

## REVIEW OF MARKETING MIX STRATEGY (4P) ON MS GLOW SALES IN PURWOKERTO

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### ABSTRACT

*This research aims to analyze the decline in sales of Ms. Glow Store Purwokerto and increase the effectiveness of the marketing mix strategy implemented. This research uses a qualitative descriptive method through a case study approach. Data was obtained from interviews, observations, and documentation with a focus on four elements of the marketing mix (4P): price, product, promotion, and distribution. The research results showed that the decline in sales of Ms Glow in Purwokerto was influenced by the lack of suitability of pricing strategy to consumer purchasing power, limitations in promotional variation and consistency, lack of innovation in product variants and packaging design, and distribution access that was not optimal. Based on these findings, it is recommended that Ms. Glow Store Purwokerto carry out a more competitive price adjustment strategy, expand promotional channels and promotional media used, innovate products and packaging, and increase product accessibility through strengthening distribution. If the 4P strategy (Product, Price, Promotion, and Place) has been implemented but sales continue to decline, it is necessary to carry out a more in-depth evaluation of the 7P strategy, which can contribute to increasing sales.*

**Keywords:** distribution strategy, price strategy, product strategy, promotion strategy, sales

### Introduction

In facing increasingly fierce business competition, a marketing mix strategy has become an important element for companies to achieve marketing goals. According to Kotler and Keller (2009), the marketing mix is a collection of marketing tools that a company uses to reach the desired target market. This strategy includes four main components known as the 4Ps: product, price, place, and promotion. By understanding consumer needs and market trends, companies can design effective marketing strategies to achieve business goals. In the context of competition, Ms. Glow needs to optimize the marketing mix analysis to increase its competitiveness in the local Purwokerto market.

Product determination, pricing, distribution, and promotion are key elements in the marketing mix that companies use to attract and retain customers. Product strategy is an important component. Tjiptono (2008) emphasizes the importance of product quality in creating benefits for consumers. In addition, product design (David, 2009) is a strategic tool for producing innovation that can support increased sales. In this case, brand image (Fandy, 2015) acts as an identity that differentiates a company's products from competitors, creating an attraction for consumers.

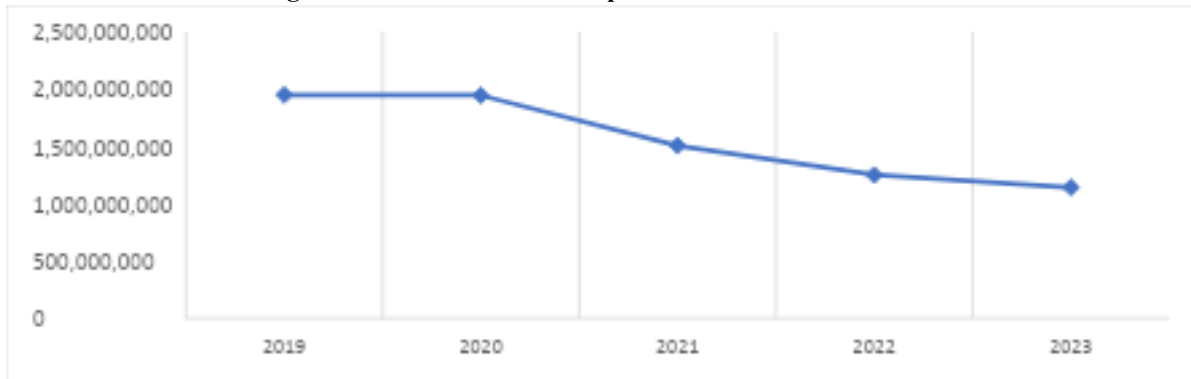
According to Kotler (2008), price is the value given by customers to obtain benefits from a product or service. In the context of pricing, as described by Kotler (2006), there are several main objectives, ranging from maximizing profits and increasing market share to product promotion through setting low prices. This approach allows companies to adjust strategies according to market needs and competitive situations. Distribution as an element in the marketing mix ensures product availability at the place and time that consumers want (Assauri, 2010). Distribution patterns can be carried out directly or indirectly, depending on the company's strategy in reaching the target market. Promotion is an important aspect in increasing consumer awareness, persuasion, and interest in the product. Sales promotions, as stated by Tjiptono (2008), aim to attract new consumers and encourage unplanned purchases through certain incentives. Meanwhile, advertising as a form of non-personal communication (Kotler & Keller, 2007) aims to provide information about product advantages in order to encourage consumers to make purchases.

Increasing competition is also felt by the cosmetic business in Indonesia. Business development in the cosmetic industry in Indonesia shows very advanced growth in line with increasing public awareness of the importance of taking care of oneself and facial skin. One local brand that has succeeded in attracting attention is Ms Glow, thanks to the various innovations and marketing strategies it has

implemented. Ms Glow is a cosmetic brand that operates under the auspices of PT. Beautiful Indonesian Cosmetics.

Competition in the Indonesian cosmetic industry continues to increase every year. With changes in consumer preferences and the emergence of new competitors, several Ms Glow branches, including in Purwokerto, are experiencing challenges in maintaining sales. Based on internal company data, there is a significant decline in sales at the Ms Glow store in Purwokerto in 2023. The following is sales data for Ms. Glow Store Purwokerto from 2019 to 2023:

**Figure 1. Sales Data Ms Glow pada tahun 2019 – 2023**



Source: Processed Data, 2024

Figure 1 shows the sales of MS Glow Purwokerto from 2019 to 2023. Figure 1 explains that there has been a decline in sales every year. A decrease in sales can occur due to prices that do not match purchasing power, lack of product innovation, inconsistent promotions, and limited distribution. Therefore, researchers are interested in analyzing the causes of the decline in sales at Ms. Glow Store Purwokerto and evaluating the effectiveness of the marketing mix strategy implemented. This research examines the relationship between marketing mix elements and sales based on the theory of Kotler and Keller (2009). Researchers also want to know whether marketing mix elements significantly influence sales. By understanding this relationship, Store Ms Glow Purwokerto is expected to be able to develop more effective strategies to face market challenges, especially in the cosmetic business.

### Methods

This research was conducted from November to December 2024 at the Ms Glow Store Purwokerto branch, located on Jl. HR. Bunyamin, Bancarkembar Village, North Purwokerto District, Banyumas Regency, Central Java. The choice of location was made deliberately based on the problem of declining sales that continues to be experienced by Ms. Glow Store Purwokerto Branch. The data used in this research includes primary and secondary data. Primary data was obtained from informants or respondents through interviews, while secondary data was taken from company sales records. In this research, data was collected through interviews, observation, and documentation.

The method used is a qualitative descriptive approach with case studies, where the researcher explores the research object comprehensively and in-depth using various data sources (Hancock, 2006). Qualitative research aims to understand phenomena in depth from the perspective of the subjects studied. This approach prioritizes description, exploration, and analysis of cause-and-effect relationships using non-numerical data, such as the results of interviews, observations, and documentation (Creswell, 2014).

#### 1. Data Reduction

In this stage, data collected from interviews, observations, and documentation will be reduced or selected by focusing on relevant information related to the factors that are the focus of the research (price, product, promotion, and distribution). The purpose of data reduction is to filter the information that best suits the research and simplify the data so that it is easier to analyze.

#### 2. Data Presentation

The reduced data is then presented in the form of a narrative or table that describes the findings in the field. Good data presentation will make it easier for researchers to understand patterns or relationships between variables. For example, findings regarding customer value perceptions of price, frequency of promotions, or distribution reach of Ms Glow can be presented in the form of a comprehensive description.

#### 3. Drawing Conclusions

After the data has been analyzed and presented, the next step is to draw conclusions based on the indicators that have been determined. Conclusions are drawn by linking the findings with relevant theories, such as the marketing mix (4P) and indicators of each strategy. For example, if it is found that the price of Ms Glow products in Purwokerto is still not as competitive compared to competitors, it can be concluded that there is a need to adjust the pricing strategy to be more in line with consumer purchasing power.

#### 4. Verification

Verification is carried out to ensure the accuracy and consistency of analysis results. Researchers can triangulate data by checking the validity of interview results, observations, and documentation. For example, the results of interviews with customers regarding price perceptions can be compared with sales data that shows a decrease in sales due to high prices.

This research examines variables including product, price, location (distribution), and promotion. The following indicators used in this research include four main strategies, namely price strategy, promotion strategy, product strategy, and distribution strategy.

##### 1. Product Strategy

- a. Product quality: The level of customer satisfaction with the benefits and safety of the product.
- b. Product variety: The number of product options (variants, sizes, or formulations) offered.
- c. Packaging design: Consumer assessment of the visual appeal and practicality of packaging.
- d. Product relevance: Product suitability with current beauty trends.

##### 2. Pricing Strategy

- a. Price suitability to consumer purchasing power: Percentage of customers who feel the price is within their means.
- b. Implementation of price promotions: Frequency of giving discounts or special price promotions in one period.
- c. Price comparison with competitors: The level of product price competitiveness compared to local competitors.
- d. Economy size offers: Availability of products in small packages at more affordable prices.

##### 3. Distribution Strategy

- a. Product availability: Stock levels in physical and online stores.
- b. Distribution reach: Areas covered by agents, resellers, or online platforms.
- c. Partnerships with local retailers: Number of local retailers selling Ms Glow products.
- d. E-commerce utilization: Proportion of sales via digital or online platforms.

##### 4. Promotion Strategy

- a. Promotional media used: Type of media (social media, print, digital, influencer, etc.) used in promotion.
- b. Discounts and bundling: percentage discount or number of bundling packages offered to customers.
- c. Collaborations with local influencers: Number of collaborations with local public figures to increase awareness.
- d. Promotion consistency: Continuity and regularity of the promotion schedule.

## Results And Discussion

Based on information obtained from interviews, direct observations, and related documents, the results of the analysis of each element in the marketing mix can be explained as follows:

### Product Strategy

Ms. Glow has a good reputation for product quality, but a lack of innovation in product variants and packaging design may affect its appeal. Consumers tend to look for products with smaller sizes and more affordable prices or more modern and attractive packaging designs.

Without significant innovation, Ms. Glow failed to attract new consumers or retain old ones. Lack of product variety and unattractive packaging design can make the product look less relevant to current beauty trends, thereby reducing purchase interest. Judging from the product quality, Ms. Glow is quite well known to consumers who have used it. However, some consumers want more economical product variations and sizes to suit their needs and purchasing power. Based on observations, Ms. Glow's packaging design is considered less attractive compared to several competitors who prioritize more modern and aesthetic designs.

The decline in the attractiveness of Ms. Glow products occurs due to a lack of more significant innovation. Ms. Glow needs to consider innovation in product variants and packaging design so that they are more attractive and relevant to today's beauty trends. For example, providing smaller sizes or economy packages can make a product more affordable to price-sensitive consumers, while more modern and attractive packaging will provide visual appeal and strengthen the brand image.

A study by Yoo and Donthu (2001) also stated that a strong brand image, including attractive packaging design, can increase consumer loyalty, which leads to increased sales. Packaging designs that are not only functional but also visually attractive create positive associations with the brand and provide more confidence in the quality of the product.

So, innovation in product variants and packaging design will not only add aesthetic value but can also increase the perception of quality and durability. attract Ms. Glow products in the eyes of consumers, which ultimately has an impact on increasing sales. The application of product strategy can be seen in Table 3 below:

**Tabel 1. Product strategy**

No	Indicator	Applied
1	Quality	Ensure product quality is maintained to meet consumer expectations.
2	Variety	Provide more product variants according to local consumer needs.
3	Design	Develop modern and aesthetic packaging designs to attract consumer attention.
4	Relevance	Follow the latest beauty trends so that the product stay relevant in the market.

Source: Processed Data,2024

Table 1 explains that product strategy involves several important indicators aimed at increasing the competitiveness and attractiveness of products in the market. These indicators include maintaining product quality to meet consumer expectations, providing product variations to meet local needs, developing modern and attractive packaging designs, and ensuring product relevance by following the latest trends in the industry. This strategy is designed to increase customer satisfaction and strengthen the product's position in the market. As a comparison, based on the research results of Abdillah et al. (2019), the use of product strategy, which includes product positioning, product design, product scope, and new products, can increase the competitiveness of product sales.

### Price Strategy

Prices that do not match the purchasing power of consumers in Purwokerto have become the main factor influencing the decline in sales. When the price of Ms Glow products is higher compared to local competitors who offer similar products at more affordable prices, many consumers tend to switch to other, more economical alternatives. This is exacerbated by the lack of discount promotions or price cuts that can attract price-sensitive consumers.

Products with prices that are too high for the local market's purchasing power make consumers less interested in buying, reducing the product's attractiveness in the market. Additionally, the lack of discount incentives makes the product less competitive compared to competitors, who more often offer lower prices or attractive promotions.

Based on sales data and interviews with Mrs. Aldilla Dewi Putranti, the owner of Ms Glow Store Purwokerto, and several customers, it shows that the prices of Ms Glow products in Purwokerto are still considered high, such as facial wash and toner at IDR 70,000, up to serum, moisturizer, and red jelly at prices of IDR 300,000, compared to several local competitors who offer beauty products at more affordable prices. The price aspect is an important factor that influences sales. The prices offered by Ms. Glow Store Purwokerto are not fully in line with the purchasing power of some consumers in Purwerto, so they tend to choose alternative products that are more economical. Some customers also said that discount promotions or price cuts are still not carried out frequently; giving discounts or low-price promotions reduces the attractiveness of the product among consumers who are sensitive to price.

The decline in sales in Purwokerto was caused by a mismatch between product prices and consumer purchasing power. This mismatch makes it difficult for the product to compete in the market and reduces consumer interest in buying. Wider market segments tend to choose products with prices that are more in line with their capabilities, so products with higher prices become less desirable.

The following are several pricing strategies that can be applied at Ms Glow Store Purwokerto:

**Tabel 2. Price Strategy**

No	Indicator	Applied
1	Price matching	Adjusting product prices to make them more competitive with the purchasing power of consumers in Purwokerto)
2	Implementing price promotions	Increasing the frequency of discounts or price promotions such as price cuts or product bundling
3	Comparing prices with competitors	Paying attention to local competitors' prices to maintain competitiveness.
4	Offering economical sizes	Offering products with smaller or economical sizes to reach the low price segment.

Source: Processed Data,2024

Table 2 explains that the pricing strategy implemented includes several important indicators, namely adjusting product prices to be more competitive with the purchasing power of consumers in Purwokerto, increasing the frequency of promotions through discounts or product bundling, comparing prices with local competitors to maintain competitiveness, and offering products in economical measure to reach consumer segments with lower purchasing power. This strategy is designed to optimize the product's appeal in the local market. From the results of the research above, it can be concluded that a pricing strategy that is less flexible and not accompanied by effective promotions can reduce the attractiveness of the product in the market. In the case of Ms. Glow Store Purwokerto, price adjustments or increasing the frequency of promotions could be a solution to reach more consumers.

Based on research results by Berlianto et al. (2022), use of pricing methods that include market-based pricing, based on price. current market price, competitor prices, and adjusted current market prices can increase sales volume. Furthermore, the results of Dharasta's research, YSMN (2017), found that pricing and promotion strategies can influence sales volume.

### Distribution Strategy

Ms. Glow Store Purwokerto has limited distribution, with products not always available in physical outlets, and the use of e-commerce is not yet optimal. This makes it difficult for consumers to get the products they want, especially for those who prefer online purchases.

Difficulty in getting products due to limited stock in physical outlets and lack of online distribution makes Ms Glow difficult to reach for consumers who need convenience in the purchasing process. Distribution that is not optimal limits the product's ability to reach a wider market. Distribution is one of the determinants of the accessibility of Ms Glow products in Purwokerto.

With the presence of agents and resellers, Ms. Glow Store Purwokerto makes it easier for consumers to obtain products. However, the reach is still not optimal to reach all potential consumers. Some customers expressed difficulty in getting the products they needed because stock was not always available. Product availability in physical stores is still limited, and online purchasing options have not been fully utilized. The following distribution strategy can be implemented at Ms Glow Store Purwokerto:

**Tabel 3. Distribution Strategy**

No	Indicator	Applied
1	The availability of products	improves stock management so that products are always available at outlets.
2	Distribution range	adds agents or reseller partners in areas that are not yet affordable..
3	Partnership	strengthens cooperation with local retailers to expand the distribution network..
4	E-commerce platform	online store for ease of purchase.



Source: Processed Data,2024

Table 3 explains that the distribution strategy includes several important aspects to increase product marketing effectiveness, namely product availability that is always maintained through better stock management, expanding distribution reach by adding agent or reseller partners in new areas, and strengthening partnerships with local retailers to expand the network. distribution, as well as the use of e-commerce platforms to make it easier to purchase products online. The research results of Gunawan, R., G, and Yuningsih, K. (2010) show that direct product distribution systems and distribution costs have an influence on sales volume.

A more optimal distribution strategy needs to be implemented so that consumers can easily obtain products. For example, expanding product availability in stores or increasing partnerships with more local retailers can help increase product accessibility. And the use of e-commerce or other online platforms to reach a wider range of consumers will increase convenience in the purchasing process, especially for consumers who cannot visit outlets in person. This strategy can be a recommendation for Ms. Glow Store Purwokerto to optimize promotional potential and increase the effectiveness of their marketing in the local market.

Kurniawan (2021), in his research, found that the success of product distribution is very dependent on good relationships with distribution partners, including resellers and local retailers. In this case, strengthening cooperation with various distribution channels, including increasing presence on e-commerce platforms, can help expand market reach and increase sales.

**Promotion Strategy**

Promotions carried out by Ms. Glow Store Purwokerto are currently limited to using social media and do not involve other platforms that may be closer to the target market in Purwokerto. The use of influencers or collaboration with local public figures is also still minimal. The promotions carried out are not consistent; this makes promotions less effective in attracting consumer interest and loyalty. Lack of variety in promotional strategies can disrupt the effectiveness of marketing Ms. Glow products in Purwokerto. The following are promotional strategies that can be applied: Promotional strategies that can be applied at Ms. Grow Store Purwokerto are as follows:

**Tabel 4. Promotion Strategy**

No	Indicator	Applied
1	Media	Expanding the use of marketing platforms such as pamphlets, the internet, marketplace, local radio, or print media, etc.
2	Discounts and Bundling.	Increasing bundling campaigns or special promos to increase consumer interest
3	Collaboration	none
4	Consistency	Carrying out scheduled and consistent promotions using relevant storytelling.

Source: Processed Data,2024

Table 4 explains that promotional strategies can be carried out through several main indicators, such as the use of various marketing media, including pamphlets, the internet, marketplaces, local radio, and print media, to reach more consumers. In addition, this strategy includes providing discounts and bundling campaigns to attract buyers' interest. Collaboration with other parties has not been implemented, but consistency in promotions is the main focus with regular scheduling and the use of relevant storytelling to strengthen marketing messages. The lack of consistency and creativity in promotions means that Ms. Glow's products are unable to attract maximum consumer attention. Without variations in promotional channels and attractive campaigns, products find it difficult to compete with other brands that are more aggressive in promotions. Limited promotion on social media and a lack of variety in promotional strategies reduce Ms. Glow Store's ability to reach consumers more widely. Apart from that, the minimal use of influencers or collaboration with local public figures means that Ms. Glow's promotions are not effective enough in increasing brand awareness and attracting buying interest.

Research results from Suryanta, D., I. and Novalinda, R. (2023) show that a combination of promotional media using social media and print media can increase sales. Meanwhile, according to research by Wulandari (2020), consistency in conveying promotional messages creatively can create a strong attraction for consumers. Promotions carried out sporadically tend not to have a significant impact on sales. Meanwhile, scheduled promotional campaigns and using a relevant storytelling approach can increase consumer loyalty.

If the 4P strategy (Product, Price, Promotion, and Place) has been implemented but sales continue to decline, it is necessary to carry out a more in-depth evaluation of the 7P strategy, which can contribute to increasing sales. Based on the research results of Setiyawan, A.N. et al. (2023), it shows that the variables people, process, and promotion have a big influence on consumer buying interest. Along with the research results from Mohammad Alief Hidayatullah, M.A. and Himmah, M. (2024), which show that there is a significant influence of people and promotions on consumer buying interest. The results of other research from Harahap, F., and Rahayu, S. (2021) explain that the competent and friendly 'People' element plays a significant role in improving the customer's shopping experience, which in turn can increase loyalty and sales. Meanwhile, research results from Khan (2020) suggest that optimizing 'process' elements such as ease of online purchasing can increase operational efficiency and attract digital-savvy consumers, thus boosting sales. Implementing 7P with the right approach is very likely to increase sales, especially if the company is able to adapt this strategy to the characteristics of local markets such as Purwokerto. The combination of product innovation, good customer service, and distribution optimization can help Ms. Glow be more competitive in the beauty market.

### Conclusion And Suggestions

Based on research at the Ms. Glow Store Purwokerto, the significant decline in sales in 2023 is influenced by various factors in the company's marketing mix strategy, including aspects of price, promotion, product, and distribution. High prices and lack of attractive promotions make products less competitive, while limited product variations and suboptimal distribution also affect customer satisfaction. To increase sales, it is recommended that Ms. Glow Store Purwokerto adopt a more flexible pricing strategy, strengthen promotions by involving local media and influencers, provide more affordable product variants, and expand distribution through e-commerce and local partnerships. By implementing this strategy, it is hoped that Ms. Glow Store Purwokerto can increase sales, strengthen its position in the local market, and strengthen customer loyalty in the face of increasingly fierce competition in the beauty sector.

Suggestions for further research include research using the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) to produce more comprehensive research.

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