way that is used to secure something valuable, be it tools, goods, buildings, houses or programs in one place. After knowing the meaning of a security system or security system, now we will discuss the meaning of an electronic security system. Electronic security system is a security system that is integrated electronically by utilizing electronic and IT systems to support and ensure security in the building/office and home environment.

With this electronic security system or ESS, we can monitor, supervise, regulate, and also access data related to the security system. ESS Support Tool or Electronic Security System.

Because the electronic security system (ESS) is a system, there are usually several tools/systems that make up the ESS. Namely: CCTV System The first tool included in the electronic security system is the CCTV system. Needless to say, CCTV currently has many uses. One of the functions of CCTV is to monitor events or activities. If you look at the types of CCTV, there are many types of CCTV available on the market that you can have to complete the electronic security system at home or in your office. You can also adjust whether to use indoor CCTV or outdoor CCTV, or even both. Back again, adjust to your security needs.

And make sure when you buy CCTV, there is a CCTV installation service, if you are hesitant to install it yourself. Or if you prefer to install the CCTV yourself, then you can read the guidehow to install this CCTV. Access Control System Access Control System (ACS) is a type of security that manages and controls who or what is allowed into the system.

ACS is typically useful for managing, monitoring, and controlling access to protected equipment or systems. Anugerah Jasa Abadi is a leading distributor of integrated security solutions with more than 10 years of experience in security systems, CV. Anugerah Jasa Abadi Bandung City distributes both hardware and software systems in security system products.

Anugerah Jasa Abadi Solutions is to offer customers flexibility, innovation, high level of integrity in security system solutions.

Anugerah Jasa Abadi success is associated with many factors, but the most important is long-term cooperation with customers/resellers for many years. This in turn is supported by adding value to customers through ongoing support and hardware development to include cutting-edge technology at the

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