

The Importance of Innovation and Response to Consumer Preferences in Marketing Strategy

*The Importance of
Innovation*

Elsa Suci Prihatini

Faculty of Economics and Bussiness, Universitas Pakuan; Bogor, Indonesia

E-Mail: elsasucip08@gmail.com

2729

Abel Ghandy

Faculty of Economics and Bussiness, Universitas Pakuan; Bogor, Indonesia

E-Mail: ghandy.abel@gmail.com

Iman Hilman

Faculty of Economics and Bussiness, Universitas Pakuan; Bogor, Indonesia

E-Mail: iman.hilman@unpak.ac.id

Submitted:

09 JUNE 2024

Accepted:

10 OCTOBER 2024

ABSTRACT

Research on the marketing strategy of Toyota Innova Zenix HV highlights the importance of innovation and responding to consumer preferences. With increasing attention to fuel efficiency and environmental sustainability, companies must ensure their marketing strategies are in line with these trends. This study aims to strengthen Astra International's position in the eco-friendly vehicle market, increase sales, and support the development of the Indonesian automotive industry. The study was conducted at PT Astra International Tbk - TSO Auto2000 Yasmin, Bogor, in September-December 2023 using a qualitative method based on case studies. Primary data was obtained through interviews, while secondary data came from literature studies and internal documents. The marketing strategy analysis used the Internal-External (IE) Matrix which produced three main strategies: Growth, Stability, and Retrenchment. The SWOT analysis maps four strategies, namely SO (leveraging strengths for opportunities), ST (facing threats with strengths), WO (overcoming weaknesses with opportunities), and WT (minimizing weaknesses and threats). The strategic position of Toyota Innova Zenix HV is in quadrant I, indicating a great opportunity to implement an aggressive strategy through expansion, innovation, and investment. This holistic approach supports Auto2000 Yasmin's position in the hybrid vehicle market, while also driving sustainable growth in the long term.

Keywords: Marketing Strategy, Innovation, Responsibility, Consumer Preferences

ABSTRAK

Penelitian mengenai strategi pemasaran Toyota Innova Zenix HV menyoroti pentingnya inovasi dan respons terhadap preferensi konsumen. Dengan meningkatnya perhatian terhadap efisiensi bahan bakar dan keberlanjutan lingkungan, perusahaan harus memastikan strategi pemasarannya sejalan dengan tren ini. Studi ini bertujuan memperkuat posisi Astra International di pasar kendaraan ramah lingkungan, meningkatkan penjualan, serta mendukung perkembangan industri otomotif Indonesia. Penelitian dilakukan di PT Astra International Tbk - TSO Auto2000 Yasmin, Bogor, pada September-Desember 2023 menggunakan metode kualitatif berbasis studi kasus. Data primer diperoleh melalui wawancara, sedangkan data sekunder berasal dari studi literatur dan dokumen internal. Analisis strategi pemasaran menggunakan Matriks Internal-Eksternal (IE) yang menghasilkan tiga strategi utama: Growth, Stability, dan Retrenchment. Analisis SWOT memetakan empat strategi, yakni SO (memanfaatkan kekuatan untuk peluang), ST (menghadapi ancaman dengan kekuatan), WO (mengatasi kelemahan dengan peluang), dan WT (meminimalkan kelemahan serta ancaman). Posisi strategis Toyota

JIMKES

Jurnal Ilmiah Manajemen

Kesatuan

Vol. 12 No. 6, 2024

pp. 2729-2738

IBI Kesatuan

ISSN 2337 – 7860

E-ISSN 2721 – 169X

DOI: 10.37641/jimkes.v12i6.3016

Innova Zenix HV berada pada kuadran I, menunjukkan peluang besar untuk menerapkan strategi agresif melalui ekspansi, inovasi, dan investasi. Pendekatan holistik ini mendukung posisi Auto2000 Yasmin dalam pasar kendaraan hibrida, sekaligus mendorong pertumbuhan berkelanjutan dalam jangka panjang.

Kata kunci: Strategi Pemasaran, Inovasi, Tanggung Jawab, Preferensi Konsumen

INTRODUCTION

Business activities aim to gain profit through careful planning that supports business implementation. Every company, whether engaged in products or services, strives to survive and grow by increasing operational profits through the right marketing strategy. This strategy allows the company to take advantage of market opportunities effectively and support the sustainability of its operations (Zuraidah, 2020; Haninda et al., 2021). Marketing is a vital element in company operations, not only focusing on current sales, but also preparing for future marketing through strategic planning (Vaníčková & Szczepańska-Woszczyna, 2020; Mokodompit et al., 2024). This is important to face a dynamic business environment. Marketing serves as a bridge between the company and the market, helping companies survive in the midst of fierce competition by designing innovations that are relevant to market needs. Without strategic marketing, business development is difficult to achieve (Haninda et al., 2021).

Increasing competition forces companies to continue to innovate in taking advantage of opportunities, improving product quality, and creating attractive variations. Marketing strategy is the key to retaining consumers and ensuring sales stability (Yatna & Yulianah, 2024; Gumilang et al., 2024). Indicators of marketing success can be seen from consistently increasing sales, which are achieved through effective utilization of opportunities and threat management. In this case, aspects of product, price, location, promotion, and service are the main factors in creating customer satisfaction (Nafira & Supriyanto, 2022; Purnama & Andarini, 2023). Increased sales can be achieved by setting clear market targets and integrated marketing strategies (Madhani, 2016; Tukirin, 2023). Companies need to understand consumer needs, improve service quality, and design short-term to long-term strategies. All of these steps must work together to meet the company's goals amidst increasingly fierce competition (Purnama & Andarini, 2023).

As an example of the implementation of this strategy, PT Astra International Tbk, one of the largest conglomerates in Indonesia, manages various sectors, including automotive. Through Auto2000, Astra is the largest Toyota dealer in Indonesia, providing various models, including the Toyota Innova Zenix HV. This product is a hybrid vehicle that combines a gasoline engine with an electric motor, reflecting a response to global trends and government policies that encourage the adoption of low-emission vehicles. This hybrid technology is also supported by tax incentives from the government to encourage its use, with the hope of reducing carbon emissions and dependence on fossil fuels. The Toyota Innova Zenix HV is designed to meet the needs of modern families by prioritizing environmentally friendly technology and high performance. Its launch is part of Astra's strategy to maintain market share amidst fierce competition, especially in the family vehicle segment. Astra implements an efficient marketing strategy to optimize the potential of this product in the Indonesian market. This includes a SWOT analysis to identify relevant strengths, weaknesses, opportunities, and threats (Purnama & Andarini, 2023).

Research on the marketing strategy of Toyota Innova Zenix HV highlights the importance of innovation and responding to consumer preferences. Consumers are increasingly paying attention to fuel efficiency and environmental sustainability, so companies need to ensure that their marketing strategies are in line with these trends. The results of the study are expected to strengthen Astra International's position in the environmentally friendly vehicle market, increase sales, and support the development of

the Indonesian automotive industry as a whole. In a global context, the trend towards environmentally friendly vehicles provides a great opportunity for companies like Astra to expand their market. By implementing strategies based on in-depth analysis and product innovation, companies can not only increase their competitiveness but also support the transition to a more sustainable environment (Mousavi et al., 2019). The emphasis on hybrid technology is a strategic step to strengthen the company's position in the future automotive industry.

LITERATURE REVIEW

Marketing strategy is a comprehensive plan to influence product demand in the target market through activities such as advertising, promotion, sales, product development, and distribution (Assauri, 2007; Tjiptono & Diana, 2020; Gandhi et al., 2024). This strategy serves as a guide for companies to achieve goals by meeting consumer needs through the marketing mix (Kotler et al., 2019; Abidin & Sofyan, 2023; Gandhi et al., 2023). The success of a marketing strategy depends on product segmentation, targeting, and market placement. Companies must maintain alignment between goals, resources, and market opportunities and challenges, although adjustments are needed according to environmental dynamics (Adisaputro, 2010). Yulianti et al. (2019) divide marketing strategies into two main concepts. The primary needs strategy aims to increase the number of users and buyers through greater product demand. The selective needs strategy focuses on retaining customers by increasing satisfaction, simplifying the purchasing process, and preventing brand switching (Ambler, 1997). According to Kotler & Armstrong (2018), three main strategies include market segmentation, which is dividing the market based on behavior and characteristics; determining the target market according to the company's capabilities; and determining market positioning to build customer confidence. This strategy is designed dynamically to be relevant to market changes.

Analysis Strengths Weaknesses Opportunities and Threats (SWOT) is a strategic planning tool for evaluating a company's internal strengths and weaknesses and external opportunities and threats (Phadermrod et al., 2019). As a systematic approach, this analysis helps organizations assess their market position and design future strategies. Strengths include resources, capabilities, or advantages that create a competitive advantage, such as a strong brand, skilled workforce, or unique product (Team, 2021). In contrast, weaknesses include limitations that hinder performance, such as inadequate facilities, limited financial resources, or ineffective management (Neelima et al., 2024). Opportunities are external elements that can be exploited, such as technological innovation, market changes, or consumer behavior that support growth (Hasbullah et al., 2021). However, threats include potentially detrimental external factors, such as increased competition, new regulations, or worsening economic conditions (Sandberg et al., 2023).

Through this analysis, companies can identify aspects that need to be improved and optimize strengths to achieve goals. The application of this analysis is flexible, covering product, organizational, and industry levels, with methods such as focus groups, brainstorming, or surveys. The involvement of various stakeholders, including employees and external experts, ensures a comprehensive perspective (Lestari & Yunita, 2020). With a structured approach to assessing the internal and external environment, SWOT analysis helps organizations from various sectors make better strategic decisions and achieve sustainability in the future.

Research by Yunita et al. (2023) analyzed the marketing strategy of the Rajawali Motor Showroom through a qualitative approach and SWOT analysis. The decline in sales was caused by intense competition and declining purchasing interest. Suggested solutions include increasing promotions through social media and market research to build competitive advantage. Research by Haninda et al. (2021), explored the marketing strategy for PT. Armada International Motor Surabaya through SWOT analysis. Four alternative strategies Strengths Threats, Weaknesses Threats, Strengths Opportunities,

Weaknesses Opportunities are developed based on the identified strengths, weaknesses, opportunities and threats. Research by Zuraidah (2020), focused on the marketing strategy of vehicle spare parts at PT. Motoparts using SWOT analysis. The results showed that the company was in a stable condition but faced challenges, so a change in strategy was needed to remain competitive. Research by Noor (2017) analyzed the marketing strategy of Daihatsu Luxio in Malang using the SWOT matrix. The results suggested a growth strategy with a focus on vertical integration and increased cooperation with banks and leasing to increase sales. Research by Purnama & Andarini (2023), analyzed the marketing strategy of JK Motor Surabaya using SWOT. Based on the analysis, the company is in quadrant I, which indicates an opportunity to implement an aggressive growth strategy to increase sales volume.

METHODS

This research method uses a qualitative research method. The research was conducted at PT Astra International Tbk - TSO Auto2000 Yasmin, Bogor, implemented in September-December 2023, using a qualitative approach based on case studies. Primary data was obtained through interviews with the company, while secondary data came from literature studies and internal documents, such as sales reports and automotive industry trends related to hybrid vehicles. Data collection methods include interviews, marketing behavior observations, and internal report documentation (Waruwu, 2023). The marketing strategy analysis of Toyota Innova Zenix HV was carried out by identifying internal and external factors that affect the business. The Internal-External (IE) Matrix produces three main strategies, namely Growth, Stability, and Retrenchment. The Growth strategy is used when the market is growing rapidly, including product innovation and market penetration. The Stability strategy is applied to maintain market share if growth stagnates. Conversely, Retrenchment is carried out by reducing operations when the market declines drastically. The Strengths Weaknesses Opportunities and Threats (SWOT) analysis produces four strategies based on quadrants: SO (leveraging strengths for opportunities), ST (overcoming threats with strengths), WO (overcoming weaknesses with opportunities), and WT (minimizing weaknesses and threats). This research produces a scientific article as the main output, with seminar papers as an additional. This holistic approach aims to strengthen Auto2000 Yasmin's position in the hybrid vehicle market.

RESULTS

Auto2000 Yasmin's marketing strategy is divided into three main parts, namely offline marketing, picket and exhibition, and online marketing. In the offline marketing strategy, there are two approaches. First, visits to customers who have purchased Repeat Order (RO) aim to ensure that the vehicle remains in good condition, while encouraging customers to make a Trade-In or make a Vehicle Order Letter (*Surat Pemesanan Kendaraan/SPK*) on the spot. Friendly and fast service is the key to the success of this strategy. Second, visits to potential customers who have not purchased are intended to introduce the product and attract them, especially from the surrounding environment such as employees or professionals, who have the potential to buy vehicles. This strategy is often applied in office and residential environments.

In the picket and exhibition strategy, activities are carried out in strategic locations such as Pasar Bersih, Cibinong City Mall (CCM), Bogor Trade Mall (BTM), showrooms, and Botani Square. The main objective is to help salesmen achieve a sales target of at least one SPK per picket. Salesmen are also instructed to actively seek opportunities, visit markets or shops, and follow up on customer prospects. They utilize customer databases, both those who have and have not purchased, and maintain friendly service. This activity is also supported by online advertising. In the online marketing strategy, the focus is directed at advertisements that contain vehicle delivery testimonials, both to offices, shops, and customer residences. Promotion through social media such as TikTok, Facebook, Instagram, and WhatsApp status aim to build

potential customer trust in the product. Testimonials are an important element in strengthening the appeal of this online marketing.

Auto2000 Yasmin's marketing strategy for Toyota Innova Zenix HV can be analyzed through the identification of internal and external factors. Internal factors include strengths and weaknesses, while external factors consist of opportunities and threats. The following is a detailed description of each factor. Toyota has several strengths that support its position in the Indonesian market. Toyota's strong brand image as a manufacturer of high-quality cars with an extensive after-sales network provides a sense of security for consumers. In addition, the Kijang Innova brand image as a symbol of Indonesian family vehicles is further strengthened by innovations such as the environmentally friendly and fuel-efficient Innova Zenix HV hybrid variant. This efficiency makes it an economical and attractive choice for environmentally conscious consumers. This car also offers comfort with a spacious cabin, soft suspension, and advanced technology, such as a collision avoidance system, electric seats, and automatic climate control. As an ideal family car, the Kijang Innova Zenix has a capacity of up to eight people, a modern design, and premium interior materials, creating an elegant impression. With a relatively high price, this car is still considered high value because it combines hybrid technology, premium comfort, and Toyota's reliable reputation.

Hybrid technology requires battery replacement after about eight years, at a high cost even with a warranty. In addition, hybrid parts, such as batteries, are more expensive than conventional components, posing a challenge for consumers in remote areas without easy access to authorized Toyota service centers. These constraints can affect consumer decisions regarding long-term maintenance. With strengths such as innovation, comfort, and brand image, and weaknesses such as high hybrid component costs, Toyota maintains its position as a leading car manufacturer in Indonesia.

Toyota Innova Zenix HV has a great opportunity in the Indonesian market thanks to the positive consumer response to the advanced features and efficiency of hybrids, which is reflected in the high sales figures. The demand for fuel-efficient and comfortable family cars is also increasing, providing a competitive advantage through modern features such as the latest safety systems. The growth of the middle class also drives the demand for high-quality cars, supported by a wide dealer network and after-sales service. The trend of environmentally friendly vehicles, in line with increasing public awareness and government policies such as Presidential Regulation No. 55 of 2019, has provided a significant boost to the adoption of hybrid technology (Sudjoko, 2021; Nisa & Susanti, 2023). Competition from various hybrid vehicles, which offer advanced technology, more affordable prices, and zero emissions, is a significant challenge. In addition, economic fluctuations, including inflation or global crises, can reduce people's purchasing power, making consumers prefer lower-priced vehicles. Toyota can leverage its strong brand image, innovative hybrid technology, and superior comfort to expand its market share. However, to maintain competitiveness, attention to weaknesses such as high maintenance costs and the threat of tight competition is essential. With the right strategy, the Innova Zenix HV has great potential to continue to grow in the Indonesian automotive market.

Table 1. SWOT Matrix

Internal Factors	Strength-S	Weakness-W
	Known as a trusted and strong brand in the automotive market.	After 8 years, the battery needs to be replaced at a fairly expensive price.
	Has a long history and is synonymous with family cars.	Some spare parts, especially specific ones, have quite high prices.
	Fuel Efficiency	
	Provides high comfort	
	Identical as a Family Car	
	The price is commensurate with the features offered.	
External Factors	SO Strategy	WO Strategy
Consumer response to the Toyota Innova Zenix HV was good.	Leveraging the brand image of Toyota and Kijang Innova	Offering warranty or battery maintenance packages at affordable prices.
The need for family cars continues to increase.	Offering hands-on product experience focused on hybrid technology	Providing education to consumers about hybrid efficiency and flexible financing schemes.
There is a lot of room for growth in the market.		
Hybrid vehicle trend is becoming more popular		
Government Policy regarding Innova Zenix		
Threat-T	ST Strategy	WT Strategy
Competition from various hybrid vehicles	Relying on Toyota's strong reputation and extensive after-sales service.	Offering more affordable service packages.
Economic Fluctuations	Offering premium hybrid features and comfort at a competitive price.	Price adjustments to attract consumers amid economic fluctuations.

Strengths-Opportunities (SO) strategy aims to utilize the company's internal strengths to explore external opportunities. One strategy that can be implemented is to utilize brand image, which is widely known in the market as a reliable and high-quality manufacturer (Heitmann et al., 2020). A positive brand image can increase consumer trust and strengthen purchase intentions, because consumers tend to choose brands that offer sophistication and comfort (Khoirunnisa & Albari, 2023). PT Astra International Tbk - TSO Auto2000 Yasmin can utilize this brand image through intensive promotional strategies on social media and advertising, highlighting the reputation of the Kijang Innova as a comfortable and fuel-efficient family vehicle. In addition, offering direct product experience with hybrid technology, such as the Toyota Innova Zenix HV, can attract consumers who care about environmental sustainability. Hybrid technology not only reduces fuel costs but also helps preserve the environment, in line with the Indonesian government's support for green vehicles.

The Weaknesses-Opportunities (WO) strategy emphasizes the use of external opportunities to overcome the company's internal weaknesses. To overcome the challenges related to battery replacement costs, Toyota can offer affordable battery warranty or maintenance packages, providing a sense of security for consumers who are worried about large expenses in the future. In addition, it is important to educate consumers about the benefits of hybrid efficiency and long-term savings through the use of hybrid vehicles. Toyota can also offer flexible financing schemes to attract consumers who want to switch to environmentally friendly vehicles but are worried about high initial costs.

The Strengths Threats (ST) strategy utilizes internal strengths to overcome or minimize the impact of external threats. Toyota can rely on its strong reputation and extensive after-sales service to face competition from various hybrid vehicles. By offering satisfactory after-sales service, consumers will feel more confident in choosing Toyota. In addition, the Toyota Innova Zenix HV, with superior features such as high

fuel efficiency and excellent comfort, can be offered at a competitive price to attract consumers looking for an ideal family vehicle. Highlighting the advantages of hybrid vehicles and the comfort of its space can strengthen its appeal in an increasingly competitive market.

The Weaknesses Threats (WT) strategy aims to reduce organizational weaknesses while avoiding the impact of external threats. To overcome the high cost of spare parts and maintenance, Toyota needs to offer more affordable service packages, such as periodic services with a fixed rate. This initiative can provide convenience for consumers, reduce the uncertainty of maintenance costs, and increase Toyota's appeal as a primary choice. In addition, Toyota needs to adjust prices to attract consumers amidst economic fluctuations. Given the higher price of hybrid vehicles, offering incentives or attractive price packages can make it easier for consumers to switch to hybrid vehicles, while providing efficient vehicle solutions at a more friendly price, in the face of increasing competition from more affordable electric vehicles. Multiply the weight by the scale to find out the value of each indicator. The scale shows that the more important indicators have a larger scale, meaning the scale increases by a value of 4 to 1.

Table 2. Factor Assessment

Factor Assessment		Weight	Scale	Mark	Amount
Internal Factors of Strength	Known as a trusted and strong brand in the automotive market	0.215	4	0.860	3.668
	Has a long history and is synonymous with family cars.	0.167	3	0.501	
	Fuel Efficiency	0.138	4	0.552	
	Provides high comfort	0.186	4	0.744	
	Identical as a Family Car	0.149	4	0.596	
	The price is commensurate with the features offered	0.145	3	0.435	
Internal Factors Weaknesses	After 8 years, the battery needs to be replaced at a fairly expensive price.	0.456	3	1.368	3.030
	Some spare parts, especially specific ones, have quite high prices.	0.554	3	1.662	
External Factors Opportunities	Consumer response to the Toyota Innova Zenix HV was good.	0.243	4	0.972	3.811
	The need for family cars continues to increase.	0.189	3	0.567	
	There is a lot of room for growth in the market.	0.177	4	0.708	
	Hybrid vehicle trend is becoming more popular.	0.202	4	0.808	
	Government Policy regarding Innova Zenix HV.	0.189	4	0.756	
External Factors Threats	Competition from various hybrid vehicles	0.367	3	1.101	3.000
	Economic fluctuations	0.633	3	1.899	

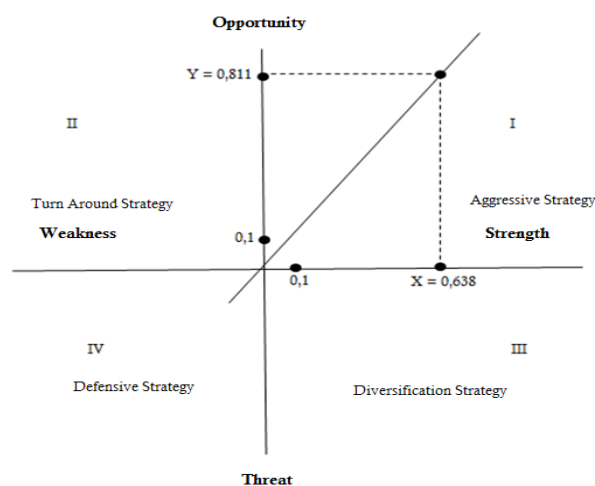


Figure 1. SWOT Analysis Diagram

This position shows a very favorable condition for the company, where the company has strong internal strengths and also faces promising external opportunities. In other words, the company is in a very strategic position to achieve growth and success. Given the great potential of quadrant I, the most appropriate strategy to implement is an aggressive strategy. This strategy means that the company will actively utilize all existing strengths to explore opportunities in the market. Thus, the company will expand, innovate, and invest aggressively in order to achieve its business goals. This aggressive strategy is very relevant when the company has significant competitive advantages, such as strong brands, innovative products, or extensive distribution networks. By utilizing these advantages, the company can quickly control a larger market share and strengthen its position in the industry. In addition, an aggressive strategy also provides an opportunity for the company to create rapid and sustainable growth in the long term.

CONCLUSION

The Strengths Weaknesses Opportunities and Threats (SWOT) study of the Toyota Innova Zenix HV at PT Astra International TBK - TSO Auto2000 Yasmin, a number of internal and external factors were revealed that influenced the marketing strategy. From an internal perspective, the proven strength of the Toyota and Kijang Innova brands as well as the comfort and fuel efficiency features are significant advantages. However, there are weaknesses that need to be considered, namely the high cost of replacing batteries and spare parts. On the external side, there are opportunities to utilize digital platforms and participation in exhibitions to reach consumers, while threats arise from various hybrid vehicles that offer more competitive prices. Based on this analysis, the recommended strategy is to utilize brand strength by providing affordable service packages and long warranties, and providing education on the efficiency of hybrid vehicles to attract consumer interest, while improving after-sales services to reduce the impact of threats from competitors. The recommendations that can be made by Auto2000 Yasmin are to strengthen the marketing of the Toyota Innova Zenix HV with digital optimization, trade-in programs, flexible financing, education through test drives, and long warranties for hybrid components to increase attractiveness and competitiveness in the market.

REFERENCES

- [1] Abidin, Z., & Sofyan, A. (2023). Strategi Manajemen Pemasaran Dalam Era Digital Pada Masa Sekarang. *Khidmatussifa: Journal of Islamic Studies*, 2(1), 11-16.
- [2] Adisaputro, G. (2010). *Manajemen Pemasaran: Analisis untuk perancangan strategi pemasaran*. Yogyakarta: Upp Stim Ykpn
- [3] Ambler, T. (1997). Do brands benefit consumers?. *International Journal of Advertising*, 16(3), 167-198.
- [4] Assauri, S. (2007). *Manajemen Pemasaran, PT*. Jakarta: Rajagrafindo Persada.
- [5] Chayati, C., Upe, R., & Thaha, A. (2023). Analisis Optimasi Digital Marketing Dalam Meningkatkan Jumlah Konsumen Tour Dan Travel di Masa Pandemi (Studi Kasus Pada PT Hijrah Madani Istiqomah Tour). *Jurnal Ilmiah Ekonomi Manajemen & Bisnis*, 4(1), 44-56.
- [6] Gandhi, A., Banjarnahor, S., & Hardini, S. (2023). The Influence of the Marketing Mix on Consumer Satisfaction with La Fonte Spaghetti Pasta. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1005-1014.
- [7] Gandhi, A., Gursida, H., Sunarta, K., Marota, R., & Zaini, O. K. (2024). Maggot Cultivation Business Development Strategy at the Siliwangi Unit Waste Bank. *Jurnal Ilmiah Manajemen Kesatuan*, 12(5), 1471-1482.
- [8] Haninda, R. N., Mahsun, A., & Saputro, D. R. (2021). Analisis Strategi Pemasaran Mobil Merk Daihatsu Sigra pada PT. Armada International Motor Surabaya. *Yos Soedarso Economic Journal (YEJ)*, 3(2), 49-60.

- [9] Hasbullah, H., Haekal, J., Prayogi, P. R., & Eko, D. E. A. P. D. (2021). Business development strategy using swot analysis method in culinary industry. *Journal of Industrial Engineering & Management Research*, 2(3), 53-61.
- [10] Heitmann, M., Landwehr, J. R., Schreiner, T. F., & Van Heerde, H. J. (2020). Leveraging brand equity for effective visual product design. *Journal of Marketing Research*, 57(2), 257-277.
- [11] Khoirunnisa, D., & Albari, A. (2023). The effect of brand image and product knowledge on purchase intentions with e-WOM as a mediator variable. *International Journal of Research in Business and Social Science (2147-4478)*, 12(1), 80-89.
- [12] Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*, (Edisi 15 Global Edition). London: Pearson Education
- [13] Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing management (4th European ed.)*. Harlow: Pearson Education.
- [14] Lestari, T. I., & Yunita, L. (2020). The application of SWOT analysis as a basis for determining marketing strategies. *Enrichment: Journal of Management*, 10(2), 25-29.
- [15] Madhani, P. M. (2016). Sales and marketing integration: Enhancing competitive advantages. *The IUP Journal of business strategy*, 13(4), 50-77.
- [16] Mokodompit, E. A., Meilia, S., Siagawati, M., Retno, B., & Faozi, M. I. (2024). Online Marketing Strategy for Fashion Products: A Case Study on Matahari Company. *Jurnal Ilmiah Manajemen Kesatuan*, 12(4), 971-980.
- [17] Mousavi, S., Bossink, B., & van Vliet, M. (2019). Microfoundations of companies' dynamic capabilities for environmentally sustainable innovation: Case study insights from high-tech innovation in science-based companies. *Business Strategy and the Environment*, 28(2), 366-387.
- [18] Nafira, S., & Supriyanto, A. (2022). Keputusan Pembelian ditinjau dari Electronic Word of Mouth, Impulse Buying, Brand Image dan Label Halal Produk MS Glow pada Generasi Millennial dan iGeneration. *Jurnal BANSI-Jurnal Bisnis Manajemen Akutansi*, 2(1), 21-30.
- [19] Neelima, S., Govindaraj, M., Subramani, D. K., ALkhayyat, A., & Mohan, D. C. (2024). Factors influencing data utilization and performance of health management information systems: A case study. *Indian Journal of Information Sources and Services*, 14(2), 146-152.
- [20] Nisa, L. C., & Susanti, A. (2023). Strategi Penerapan Mobil Listrik di Surabaya Sebagai Smart Mobility. *Jurnal Media Publikasi Terapan Transportasi*, 1(2), 213-225.
- [21] Noor, S. (2017). Penerapan Analisis Swot dalam Menentukan Strategi Pemasaran Daihatsu Luxio di Malang (Studi Kasus Pada PT. Astra International Tbk. â€“ Daihatsu Malang). *Intekna Jurnal Informasi Teknik Dan Niaga*, 14(2).
- [22] Phadermrod, B., Crowder, R. M., & Wills, G. B. (2019). Importance-performance analysis-based SWOT analysis. *International journal of information management*, 44, 194-203.
- [23] Purnama, A. F., & Andarini, S. (2023). Strategi Pemasaran Menggunakan Analisis Swot Untuk Meningkatkan Volume Penjualan Sparepart Mobil "JK Motor". *Management Studies and Entrepreneurship Journal (MSEJ)*, 4(4), 4397-4406.
- [24] Sandberg, H., Alnoor, A., & Tiberius, V. (2023). Environmental, social, and governance ratings and financial performance: Evidence from the European food industry. *Business Strategy and the Environment*, 32(4), 2471-2489.
- [25] Sudjoko, C. (2021). Strategi pemanfaatan kendaraan listrik berkelanjutan sebagai solusi untuk mengurangi emisi karbon. *Jurnal Paradigma: Jurnal Multidisipliner Mahasiswa Pascasarjana Indonesia*, 2(2), 54-68.
- [26] Team, I. E. (2021). *What Is Competitive Advantage, and Why Is It Important?*. Available at: <https://www.indeed.com/career-advice/career-development/what-is-competitive-advantage-and-why-is-it-important>
- [27] Tjiptono, F., & Diana, A. (2020). *Pemasaran*. Yogyakarta: Andi Offset.
- [28] Tukirin, T. (2023). Business Strategy and Competitive Advantage of Companies. *Jurnal Ilmiah Manajemen Kesatuan*, 11(3), 1495-1504.
- [29] Vaníčková, R., & Szczepańska-Woszczyna, K. (2020). Innovation of business and marketing plan of growth strategy and competitive advantage in exhibition industry. *Polish Journal of Management Studies*, 21(2), 425-445.
- [30] Waruwu, M. (2023). Pendekatan penelitian pendidikan: metode penelitian kualitatif, metode penelitian kuantitatif dan metode penelitian kombinasi (Mixed Method). *Jurnal Pendidikan Tambusai*, 7(1), 2896-2910.
- [31] Yatna, C. N., & Yulianah, Y. (2024). Marketing Strategy to Increase Market Share in The Retail Industry. *Jurnal Ekonomi*, 13(03), 666-680.
- [32] Yulianti, F., Lamsah, & Periyadi. (2019). *Manajemen Pemasaran*. Sleman: Dee Publish.
- [33] Yunita, T., Putri, C. F., Turohmah, G. A., & elang Ageng, J. (2023). Perencanaan Strategi Pemasaran Menggunakan Analisis SWOT dalam Meningkatkan Volume Penjualan Showroom Rajawali Motor. *IJM: Indonesian Journal of Multidisciplinary*, 1(1).
- [34] Zuraidah, E. (2020). Analisis Strategi PemasaranSparepart Kendaraan Menggunakan Metode SWOT (Pada Studi Kasus PT. Motoparts). *Prosisko: Jurnal Pengembangan Riset dan Observasi Sistem Komputer*, 7(1), 54-65.

