

The Effect of Marketing Mix on Consumer Purchase Interest

The Effect of
Marketing Mix

Elfa Fitria Anabila

Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia
E-Mail: b100200076@student.ums.ac.id

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Ihwan Susila

Faculty of Economics and Business, Universitas Muhammadiyah Surakarta, Indonesia
E-Mail: ihwan.susila@ums.ac.id

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ABSTRACT

Batik cloth has spread throughout Indonesia and each region has its own characteristics. One of the cities in Blora Regency, Cepu, is a small city that produces the largest petroleum on the island of Java. From this wealth, batik motifs typical of the region were created, one example of which is oil refinery batik. The Blora batik motif is inspired by the resources available in the region. The aim of this research is to analyze the influence of the marketing mix on consumer buying interest (study of Surya Mustika Cepu Batik consumers). The research method in this study uses a quantitative research method. The data source for this research is primary data, namely data obtained directly from respondents. The data collection method uses a questionnaire via Google Form. The population in this research is all consumers of Batik Surya Mustika. The sampling technique in this research is non-probability sampling. The sample used in this research was 107 respondents. This research uses SMARTPLS 3.0 software. This research uses Structural Equation Model (SEM) analysis with Partial Least Square (PLS). The results of this research are that products do not have a significant effect on purchase interest. Price does not have a significant effect on Purchase Intention. Distribution does not have a significant effect on Purchase Interest. Promotion has a significant effect on Purchase Interest and has a positive direction. People who influence Buying Interest and have a positive direction. Physical evidence influences buying interest and has a positive direction. The process does not have a significant effect on buying interest.

Keywords: Marketing, Purchase Interest, Consumers

ABSTRAK

Kain batik sudah tersebar di seluruh Indonesia dan setiap daerah mempunyai ciri khasnya masing-masing. Salah satu kota di Kabupaten Blora, Cepu, merupakan kota kecil penghasil minyak bumi terbesar di Pulau Jawa. Dari kekayaan tersebut terciptalah motif-motif batik khas daerah tersebut, salah satu contohnya batik kilang minyak. Motif batik Blora terinspirasi dari sumber daya yang ada di wilayah. Tujuan dari penelitian ini adalah untuk menganalisis pengaruh marketing mix terhadap minat beli konsumen (studi pada konsumen Batik Surya Mustika Cepu). Metode penelitian dalam penelitian ini menggunakan metode penelitian kuantitatif. Sumber data penelitian ini ialah data primer, yaitu data diperoleh langsung dari responden. Metode pengumpulan data dengan menggunakan kuesioner melalui google form. Populasi dalam penelitian ini adalah seluruh konsumen Batik Surya Mustika. Teknik pengambilan sampel pada penelitian ini adalah Non-probability Sampling. Sampel yang digunakan pada penelitian ini sebanyak 107 responden. Penelitian ini menggunakan bantuan software SMARTPLS 3.0. Penelitian ini menggunakan analisis Structural Equation Model (SEM) dengan Partial Least Square (PLS). Hasil dari penelitian ini adalah Produk tidak berpengaruh signifikan terhadap Minat Beli. Harga tidak berpengaruh signifikan terhadap Minat Beli. Distribusi tidak berpengaruh signifikan terhadap Minat Beli. Promosi berpengaruh signifikan terhadap Minat Beli dan memiliki arah yang positif. Orang berpengaruh terhadap

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INTRODUCTION

Batik is a cloth-shaped craft that is given decorations such as motifs, colors, and ornaments formed by writing or stamping. Batik also illustrates the characteristics of Javanese society, for example in terms of dressing the character of Javanese society has philosophical meanings and symbols of the clothes used, then it is passed down from generation to generation. Batik was included in the list of intangible cultural heritage by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2003, which positioned Batik as Indonesia's political identity brand (Partiwi & Arini, 2021; Nisa, 2022; Cahyani et al., 2022). Batik fabrics have spread throughout Indonesia and each region has its characteristics. Quoted from Semarangpos.com, traditional cloth from Blora Regency has its characteristics. One of the cities in Blora Regency, Cepu, is the largest petroleum-producing small city in Java. From this wealth, batik motifs typical of the area were created, one example is oil refinery batik. Blora batik motifs are inspired by the resources in the region. There are also batik motifs that depict the history or culture that developed in Blora Regency, such as Keraton Aryo Jipang. Batik made in this area is the work of the local people. Batik producers are scattered in several places in Blora Regency, one of which is Batik Surya Mustika in Cepu District.

Batik Surya Mustika was established in 2013, which began when Mrs. Endang as the owner of Batik Surya Mustika attended batik training in the village and was interested in continuing to make batik and then continued until now. The types of batik sold by Batik Surya Mustika include written batik, jumputan batik, shibori batik, ciprat batik and ecoprint batik. And the finished products sold are wallets, shirts, hats, outers, and sandals. The impact of the COVID-19 pandemic has caused a decline in the economic sector (Devi et al., 2020). According to Amalia & Melati (2021) and Saptono & Pratiwi (2022), MSMEs have also been affected by this pandemic. In Indonesia, MSMEs have a fairly high contribution or feeling such as expanding employment opportunities (Nursini, 2020). MSMEs are also a safety net for low-income people. In addition, small, micro, and medium enterprises or MSMEs are a type of business that has an important role in increasing the Gross Domestic Product or GDP in Indonesia. The MSME sector affected during the covid 19 pandemic is not only the food and beverage sector, but also the fashion industry (Tjia et al., 2021; Nurhidayati et al, 2021; Bidol & Marmin, 2022). The decline in sales was also experienced by Batik Surya Mustika at the beginning of the COVID-19 pandemic. However, the production of batik cloth is still being carried out and can still survive the covid 19 pandemic era (Setiadi, 2020).

The world of marketing cannot be separated from the conditions of competition that grow in line with the development of science and technology which requires every business actor or company to develop marketing strategies (Wahdiniwaty et al., 2022). According to Kotler & Gertner (2002), marketing as human activities to meet needs and desires through the exchange process. To face competition in a highly competitive world market, the business world is asked to be professional and able to read existing opportunities, be more innovative in creating ideas, and be required to respond to the needs and desires of the community. Therefore, the marketing mix has an important role in the business world today (Beu et al., 2021; Kaligis et al., 2021; Mait et al., 2022). Marketing mix or marketing mix is one of the marketing strategies used in conveying information widely, introducing or showing a product and service, and inviting consumers to create personal preferences regarding the image of a product (Hidayat, 2020). Every MSME will progress and develop if the number of requests for their products increases, one way to increase demand is to carry out the right marketing strategy that can influence consumer buying interest to maximize sales (Yusuf et al.,

2022; Mukhlis et al., 2023). Marketing strategies if done properly can increase product sales. The marketing mix used here has 7 variables, including product, price, place, promotion, people, process, and physical evidence (Risanti & Sulaeman, 2023). The aim of this research is to analyze the influence of the marketing mix on consumer buying interest among Batik Surya Mustika Cepu consumers.

METHOD

This research uses quantitative methods, the data source of this research is primary data, namely data obtained directly from respondents. The data collection method uses a questionnaire via a google form. The population in this study were all Batik Surya Mustika consumers. The sampling technique in this study was Non-probability Sampling. The sample used in this research was 107 respondents. So the sample criteria in this research are Surya Mustika Batik consumers and consumers who have purchased products directly on site. Measurement of variables in this research questionnaire using a Likert scale. This study uses the types of exogenous variables and endogenous variables. Construct or exogenous variables are variables whose variability is assumed to be determined by causes that are outside the model (Sudaryono, 2011). The data analysis technique in this study uses Partial Least Square (PLS) using the help of SMARTPLS Software. PLS-SEM analysis consists of two Outer models and an Inner model.

RESULT

External model testing is a critical step in validation and ensures that the measurement instrument truly reflects or forms the intended construct in a valid and reliable manner. In this test, the instrument that has been developed is evaluated using data that was not used in developing the instrument. This test makes it possible to test whether the instrument effectively measures the construct in question outside the context in which it was developed. This process involves careful statistical analysis, such as correlation tests and factor analysis, to assess the relationships between the variables being measured and to measure the internal consistency of the instrument. External model testing also makes it possible to identify and correct weaknesses in the measurement instrument. By comparing the results of an instrument with independent data, researchers can evaluate how well the instrument predicts the behavior or phenomenon being measured.

Table 1. Measurement of Construct Analysis Results

Constructs	Factor Loading	AVE	Cronbach's Alpha	Composite Reliability
Products		0.573	0.806	0.873
Fabric type	0.759			
Product reliability	0.802			
Varied motifs	0.730			
Varied sizes	0.743			
Color combination	0.743			
Neatness of details	0.766			
Price		0.543	0.660	0.814
Affordable	0.723			
Variety	0.718			
Competes with competitors	0.755			
By the benefits	0.751			
Place		0.683	0.845	0.896
Affordable Access	0.825			
Large parking lot	0.863			
Visibility	0.815			
Products are easily available	0.802			
Promotion		0.715	0.887	0.922
Social media advertising	0.858			
Active participation in events	0.815			
Content	0.860			
Discount offer	0.832			
Print media advertising	0.861			
People		0.737	0.862	0.916
Responsive service	0.869			
Individual offer	0.858			
Employee attitude	0.826			
Employee knowledge	0.88			
Physical Evidence		0.628	0.837	0.891
Interior and exterior design	0.828			
Arrangement of goods	0.789			
Product packaging	0.799			
The size of the store	0.804			
Online store display	0.741			
Process		0.621	0.811	0.888
Variety of payment methods	0.728			
Stock availability	0.798			
Fast ordering process	0.789			
Order suitability	0.793			
Fast delivery	0.827			
Purchase Intention		0.659	0.836	0.901
Buying because of need	0.734			
Buying by recommendations	0.850			
Finding out about the product	0.802			
Recommend to others	0.824			
Make a repeat purchase	0.844			

The factor loading value of each indicator of all variables has a value of more than 0.7, so the validity test has met the requirements. Average Variance Extracted (AVE) is used as an evaluation of the validity of each construct and variable. Based on the table above, it can be seen that each AVE value of all variables shows a value > 0.5, therefore the measuring instrument can be said to be valid. Based on the reliability test in Table 1, shows that the Cronbach's Alpha value is > 0.6 and the Composite Reliability value is >

0.7. Each Cronbach's Alpha and Composite Reliability value of each variable is declared reliable.

Table 2. Discriminant Validity Results

Physical Evidence	Distribution	Price	Purchase intention	People	Product	Promotion	Process
0.820							
0.745	0.827						
0.755	0.755	0.771					
0.748	0.654	0.715	0.868				
0.681	0.981	0.746	0.737	0.886			
0.781	0.677	0.711	0.679	0.754	0.795		
0.723	0.738	0.751	0.851	0.724	0.699	0.864	
0.736	0.739	0.760	0.684	0.768	0.719	0.661	0.852

Fornell-Larcker is used to determine the correlation between one variable and another. The Fornell-Larcker criteria are used to ensure discriminant validity, so the AVE correlation value for each latent variable must be higher than all other latent variables (Astuti, 2021). The Table 2, it can be seen that the AVE correlation value of latent variables to other latent variables is greater than latent variables to other variables. For example, the correlation value of the Physical Evidence variable to the Physical Evidence variable is greater than the Physical Evidence variable to other variables, and so on. Then the Fornell-Larcker test is acceptable. Inner model testing is used to predict causal relationships between latent variables or variables that cannot be measured directly.

Table 3. R Square & F Square Results

Variable	R Square	R Square Adj.	Purchase intention	Description
Purchase intention	0.785	0.77		
F Square Results				
Physical Evidence			0.096	Small
Distribution			0.036	Small
Price			0.000	Small
People			0.049	Small
Product			0.008	Small
Promotion			0.563	Large
Process			0.012	Small

The R Square value is categorized as strong if > 0.67 , moderate if $0.67 > x > 0.33$, and weak if $0.33 > x > 0.19$ (Meiryani, 2021). The seven marketing mix variables simultaneously have a strong influence on consumer buying interest. The f-square value is used to show the size of the influence of exogenous variables on endogenous variables. The f-square value category, namely 0.02, indicates a small influence category, 0.15 indicates a medium influence category, and 0.35 indicates a large influence category (Nisa, 2022). Based on Table 4, it is known that the Promotion variable shows a strong influence on the Purchase Interest variable of 0.563, while other variables such as Physical Evidence (0.096), Distribution (0.036), Price (0.000), People (0.049), Product (0.008), and Process (0.012) show a weak influence on the Purchase Interest variable. In addition to knowing the R-square value, the research correlation can be seen through the amount of Q² (Q-square predictive relevance) to measure how good the value produced by the model and its parameter estimates. A Q-square value of more than 0 indicates that the model has predictive relevance, but a Q-square value ≤ 0 indicates that the model lacks predictive relevance (Maulana & Supriyono, 2021). In this study, because it only has one endogenous variable, the R-squared value is only one. Therefore, the result of the Q-square will show the same number as the R-square value.

$$Q^2 = 1 - (1 - 0.785) = 0.785$$

The results that show the calculation of Q^2 above are 0.785, it can be interpreted that this research model can be said to fulfill predictive relevance because the value obtained is > 0 . It can be concluded that 78.5% of interest in purchasing Batik Surya Mustika Cepu is influenced by physical evidence, distribution, price, people, products, promotions and processes. While the remaining 21.5% is influenced by other factors not included in the research model. The hypothesis is accepted if it meets three conditions, namely the path coefficient is positive, the t value is above 1.96, and the p value is below 0.05. So based on Table 5, it appears that H4, H5, and H6 are acceptable.

Table 4. Hypothesis Testing Results

Relationship between Variables	Path coefficients	t-value	p-value
Product-Interest to Buy	-0.077	0.764	0.445
Price-Interest in Buying	-0.002	0.017	0.986
Distribution-Interest in Buying	-0.158	1.766	0.078
Promotion-Interest in Buying	0.619	5.765	0.000
People-Interest in Buying	0.194	2.040	0.042
Physical Evidence-Interest in Buying	0.278	2.346	0.000
Process-Interest Buy	0.094	0.777	0.438

A product from a company can be said to be successful when the product can provide satisfaction for consumers, then the company can be considered successful. And if the product being marketed cannot fulfill consumer desires, then a company can be considered a failure. Therefore, quality products are needed to meet the needs and desires of consumers. Based on the results listed in Table 4, shows that the path coefficient value is -0.077, it can be interpreted that the path coefficient value between the Product variable and the Purchase Interest variable has a negative relationship direction, which means that any increase in product value will have an impact on decreasing the value of buying interest. The t-value is 0.764, which means $0.764 < 1.96$, and the p-value is 0.445, which means $0.445 > 0.05$, so the first hypothesis is not supported. This result is different from the research conducted by Hidayat (2020), the Product variable has a positive influence on the Purchase Interest variable. Price is an element that can generate revenue and an element that generates costs or costs. The attributes of price are price lists, discounts, special discounts, payment periods, and credit terms. Prices can also be measured by looking at competitor product prices, discounts or rebates, and payment systems. The path coefficient value is -0.002, it can be interpreted that the path coefficient value between the Price variable and the Purchase Interest variable has a negative relationship direction, where each increase in price value will have an impact on decreasing the value of buying interest. The t-value is 0.017, which means $0.017 < 0.96$, and the p-value is 0.986, which means $0.986 > 0.05$, so the hypothesis is not supported. This result is different from the research conducted by Setiadi (2020), the price variable has a significant effect on the purchase interest variable.

In determining the place or location, the right strategy is needed. Several factors influence the selection of a business place, including the community environment, natural resources, labor, proximity to market locations, facilities, transportation costs, land, and electricity. The decision in determining the location for MSMEs is also determined by the type of business that will be owned by prospective entrepreneurs, and must also be known by business actors so that they can maximize future profits. Based on the results listed in Table 6, show that the path coefficient value is -0.158, it can be interpreted that the path coefficient value between the Distribution variable and the Purchase Interest variable has a negative relationship direction, where each increase in distribution value will have an impact on decreasing the value of purchase interest. The t-value is 1.766, which means $1.766 < 1.96$, and the p-value is 0.078, which means

0.078 > 0.05, so the hypothesis is not supported. This result is different from the research conducted by Nurlia (2021), there is a unidirectional/positive relationship between the Distribution variable and the Purchase Interest variable. Promotional activities are activities that show the advantages of the products offered and attract the target market to buy them. Promotion can also be measured based on the level of attractiveness of advertisements and competitor publicity. Based on the results listed in Table 6, show that the path coefficient value is 0.619, so it can be interpreted as having a positive relationship direction. The t-value is 5.765, which means $5.765 > 1.96$, and the p-value is 0.000, which means $0.000 > 0.05$ so the fourth hypothesis is supported. In conclusion, hypothesis 4 supports that promotion has an effect on buying interest and has a positive direction. This is the same as research conducted by Tolan et al. (2021), the Promotion variable influences the Purchase Intention variable.

People are one of the elements in internal marketing that seeks to attract customers. People or participants can be seen as service people or people who are directly involved in serving consumers and customers themselves. Based on the results listed in Table 6, shows that the path coefficient value is 0.194, so it can be interpreted that the direction of the relationship is positive. The t-value is 2.040, which means $2.040 > 1.96$, and a p-value of 0.042, which means $0.042 < 0.05$, so the fifth hypothesis is supported. In conclusion, hypothesis 5 is supported, namely People have an effect on purchase intention and have a positive direction. These results are the same as research conducted by Risanti & Sulaeman (2023), the People variable has a positive and significant effect on the Purchase Interest variable. MSME actors are trained by being given understanding and knowledge about packaging. Usually consumers tend to pay attention to the appearance of the packaging that has been made. Product packaging is also useful for protecting products, building trust, adding attractiveness, promoting products, and can also make a difference so that packaging also characterizes the products that have been produced. Based on the results listed in table 6, it shows that the path coefficients value is 0.278, which means that the direction of the relationship is positive. The t-value is 2.364 which means $2.364 > 1.96$ and the p-value is 0.024 which means $0.019 < 0.05$ so that the sixth hypothesis is supported. In conclusion, hypothesis 6 supports that Physical Evidence has an effect on buying interest and has a positive direction. These results are the same as Pratama & Waluyo (2020) showing that the Physical Evidence variable has a significant effect on the Purchase Interest variable.

The process is one of the elements used by the company to serve consumers, starting from ordering products until consumers get the products they want. The process is also an effort to run and carry out its business activities which aim to meet the needs and desires of consumers. Based on the results listed in table 6, it shows that the path coefficients value is 0.094, it means that the Process variable has a positive relationship direction. The t-value is 0.777, which means $0.777 < 1.96$ and the p-value is 0.408, which means $0.408 < 0.05$, so the relationship between the Process variable and the Purchase interest variable is declared insignificant. This is different from the research conducted by Bob & Muhamad (2019), the Process variable influences the Purchase Interest variable.

CONCLUSION

The results and discussion of the research show that the product does not have a significant influence on consumer buying interest. This indicates that, even though the product has good quality or attractive features, it does not significantly influence consumers' desire to buy the product. Apart from that, price also does not have a significant influence on buying interest. This means that although the price of a product may be affordable or relatively high, it is not the main determining factor in a consumer's purchasing decision. Product distribution also does not have a significant influence on purchasing interest. Even though the product is widely or limitedly available on the market, it does not significantly influence consumer purchasing interest. However, promotions have a significant influence on purchasing interest and show a

positive direction. This shows that promotional efforts, such as advertising or sales promotions, can effectively increase consumer purchasing interest in products.

Apart from the factors above, society also has a significant influence on buying interest and shows a positive direction. This indicates that people's opinions or attitudes towards a product can influence consumer buying interest. Physical evidence of the product also influences purchasing interest and shows a positive direction. Physical evidence, such as product packaging or product demonstrations, can increase consumer buying interest. However, the purchasing process does not have a significant influence on purchasing interest. While an easy or complex purchasing process may impact a consumer's experience, it does not significantly impact their purchasing interest in the product. The results and discussion show that factors such as promotion, public opinion, and physical evidence of the product have a significant influence on consumer purchasing interest, while other factors such as product, price, distribution, and process do not have a significant influence. This highlights the importance of effective marketing strategies in influencing consumer buying interest.

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