

Integrated Marketing Strategy on Original Auto Parts E-Commerce Platform: a Case Study of PartGenie on Developing B2C and B2B Markets

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ABSTRAK

Pertumbuhan platform e-commerce di sektor otomotif dibarengi dengan maraknya peredaran suku cadang palsu, sehingga kepercayaan konsumen menjadi faktor krusial bagi keberhasilan bisnis. Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis secara komprehensif strategi pemasaran PartGenie, sebuah platform e-commerce suku cadang mobil asli yang melayani segmen business-to-consumer (B2C) dan business-to-business (B2B), termasuk strategi segmentasi, penargetan, dan pemosisian (STP), penerapan bauran pemasaran, serta strategi penjualan dan proyeksi pendapatan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus, yang bersumber dari data primer berupa dokumen rencana bisnis PartGenie dan data sekunder dari studi literatur, serta dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa PartGenie merumuskan segmentasi berdasarkan dimensi demografis, geografis, dan perilaku, dengan pemosisian yang menonjolkan jaminan keaslian produk dan kemudahan platform melalui slogan "Trust in Every Drive". Bauran pemasaran diterapkan secara berbeda, yakni menggunakan kerangka kerja 7P untuk segmen B2C dan pendekatan NICE untuk segmen B2B, dengan alokasi anggaran penjualan yang didominasi oleh segmen B2B hingga mencapai delapan puluh sembilan persen dari total proyeksi sepuluh tahun. Proyeksi pendapatan menunjukkan tren pertumbuhan eksponensial, terutama sejak adanya ekspansi wilayah pada tahun kelima. Dapat disimpulkan bahwa integrasi strategi STP, bauran pemasaran yang adaptif, dan perencanaan penjualan yang terukur merupakan fondasi utama pertumbuhan bisnis platform e-commerce otomotif yang berbasis pada kepercayaan.

Kata kunci: bauran pemasaran; platform e-commerce; strategi pemasaran

ABSTRACT

The growth of e-commerce platforms in the automotive sector is accompanied by the rampant circulation of counterfeit parts, so consumer trust is a crucial factor for business success. This study aims to comprehensively describe and analyze the marketing strategy of PartGenie, an original car spare parts e-commerce platform that serves the business to consumer (B2C) and business to business (B2B) segments, including segmentation, targeting, and positioning (STP) strategies, marketing mix implementation, as well as sales strategies and revenue projections. The research uses a descriptive qualitative approach with a case study design, sourced from primary data in the form of PartGenie business plan documents and secondary data from literature studies, analyzed through data reduction, data presentation, and conclusion drawn. The results show that PartGenie formulates segmentation based on demographic, geographical, and behavioral dimensions, with positioning that highlights the guarantee of product authenticity and platform convenience through the tagline "Trust in Every Drive". The marketing mix is applied differently, namely the 7P framework for the B2C segment and the NICE approach for the B2B segment, with the sales budget allocation dominated by the B2B segment up to eighty-nine percent of the total ten-year projection. Revenue projections show an exponential growth trend, especially since the region's expansion in the fifth year. It can be concluded that the integration of STP strategy, adaptive marketing mix, and measured sales planning is the main foundation of the business growth of trust-based automotive e-commerce platforms.

Keywords: marketing mix; e-commerce platforms; marketing strategy

INTRODUCTION

The development of digital technology has fundamentally changed the way people obtain goods and services, including in the automotive sector which has been synonymous with conventional transactions in physical stores and workshops. This transformation led to the birth of various E-commerce platform which offers convenience, speed, and efficiency in meeting the needs of vehicle parts. Nevertheless, the rapid growth of the industry E-commerce Automotive is also accompanied by the rampant circulation of counterfeit or unverified parts of authenticity, thus causing doubts among consumers and workshop business actors about the quality of the products they obtain online. This condition confirms that the aspect of trust is a crucial factor that determines the success of a Platform in attracting and retaining its users, as it was found that trust, risk perception, and quality of electronic services have a significant effect on consumer purchase intent E-commerce in Indonesia (Salim et al., 2023).

PartGenie is present as an e-commerce platform that specifically provides original car parts (OEM) directly from brand holder agents, targeting two market segments at once, namely individual consumers who own private vehicles (B2C) and workshop business actors (B2B). The existence of these two segments with different needs requires the formulation of a marketing strategy that is not uniform, but is adjusted to the behavior patterns, purchase motivations, and preferences of each customer group. For individual consumers, ease of digital access, transaction speed, and guarantee of product authenticity are the main considerations, while for workshops, stock stability, competitive prices, and the reliability of supplier partners are the determining factors for routine and repetitive purchase decisions. These differences in market characteristics require a structured strategic approach, from market segmentation analysis to the preparation of relevant marketing mixes for each target group.

The study of marketing strategies in the automotive parts business is actually not new in the Indonesian marketing management literature. Research conducted on motorcycle parts distributor companies shows that management strategy planning based on internal and external environmental analysis, combined with the use of information technology, is able to strengthen the company's marketing position in the midst of fierce competition (Sugiyanto et al., 2023). In line with this, studies in other automotive industries also prove that strategic planning and systematic marketing processes play an important role in supporting the growth of market share of automotive products amid the dynamics of consumer preferences (Siregar & Riofita, 2025). Meanwhile, from the perspective of Platform digital, the

implementation of an integrated marketing strategy between online and offline marketing, including the use of social media and collaboration with Influencers, proven to be able to increase visibility, strengthen relationships with customers, and drive sustainable sales growth on business-based businesses E-commerce (Alfayed et al., 2023).

Aspects of segmentation, targeting, and market positioning (Segmenting, Targeting, Positioning/STP) has also proven to be an important foundation in designing targeted marketing strategies, as shown in research on small and medium-sized business actors who apply the STP approach to strengthen the competitiveness and effectiveness of their product promotions (Mahabbah & Mawardi, 2024). On the other hand, the application of Digital Marketing which is directed, including the use of digital channels, educational content, and personalization of marketing messages, is considered to be able to increase market potential while expanding customer reach in various types of businesses, including businesses based on trust and product quality (Kamil & Ridlo, 2024). Consumer confidence itself, as emphasized in the study of Platform Lazada, has proven to be significantly influenced by its brand image and consistent quality of service, which ultimately shapes customers' purchasing decisions on a sustainable basis (Baso & Pudjoprastyono, 2023). These findings strengthen the argument that success E-commerce platform Automotive parts are not solely determined by product availability, but also by the accuracy of market segmentation strategies, the application of marketing mixes that are adaptive to B2C and B2B characteristics, and consistency in building customer trust through ensuring authenticity and service quality.

Based on this description, this study intends to examine in depth the marketing strategy implemented by PartGenie as an e-commerce platform for original car parts, focusing on the formulation of the following problems: how to segment, target, and positioning strategies which PartGenie applies in reaching the B2C and B2B segments; how to apply the 7P marketing mix to individual consumer segments and the NICE approach to partner workshop segments; and how sales strategies and revenue projections are designed to support business growth in the short, medium and long term. The purpose of this research is to comprehensively describe and analyze the design of PartGenie's marketing strategy, starting from the determination of marketing goals and objectives, the determination of segmentation and target market, brand positioning in the midst of competition, to the implementation of a measurable marketing mix and sales strategy.

The expected benefits of this research are theoretical and practical. Theoretically, this research is expected to enrich the treasure of marketing management literature, especially in the context of the application of digital marketing strategies to dual business models (B2C and B2B) in the automotive e-

commerce sector. Practically, the results of this research are expected to be considered for automotive parts e-commerce platform business actors in designing effective, efficient, and long-term oriented marketing strategies, as well as contributing to future academics and researchers who are interested in studying similar topics in the future.

METHOD

This study uses a descriptive qualitative approach with a case study design (Case Study), which is an approach that aims to understand and describe a business phenomenon in depth as it is, without manipulating the condition of the object being studied. The qualitative approach was chosen because this study seeks to fully describe the process of formulating PartGenie's marketing strategy, starting from setting goals, market segmentation, to implementing the marketing mix, which is contextual and cannot be completely reduced to mere statistical numbers (Scott, 2020). The design of the case study is seen as appropriate because it allows the researcher to conduct a thorough exploration of one specific unit of analysis, namely PartGenie's marketing strategy as a E-commerce platform spare part Car Original, taking into account the internal and external contexts that surround it comprehensively (Rusandi & Rusli, 2021). The data sources in this study consist of primary data and secondary data. Primary data was obtained through the analysis of PartGenie's business plan documents which included the formulation of marketing goals and objectives, the results of market segmentation mapping, as well as the design of marketing mix and sales strategies that had been prepared previously based on SWOT analysis and the Quantitative Strategic Planning Matrix (QSPM). Secondary data was obtained from library research, namely by examining various academic literature in the form of books, scientific journals, and previous research results that are relevant to the topics of marketing strategy, market segmentation, marketing mix, and business to business (B2B) marketing, in order to strengthen the theoretical foundation and enrich the analysis of available primary data.

The object of this study is the marketing strategy implemented by PartGenie, an e-commerce platform engaged in the provision of original auto parts (OEM) with a dual business model, namely the individual consumer segment (B2C) and the workshop business actor segment (B2B). The focus of the study is directed at four main aspects, namely the establishment of marketing goals and objectives, segmenting, targeting, and positioning (STP) strategies, the implementation of the 7P marketing mix for the B2C segment and the NICE approach for the B2B segment, as well as sales strategies and revenue projections in the short, medium, and long term. The data collection technique is carried out through documentation studies, namely by collecting and reviewing the company's marketing planning documents

systematically. Data analysis is carried out using qualitative descriptive analysis techniques, including the stage of data reduction, data presentation, and conclusion drawing in a sustainable manner until a complete and scientifically accountable marketing strategy picture is obtained.

FINDING AND DISCUSSION

This section presents the results of an in-depth analysis of PartGenie's marketing strategy as an e-commerce platform for original car spare parts (OEM), which was compiled to answer the formulation of research problems regarding the determination of marketing objectives, segmentation-targeting-positioning (STP) strategies, the implementation of marketing mixes, as well as sales strategies and revenue projections. The discussion is systematically arranged following the framework of research thinking as described below.



Figure 1. Marketing Plan Framework for PartGenie

The above frame of thought shows the logical flow of PartGenie's marketing strategy which consists of five continuous stages, namely the determination of marketing goals and objectives, the formulation of the STP strategy, the implementation of the marketing mix, the implementation of sales activities, and the projection Revenue Stream. The five stages reflect a comprehensive and integrated approach to marketing strategy, as it is emphasized that an effective marketing strategy is a systematic series of steps that companies must take in stages to achieve their business goals in a sustainable manner (Kadir et al., 2022). The next description discusses each of these stages in more depth.

Marketing Goals and Objectives

The formulation of marketing goals and objectives is the initial stage that becomes the foundation for the entire series of marketing strategies of PartGenie. The marketing goal is directed at strengthening PartGenie's position as a trusted platform for original spare parts, with a focus on increasing brand visibility, customer experience, and user base growth nationwide. The formulation of these goals is then

translated into measurable goals and mapped based on three time periods, namely short-term (0–3 years), medium-term (3–5 years), and long-term (more than 5 years), as shown in the following table.

Table 1. PartGenie Short-Term Marketing Goals and Objectives

Period	B2C Goals	B2B Goals	B2C (Awareness) Goals	B2B Goals
Short Term (0–3 years)	Building market awareness and education about original spare parts through a user-friendly platform	Establish initial partnerships with public/independent workshops	Target 7x/week (360 contents/year), reach 5,000–15,000 views/content, engagement rate 3–6%	RTD 2 times/month with a target of 10 workshop owners per RTD, estimated 3 partnership deal workshops/month

The data in Table1 shows that PartGenie sets clear quantitative targets at an early stage, both to build brand awareness among individual consumers and to convert potential partners' workshops into active partners through activities Road to Dealer (RTD). This kind of measurable goal-setting approach is in line with the concept of implementing a marketing plan that emphasizes the importance of structured segmentation, pricing, promotion, and distribution analysis in order for companies to be able to compete effectively in a competitive market (Giyanto et al., 2023). In the medium-term period, the focus of the strategy shifted towards the expansion of the sales area to three additional provinces, namely Central Java, North Sumatra, and South Sumatra, while in the long-term, the emphasis was directed towards improving the sales area. Commitment and customer loyalty that has been formed through previous programs.

This kind of goal phasing pattern confirms that PartGenie's marketing strategy is not designed static, but rather adaptive and oriented towards sustainable growth as the business matures. The accuracy in arranging the stages of marketing objectives in stages also reflects the company's managerial maturity in managing resources efficiently, considering that each period has different strategic priorities so that budget and labor allocation can be adjusted proportionally at each stage. This kind of goal phasing approach is in line with the principle of a direct approach to potential customers, as shown by the pick-up strategy implemented by Islamic microfinance institutions in building closeness with potential customers to accelerate the achievement of transaction targets in the early stages of their operations (Kadir et al., 2022).

In addition, the setting of specific quantitative targets on each target element, such as the number of app downloads and estimated monthly transactions, allows companies to evaluate marketing performance on a regular and objective basis, as it is emphasized that the success of the implementation

of the marketing plan is highly dependent on the clarity of the achievement indicators formulated from the initial planning stage (Giyanto et al., 2023). Thus, PartGenie's structure of marketing goals and objectives, which is divided into three time periods, not only serves as a strategic roadmap, but also as a managerial control instrument that allows the company to make strategic adjustments responsively to the ever-evolving market dynamics over time.

Segmentation, Targeting, and Positioning (STP) Strategy

The STP approach is the main foundation in designing a targeted marketing strategy for PartGenie, considering that Platform it serves two market segments with very different characteristics, namely individual consumers vehicle owners (B2C) and workshop business actors (B2B). The use of the STP framework combined with marketing mix analysis has proven to be able to help based companies Platform in formulating an applicable marketing strategy, as shown in a study of companies Crowdfunding properties that use a similar approach to map their marketing strategies across the board (Arianto et al., 2023). The PartGenie market segmentation is carried out based on four main dimensions, namely demographic, geographical, psychographic, and behavioral (Behavioral), as summarized in the following table.

Table 2. PartGenie Market Segmentation Based on Demographic and Behavioral Dimensions

Segmentation Dimensions	B2C (Vehicle Owner)	B2B (Workshop)
Demographics	Age 25–55 years, male and female, middle to upper class (expenditure >IDR 2 million/month)	General workshops, specialists, car dealers, and spare parts shops; Small scale (1–3 mechanics) to large (>10 mechanics)
Geography	Throughout Indonesia, urban, suburban, and rural areas with high mobility	Companies operating in different regions with high population density and economic activity
Behavioral	The frequency of purchases varies, looking for quality, price, and ease of transaction	Prioritize spare part (OEM) authenticity, stock certainty, and fast delivery

The segmentation was then narrowed through the targeting stage, where PartGenie focused its targets on the three provinces with the highest vehicle populations, namely West Java, DKI Jakarta, and East Java. The selection of this area is based on considerations of population density, community mobility levels, and high economic activity in the three regions, so that the chances of conversion to active customers are considered greater than other regions. Once the priority segments are determined, PartGenie formulates a positioning strategy to build a clear image and differentiation in the minds of consumers and partner workshops. As shown in the following table, PartGenie positions itself not as a market pioneer, but rather as a player with a more specific and trust-based approach.

Table 3. Positioning PartGenie

Elements	Contents
Tagline	"Trust in Every Drive"
Positioning	Original car spare parts (OEM) platform with ease of procurement, certainty of product authenticity, and fast delivery
Frame of Reference	Multi-brand original car spare parts marketplace with verification feature
Point of Differentiation	Direct partnership with Brand Holder Agents (APM), spare part code checking feature, 24-hour customer service
Reason to Believe	100% original product, trusted multi-brand access, real-time tracking feature

The positioning strategy is visualized through a competition map based on two axes, namely authenticity and product assurance on the one hand, and the ease of use of the platform on the other, as shown in the following image.



Figure 2. PartGenie's Positioning Map to Competitors

Map Positioning shows that PartGenie occupies the quadrant with a high level of product authenticity assurance as well as ease of use Platform which is also high, in contrast to competitors such as OLX and Shopee which excel in ease of access but weak in guaranteeing product authenticity. This kind of differentiation is crucial in building consumer trust in digital transactions, considering that concerns about product authenticity and the security of personal data are the main factors that affect consumers' purchase intent in transactions online in Indonesia (Jatmiko et al., 2026). In other words, the strategy Positioning PartGenie is not solely oriented to the functional aspects of the product, but also strategically addresses consumers' psychological concerns regarding risks and privacy in digital transactions, so that trust can be built sustainably as the main capital of sustainability Platform.

Sharpness of segmentation strategy and Positioning PartGenie also cannot be separated from efforts to build comprehensive digital trust, considering that today's consumers are increasingly selective in determining Platform transactions that are considered secure in terms of data and financially. Concerns about the privacy and security of personal information have been shown to have a significant influence on the level of trust of users before they are willing to disclose data or transactions on a particular Platform digital aspects, so that the aspect of data security must be an integral part of the strategy Positioning from the initial planning stage (Jatmiko et al., 2026).

In this context, the determination of specific target markets in the three provinces with the highest vehicle populations also strengthens the effectiveness of the strategy Positioning, as companies can focus marketing communications resources on areas with the highest conversion potential, as similar approaches are applied to grass-based startups Crowdfunding which focuses its marketing strategy on the investor and property developer segment with clear and measurable needs characteristics (Arianto et al., 2023). A combination of precise segmentation and Positioning This trust-based foundation ultimately forms the foundation of PartGenie's differentiation in the midst of fierce competition E-commerce platform automotive in Indonesia.

Marketing Mix Implementation

Given the different characteristics of the B2C and B2B segments, PartGenie applies two different marketing mix frameworks, namely 7P (Product, Price, Place, Promotion, People, Process, Physical Evidence) for the individual consumer segment, and the NICE (Need, Interest, Convenience, Education) framework for the partner workshop segment. In terms of products, PartGenie specifically provides more than 30 types of original spare parts that have a high level of demand, as some of them are shown in the following table.

Table 4. Some of the Spare Parts Products with High Demand at PartGenie

Yes	Spare Part <i>Name</i>	Main Functions	Reasons for High Demand
1	Oil Filter	Filtering dirt from engine oil	Regularly replaced every 5,000–10,000 km
2	Car Battery	Provides electrical power	Shelf life 2–3 years
3	Brake Pads	Safe braking	Wears out quickly in urban areas
4	Spark Plugs	Helps with engine combustion	Needs to be replaced periodically
5	Shockbreaker	Damping vibration	Damaged roads often damage
6	Timing Belt	Machine synchronization	Must be replaced every 60,000–100,000 km

The availability of a complete product catalog with clear demand reasons indicates that PartGenie designs its product strategy based on an in-depth understanding of the vehicle maintenance cycle, thus ensuring availability spare part relevant to market needs on an ongoing basis. From the side Price, PartGenie implements a strategy value-based pricing which is not oriented towards the cheapest price, but rather on the long-term value of authenticity assurance and after-sales service support, an approach consistent with the principles of pricing based on segmentation analysis and a mature distribution strategy in designing a company's marketing plan based on technical products (Giyanto et al., 2023). As for the side square, PartGenie strengthens its distribution not only through Platform digital, but also through

cooperation with logistics partners to ensure delivery efficiency across target regions; This kind of distribution channel optimization is in line with the findings that the application of the distribution optimization approach is able to significantly reduce transportation costs while increasing the company's operational efficiency in distributing products to various destination areas (Tannady et al., 2025).

On the elements Promotion, PartGenie designs marketing communication campaigns that incorporate strategies online and Offline integrated, including search engine optimization (SEO), paid advertising (SEM), collaboration with Influencers automotive, as well as programs Partnership with Car wash, petrol stations, and dealer used cars. An effective promotional strategy does not solely depend on the intensity of the message delivery, but also on the ability to recontextualize cultural symbols and images relevant to the target audience so that the promotional message can be persuasively received without violating applicable normative boundaries (Sari, 2025). In this context, PartGenie seeks to build an educational promotional narrative, highlighting the importance of using Original Spare Part through content such as "Characteristics of fake brake pads" and "When to replace the car battery?", so that promotions are not only transactional but also build consumer literacy towards automotive products Original.

For the B2B segment, the NICE approach is applied more rationally, considering that workshops as business actors have more complex considerations in purchasing decision-making than individual consumers. Elements Need Fulfilled through Guaranteed Availability Original Spare Part With an integrated digital system, the Interest built through the RTD program and Cashback partnerships, elements Convenience realized through ease of ordering and tracking of shipments real-time, while the Education carried out through activities Round Table Discussion and Workshop with the workshop community. This kind of educational approach to business partners is important considering that the financial management behavior of small and medium business actors, including workshops as business units, is greatly influenced by the level of financial literacy as well as the psychological and social factors of the owners in making business decisions, including the decision to establish partnerships with new suppliers (Sinaga & Djunaedi, 2026). Thus, the education provided by PartGenie to workshop partners not only serves to introduce products, but also builds sustainable business trust.

Sales Strategy (Sales Activities, Sales Team, and Sales Budget)

PartGenie's sales strategy is designed to be active, scalable, and relationship-based, with different approaches between the B2C and B2B segments. For the B2C segment, the focus of sales activities is directed at creating an easy and fast shopping experience, while for the B2B segment, the sales team acts as a solution partner that fosters a long-term relationship with the workshop. PartGenie's sales team

structure consists of B2B Sales Managers, B2B Salesmen, and B2C Marketing Managers, each with specific responsibilities and achievement targets as formulated in the company's marketing organizational structure. To support the implementation of all these activities, PartGenie prepares a sales budget for ten years of projection, as summarized in the following table.

Table 5. Total Sales Budget of PartGenie Years 1–10 (in thousands of Rupiah)

Target Customer	Th 1	Th. 3	Th 5	Th 7	Th 10	Total	Percentage
B2C	307.200	461.885	640.486	819.198	1.047.280	6.657.325	11%
B2B	378.000	2.062.519	4.149.147	6.881.839	12.781.172	53.713.605	89%
Total	685.200	2.524.404	4.789.633	7.701.037	13.828.452	60.370.929	100%

The data in Table 4.5 shows that the marketing budget allocation for the B2B segment is much larger than B2C, reaching 89% of the total ten-year budget. This proportion reflects PartGenie's business strategy of placing the workshop segment as a major revenue contributor, in line with marketing characteristics business to business which emphasizes the importance of investing in long-term relationship building and sustainable incentive programs rather than mass marketing that is prevalent in individual consumer segments (Kadir et al., 2022). In addition, large budget allocations on Program such as discounts, Cashback, and Loyalty shows that PartGenie recognizes the importance of continuous investment in building customer retention, rather than focusing solely on new customer acquisition. Percentage of the budget against Revenue which tends to decline from year to year, also indicates an increase in marketing operational efficiency in line with the growth of business scale and the strengthening of a loyal customer base.

Revenue Stream Projections

PartGenie's revenue projections are based on the realistic assumption that one transaction unit represents a one-time spare part order, with an estimated average transaction value of IDR 400 thousand for the B2C segment and IDR 10 million for the B2B segment. This projection is based on the assumption of an average annual subscriber growth of 20%, as summarized in the following table.

Table 6. PartGenie Sales Assumptions and Revenue Projections

Year	Strategic Focus	B2C (unit)	B2B (unit)	Total Revenue (Rp)
1	Early penetration of digital & workshop partnerships	3.400	270	4.060.000.000
3	Increased customer acquisition	7.100	1.134	26.230.000.000
5	Area expansion	10.650	2.406	68.137.500.000
7	Expansion of the national market	14.300	4.002	130.785.000.000

Year	Strategic Focus	B2C (unit)	B2B (unit)	Total Revenue (Rp)
10	Strengthening the dominance of the automotive digital market	19.650	7.026	260.647.500.000

The data in Table 6 shows a consistent revenue growth trend, increasing from around IDR 4 billion in the first year to more than IDR 260 billion in the tenth year, with the dominant contribution coming from the B2B segment. To visually clarify the growth pattern, the trend of increasing PartGenie's total sales over the projected ten years is depicted in the following graph.

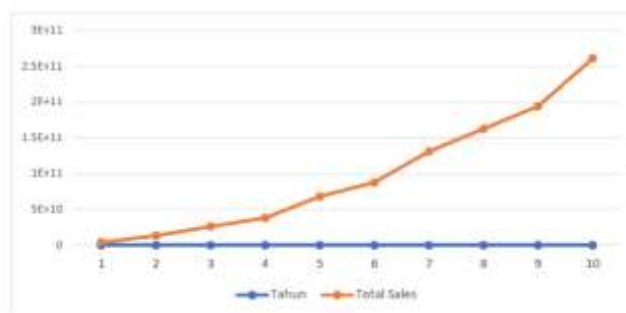


Figure 3. PartGenie Projected Sales Trends Years 1–10

The graph shows a sloping growth pattern in the early years, then increased sharply from the fifth year in line with the expansion of the sales area to three additional provinces and the strengthening of the B2B segment. This kind of exponential growth pattern reflects the potential Bankability PartGenie's business model in the eyes of investors and stakeholders, considering that the stability of operating income growth is often one of the fundamental indicators that investors consider in assessing the prospects of a business entity, as shown that fundamental performance indicators such as profit growth and book value have a positive effect on market yield expectations, especially in situations of economic uncertainty that encourage investors to look for instruments with strong fundamentals as Safe Haven (Negoro & Haris, 2026). In other words, PartGenie's consistent and measurable revenue growth projections not only serve as the company's internal targets, but also have the potential to be an attraction for external financiers looking for a business model with clear and verifiable growth fundamentals.

CONCLUSIONS

This study shows that the success of PartGenie as an e-commerce platform for original car spare parts is determined by the integration of segmentation, targeting, and positioning (STP) strategies with the implementation of a marketing mix tailored to the characteristics of the B2C and B2B segments. Market segmentation is formulated based on demographic, geographical, and behavioral dimensions, with targeting focused on the three provinces with the highest vehicle populations, as well as positioning

built through the tagline "Trust in Every Drive" to highlight the guarantee of product authenticity as well as ease of use of the platform. At the marketing mix level, PartGenie applies the 7P framework for individual consumers and the NICE approach for partner workshops, with different emphasis according to the decision-making patterns of each segment. The sales strategy is designed in stages with a dominant budget allocation in the B2B segment, in line with its contribution of ninety percent of the total ten-year revenue projection. The revenue stream projection shows an exponential growth trend, especially since the fifth year in line with the expansion of the marketing area. Overall, these findings confirm that the integration of STP strategies, adaptive marketing mixes, and measurable financial projections are the key foundations of the business sustainability of trust-based automotive e-commerce platforms.

Based on the findings of the study, it is recommended that further research develop a quantitative approach to empirically examine the influence of each element of the 7P and NICE marketing mix on purchase decisions and customer loyalty of PartGenie, so that statistical evidence is obtained that strengthens the descriptive findings in this study. The researcher is also advised to expand the scope of the study area beyond the three priority provinces to assess the potential generalization of marketing strategies in more diverse geographical contexts. For PartGenie management, it is recommended to continue to strengthen the product authenticity verification system and data transparency as a digital trust base, considering that these aspects have proven to be the main determining factor in online automotive consumer purchase decisions. Companies also need to maintain a significant proportion of investment in the B2B segment without ignoring the growth potential of the B2C segment through ongoing consumer education.

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