



The Effect of Marketing Mix 4P on Purchasing Decisions and Repurchasing Intention Prochiz in Indonesia Using the SEM and SWOT Methods

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A B S T R A C T

Prochiz comes as a delicious cheese product, with high nutritional content. Prochiz has problems with product, price, place, and promotion variables on purchasing decisions and repurchase intention. In addition, Prochiz is still ranked 2nd in the Top Brand Index ranking, and has not been able to become number 1. The purpose of this study was to determine the effect of the 4P marketing mix on purchasing decisions and repurchases of Prochiz cheese in Indonesia and determine the marketing strategy of Prochiz cheese using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) method. The method used in this study uses SEM (Structural Equation Modeling) and SWOT. SEM is used to show simultaneous equations between variables and SWOT is used to determine marketing strategies. The results of data processing show that the product has a significant effect on repurchase intention, while the price and place variables doesn't have a significant effect on purchasing decisions, promotion cannot be proven, and purchasing decisions have a significant effect on repurchase intention. The simultaneous equation obtained in this study is $Y1 = 0,839 X2 + 0,167 X2 + 0,005 X3 + Z4$ and $Y2 = 0,727 X1 + 0,147 X2 + 0,004 X3 + Z5$.

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1. INTRODUCTION

The food and beverage industry in Indonesia is experiencing very rapid development, especially in the processed cheese industry. Cheese is a dairy product that has good shelf life and is rich in protein, fat, calcium, phosphorus, iron, riboflavin, and various types of vitamins (except vitamin C which is damaged during processing) (Aisyah et al., 2024). The number of cheese brands on the market shows that the

competition in the food industry, especially cheese, is very intense. To maintain the sustainability of the Cheese industry business, companies strive to meet customer satisfaction to influence consumer purchasing satisfaction. This research needs to be done because nowadays consumers do not only buy products based on what they need, but are based on several factors such as product, price, place, and promotion. The goal is to create purchasing

decisions so that consumers can buy products and can create repurchasing intention.

Of the various brands of cheese products marketed in Indonesia, Prochiz continues to experience an increase in marketshare from 8.10% in 2019 to 14.9% in 2022. This shows that Prochiz's position is the number 2 cheese in Indonesia. The problem that arises is that Prochiz has not been able to shift another Cheese products to rank 1 and competitors under Prochiz, continue to increase each year and are getting closer to Prochiz to become the number 2 cheese brand in Indonesia. This is a challenge for Prochiz to increase their sales to avoid being displaced from rank 2 by their competitors. Based on the phenomena above, researchers are interested in examining whether the 4P marketing mix affects purchasing decisions and repurchases of Prochiz Cheese in Indonesia using SEM and SWOT methods. SEM is used to determine the relationship between product, price, place, and promotion with purchasing decisions and repeat purchases. In addition, SEM is used to determine the simultaneous relationship between variables whether it is directly proportional or inversely proportional. Meanwhile, the SWOT method is used to determine the strengths, weaknesses, opportunities, and threats of Prochiz based on the SEM calculation results. This is expected to be used by the company in order to evaluate the Marketing Mix 4P so that it can increase sales and become the number 1 cheese brand in Indonesia.

2. LITERATURE REVIEW

Marketing and sales are essential activities that the company must engage in to ensure business continuity and remain operational (Firmansyah & Iriani, 2024). Marketing strategy is a series of plans to reach market goals and consumers are changed to consume products owned and produced by the company continuously so that their products can be recognized and used by consumers forever (Suwandari & Waluyo, 2024). Marketing includes activities that can be useful in creating, developing, distributing, goods produced in accordance with the demand of potential buyers based on the ability to produce an item (Fikri et al., 2023). Based on (Putri Rosyidah & Siswahyudianto, 2023), the purpose of the marketing mix is to help businesses effectively plan and execute their

marketing strategies to promote and sell their products or services to the target market. Based on (Putri Rosyidah & Siswahyudianto, 2023), a product is one of the fundamental elements that a company offers to the market to satisfy customer needs and wants. It represents the tangible goods or intangible services that a business provides to its target customers. Based on (Adita et al., 2023), product indicators in the marketing mix are as follows: (1) product brand, (2) product quality, (3) product diversity, and (4) product design. Price is an element of the Marketing Mix that has an important role for a company, because price occupies a special position in the Marketing Mix, and is closely related to other elements. In order for a product to compete in the market, entrepreneurs can carry out a pricing strategy in relation to the market, namely whether to follow the price below the market or above the market (Rahim & Mohamad, 2021). Based on (Andi Hasrun et al., 2023), there are four indicators that characterize price. The four indicators are: (1) price affordability, (2) price match with product quality, (3) price conformity with benefits, and (4) price competitiveness

In the marketing mix, "place" refers to one of the essential elements that a company uses to bring its products or services to the target market. The easier the product is obtained means that the distribution process is getting better, and product sales have a great opportunity to increase. For this reason, distribution channels are important to be carefully planned by marketers (Rahim & Mohamad, 2021). Based on (Hidayati, 2021), it is explained that the location indicators are as follows: (1) ease of access to product sales places, (2) visibility. In the marketing mix, "promotion" refers to the element that encompasses all the activities and communication strategies used by a company to promote and create awareness of its products or services among the target audience. The primary goal of the promotion element is to inform, persuade, and influence potential customers to purchase the offerings and to build a positive brand image. It plays a crucial role in attracting customers' attention, generating interest, and ultimately driving sales (Rahim & Mohamad, 2021).

Promotion indicators according to (Izzah, 2024) are as follows: (1) advertising, (2) sales promotion, (3) direct sales, (4) personal selling. Research by (Pratama & Rachman, 2023) state that purchasing decisions are a process through which consumers or businesses make choices regarding which products or services to buy. These decisions involve a series of mental and behavioral steps that consumers go through when evaluating and selecting a particular offering from various available options. Based on (Muhtarom et al., 2022), the indicators of purchasing decisions are as follows: (1) desire to buy a product, (2) priority in purchasing a product, (3) buying products based on product benefits, and (4) buying because of recommendations from other people. Repurchase intention, also known as repeat purchase intention, refers to a customer's expressed or perceived likelihood of making a future purchase of a particular product or service from the same brand or company. It is a crucial metric for businesses because it provides valuable insights into customer loyalty and the likelihood of repeat purchases. The dimensions or indicators of Repurchase based on (Permatasari et al., 2022) are as follows: (1) make purchases on the same brand, (2) recommend to others, and (3) do not want to move to another brand. A study conducted by (Andrenata & Qomariah, 2022) states that product and price have a significant effect on purchasing decisions, but another study conducted (Nelvina Ruth et al., 2023) states that price has no significant effect on purchasing decisions. This causes a gap between the research that has been done and the facts in the field. However, other facts were also found that purchasing decisions are not only influenced by products and prices, but are influenced by place and promotion. This gap can be utilized by future researchers to answer the question of whether product, price, place, and promotion have an effect on purchasing decisions and repurchase intentions or other factors that must be studied.

Structural Equation Modeling (SEM) combines elements of factor analysis, regression analysis, and path analysis to create a comprehensive model that represents both measurement and structural components. SWOT analysis is carried out by comparing attributes from

outside management in the form of opportunities and threats with attributes from within management in the form of strengths and weaknesses (Mashuri & Nurjannah, 2020).

3. RESEARCH METHOD

This research uses quantitative methods. This study was aimed at customers who have purchased Prochiz cheese more than once. This research began in June 2023 until the required data was fulfilled. There are a total of 120 respondent data that have met the Maximum Likelihood (ML) assumption. The data that has been collected is then processed using the SEM method to determine the simultaneous relationship between variables and using the SWOT method to determine the marketing strategy of Prochiz cheese. The following research methodology is shown in Figure 1.

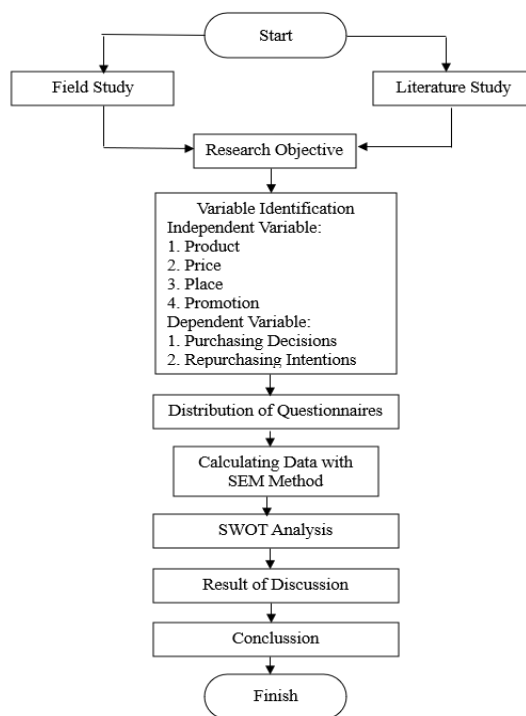


Fig 1. Flowchart

4. RESULT AND DISCUSSION

SEM Method

Measurement Model

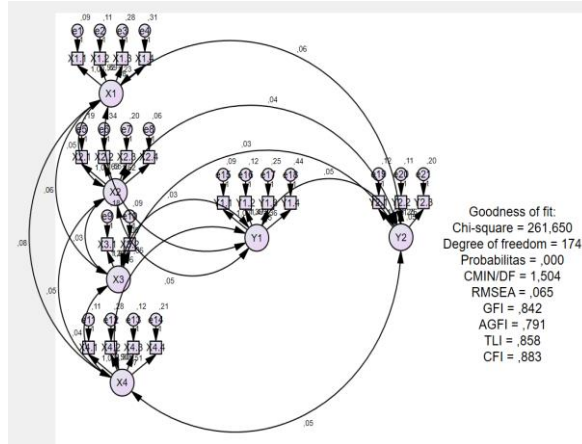


Figure 2. Measurement model the effect of marketing mix 4P on purchasing decisions and repurchasing intention prochiz in Indonesia using the SEM and SWOT method

Table 1. Goodness of fit value and cut off value modification model

Criteria	Model Test Result	Critical Value	Description
X ² Chi square	261,650	Little (*)	Not Good
Probability	0,000	≥ 0,05	Not Good
CMIN/DF	1,504	≤ 2,00	Good
RMSEA	0,065	≤ 0,08	Good
GFI	0,842	≥ 0,90	Not Good
AGFI	0,791	≥ 0,90	Not Good
TLI	0,858	≥ 0,95	Not Good
CFI	0,883	≥ 0,95	Not Good

Table 1. above can be seen that from the model test results compared to the critical value, there are eight criteria that are not good.

Table 2. Estimate standardized regression weight measurement model

Item	SE	CR	2SE	Valid & Significant Statement
X1.1				
<- X1				
X1.2	,144	6.401	0,288	Valid & Significant
<- X1				
X1.3	,196	4.505	0,392	Valid & Significant
<- X1				
X1.4	,224	5.478	0,448	Valid & Significant
<- X1				
X2.1			0	
<- X2				
X2.2	,281	2.254	0,562	Valid & Significant
<- X2				
X2.3	,350	4.423	0,7	Valid & Significant
<- X2				
X2.4	,330	4.891	0,66	Valid & Significant
<- X2				
X3.1			0	
<- X3				
X3.2	,312	4.126	0,624	Valid & Significant
<- X3				
X4.1			0	
<- X4				
X4.2	,244	4.927	0,488	Valid &

<- X4				Significant
X4.3	,165	5.468	0,33	Valid & Significant
<- X4				Significant
X4.4	,254	5.953	0,508	Valid & Significant
<- X4				Significant
Y1.1			0	
<- Y1				
Y1.2	,230	6.398	0,46	Valid & Significant
<- Y1				Significant
Y1.3	,283	4.916	0,566	Valid & Significant
<- Y1				Significant
Y1.4	,347	3.918	0,694	Valid & Significant
<- Y1				Significant
Y2.1			0	
<- Y2				
Y2.2	,258	4.865	0,516	Valid & Significant
<- Y2				Significant
Y2.3	,292	4.299	0,584	Valid & Significant
<- Y2				Significant

Table 2 shows the results which can be concluded that all indicators in the new model have a C.R>2SE value so that all indicators are declared valid.

Table 3. Correlations

Item	Estimate
X1 <-> X2	0,798
X1 <-> X3	0,926
X1 <-> X4	0,976
X1 <-> Y1	0,946
X1 <-> Y2	0,89
X2 <-> X3	0,581
X2 <-> X4	0,857
X2 <-> Y1	0,873
X2 <-> Y2	0,731
X3 <-> X4	0,631
X3 <-> Y1	0,508
X3 <-> Y2	0,64
X4 <-> Y1	0,965
X4 <-> Y2	0,906
Y1 <-> Y2	1,007

In the measurement model data processing, the goodness of fit model fit test has many unfavorable model test results and there is a high value of validity between variables. This significant relationship between exogenous variables is commonly referred to as multicollinearity. The way to solve the multicollinearity problem is to replace or remove variables that have a high correlation or increase the number of observations. Because multicollinearity in this study affects the predictive value of an exogenous variable, the researcher decided to choose the alternative of removing variables that have a significant correlation and a high value. X4 has a significant correlation and its value is high so it is necessary to remove one of the variables. Expenditures are made on the promotions variable (X4) resulting in a correlation value

between exogenous variables that is smaller than before. After removing X4, the research can proceed to model modification and get good goodness of fit values including X² Chi Square, Probability, CMIN / DF, RMSEA, GFI, AGFI, TLI, CFI. In addition, there is no multicollinearity because X4 has been removed. So it can be said that the model is fit.

Measurement Model After X4 is Removed

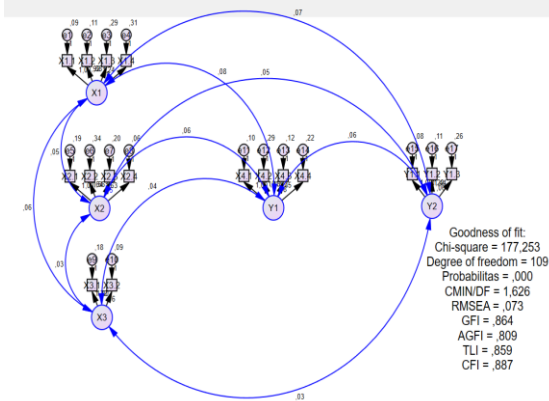


Figure 3. Measurement model the effect of marketing mix 4P on purchasing decisions and repurchasing intention prochiz in Indonesia using the SEM and SWOT method after X4 is removed

Table 4. Goodness of fit value and cut off value modification model after X4 is removed

Criteria	Model Test Result	Critical Value	Description
X ² Chi square	177,253	Little (*)	Not Good
Probability	0,000	≥ 0,05	Not Good
CMIN/DF	1,626	≤ 2,00	Good
RMSEA	0,073	≤ 0,08	Good
GFI	0,864	≥ 0,90	Not Good
AGFI	0,809	≥ 0,90	Not Good
TLI	0,859	≥ 0,95	Not Good
CFI	0,887	≥ 0,95	Not Good

Table 4 can be seen that from the model test results compared to the critical value there are six criteria that are not good. For a picture of the measurement model in the new model, namely by deleting X4, it can be seen in Figure 3.

Table 5. Estimate Standardized regression weight measurement model after X4 is removed

	SE	CR	2SE	Valid & Significant Statement
X1.1				
<-			0	
X1				
X1.2				
<-	0,143	6,425	0,286	Valid & Significant
X1				
X1.3	0,196	4,478	0,392	Valid &

<-				Significant
X1				
X1.4				
<-	0,224	5,544	0,448	Valid & Significant
X1				
X2.1				
<-			0	
X2				
X2.2				
<-	0,282	2,253	0,564	Valid & Significant
X2				
X2.3				
<-	0,355	4,404	0,71	
X2				
X2.4				
<-	0,333	4,89	0,666	Valid & Significant
X2				
X3.1				
<-			0	Valid & Significant
X3				
X3.2				
<-	0,292	4,178	0,584	Valid & Significant
X3				
Y1.1				
<-			0	
Y1				
Y1.2				
<-	0,239	4,732	0,478	Valid & Significant
Y1				
Y1.3				
<-	0,163	5,567	0,326	Valid & Significant
Y1				
Y1.4				
<-	0,248	5,851	0,496	Valid & Significant
Y1				
Y2.1				
<-			0	
Y2				
Y2.2				
<-	0,217	6,622	0,434	Valid & Significant
Y2				
Y2.3				
<-	0,258	4,732	0,516	Valid & Significant
Y2				

Table 5 shows the results which can be concluded that all indicators in the new model have a C.R>2SE value so that all indicators are declared valid.

Table 6. Correlations after X4 is removed

Item	Estimate
X1 <-> X2	0,696
X1 <-> X3	0,626
X1 <-> Y1	0,424
X1 <-> Y2	0,538
X2 <-> X3	0,472
X2 <-> Y1	0,246
X2 <-> Y2	0,631
X3 <-> Y1	0,842
X3 <-> Y2	0,499
Y1 <-> Y2	0,701

In the Table 6, testing the model after X4 is

removed, the correlation value between exogenous variables is still significant but the correlation number is smaller than before. The analysis is still continued because if other exogenous variables are excluded again it will affect the objectives of the study, so the research is continued with the model with variable X4 (Promotion) excluded.

Modification Model

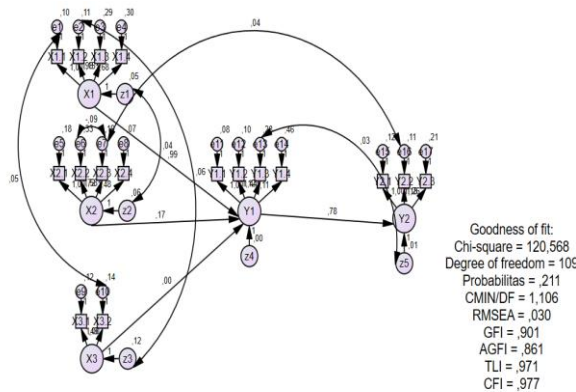


Figure 4. Modification Model The Effect of Marketing Mix 4P on Purchasing Decisions and Repurchasing Intention Prochiz in Indonesia Using The SEM and SWOT Methods

Table 7. Goodness of fit value and cut off value modification model

Criteria	Model Test Result	Critical Value	Description
X ² Chi square	120,658	Little (*)	Good
Probability	0,211	≥ 0,05	Good
CMIN/DF	1,106	≤ 2,00	Good
RMSEA	0,030	≤ 0,08	Good
GFI	0,901	≥ 0,90	Good
AGFI	0,861	≥ 0,90	Good
TLI	0,971	≥ 0,95	Good
CFI	0,977	≥ 0,95	Good

Table 7 shows that there are values of the modified Fit Model in the modification model output. These results show that all indicators have met the criteria because all are of good value so that the model can be said to be fit.

Table 8. Valid and significant statement

Item	SE	CR	2SE	Valid & Significant Statement
Y1 <- X1	0,44	2,246	0,88	Valid & Significant
Y1 <- X2	0,301	0,578	0,602	Invalid & Insignificant
Y1 <- X3	0,093	0,039	0,186	Invalid & Insignificant
Y2 <- Y1	0,162	4,833	0,324	Valid & Significant
X1.1 <- X1			0	

X1.2 <- X1	0,243	4,031	0,486	Valid & Significant
X1.3 <- X1	0,305	3,772	0,61	Valid & Significant
X1.4 <- X1	0,365	4,609	0,73	Valid & Significant
X2.1 <- X2			0	
X2.2 <- X2	0,28	2,57	0,56	Valid & Significant
X2.3 <- X2	0,341	4,617	0,682	
X2.4 <- X2	0,294	5,052	0,588	Valid & Significant
X3.1 <- X3			0	Valid & Significant
X3.2 <- X3	0,251	1,949	0,502	Valid & Significant
Y1.1 <- Y1			0	
Y1.2 <- Y1	0,21	6,886	0,42	Valid & Significant
Y1.3 <- Y1	0,239	4,673	0,478	Valid & Significant
Y1.4 <- Y1	0,297	3,73	0,594	Valid & Significant
Y2.1 <- Y2			0	
Y2.2 <- Y2	0,258	4,886	0,516	Valid & Significant
Y2.3 <- Y2	0,286	4,129	0,572	Valid & Significant

Table 8 shows that only variable X2 & X3 is invalid and insignificant. In addition, variables X1, Y1, and Y2 get valid and significant results.

Simultaneous Equation

Table 9. Estimate standardized regression weight

Item	Estimate Standardized Regression Weight
Y1 <- X2	0,839
Y1 <- X3	0,167
Y1 <- X4	0,005
Y2 <- Y1	0,867

From the modification model results, a simultaneous equation for purchasing decisions is $Y1 = 0,839 X2 + 0,167 X3 + 0,005 X4$ and for repurchasing intention is $Y2 = 0,727 X1 + 0,147 X2 + 0,004 X3 + Z5$

Reliability Test Results

Table 10. Reliability test results

Item	Reliability	Description
X2	0,689773676	Reliable
X3	0,745896372	Reliable
X4	0,803553199	Reliable
Y1	0,770297797	Reliable
Y2	0,70370412	Reliable

The model that has been tested for fit must then be tested for reliability to show that in a model, the indicators used have a good degree of suitability. Constructs are considered reliable because they have a value above ≥ 0.50 .

HYPOTESIS

The effect of products on purchasing decisions:

The hypothesis test results are presented in table 2. The table above shows that the effect of product on purchasing decisions obtained a CR value of 2.246 and a place t-table of 1.73961 (t-count > t-table), so that in this hypothesis H1 is accepted, namely product has a significant effect on purchasing decisions. The effect of product on purchasing decisions has a regression coefficient of 0.839, which means that both have a positive and significant effect.

The effect of prices on purchasing decisions:

The hypothesis test results are presented in table 2. The table above shows that the effect of price on purchasing decisions has a CR value of 0.578 and a t-table of 1.73961 (t-count < t-table), so that in this hypothesis H1 is rejected, namely price has no significant effect on purchasing decisions. The effect of price on purchasing decisions has a regression coefficient of 0.167, which means that both have a positive and insignificant effect.

The effect of places on purchasing decisions:

The hypothesis test results are presented in table 2. The table above shows that the effect of place on purchasing decisions has a CR value of 0.039 and a t-table of 1.73961 (t-count < t-table), so that in this hypothesis H1 is rejected, namely place has no significant effect on purchasing decisions. The effect of place on purchasing decisions has a regression coefficient of 0.005, which means that both have a positive and insignificant effect.

The effect of promotions on purchasing decisions:

The results of this 4th hypothesis test cannot be proven, because the promotion (X4) is excluded.

The effect of purchasing decisions on repurchase intentions:

The hypothesis test results are presented in table 2. The table above shows that the effect of purchasing decisions on repurchase intentions obtained a CR value of 4.483 and a purchasing decisions t-table of 1.73961 (t-count > t-table), so that in this hypothesis H1 is accepted, namely purchasing decisions has a significant effect on repurchasing intentions. The effect of purchasing decisions on repurchase intentions has a regression coefficient of 0.867, which means that both have a positive and significant effect.

SWOT Analysis

After processing using the SEM method, the SWOT method is used to determine the marketing strategy. The results of SWOT obtained a total of 4 marketing strategies that are suitable for Prochiz to use to increase their sales. The S-O strategy can be used to analyze Prochiz's strengths and opportunities to market Prochiz, while the W-T strategy is used to analyze Prochiz's weaknesses and threats from competing products.

5. CONCLUSION

From the research on The Effect of Marketing Mix 4P on Purchasing Decisions and Repurchasing Intention Prochiz in Indonesia Using The SEM and SWOT Methods, can be concluded that Product (X1) has significant influence on Purchasing Decisions (Y1), Price (X2) and Place (X3) doesn't have a significant influence on Purchasing Decisions (Y1), Promotion (X4) cannot be proven in this study because Product (X4) is excluded from the research model, and Purchasing Decisions (Y1) has a significant influence on Repurchasing Intentions (Y2). After processing using the SEM method, the SWOT method is used to determine the marketing strategy. Based on the conclusions that have been obtained, researchers suggest developing variables such as people, process, and physical evidence or others that are relevant to Prochiz consumers. In addition, researchers are expected to increase the number of respondents in order to get more optimal results.

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