

THE EFFECT OF MARKETING MIX STRATEGY TOWARDS MARKETING PERFORMANCE OF BADAN USAHA MILIK DESA (BUMDES) IN DESA KEDONDONG, KECAMATAN SOKARAJA, KABUPATEN BANYUMAS

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Abstract

This study aims to examine the effect of the marketing mix in improving marketing performance, this case study was conducted at BUMDes Maju Bersama Kedondong Village, Sokaraja District, Banyumas Regency. The academic implication of this research is to explore the concept of marketing with a marketing mix approach with indicators; product, price, promotion, and place as a tool to improve marketing performance. The practical implications will be to provide some ideas and suggestions in making decisions to implement the marketing mix into the marketing of BUMDes Maju Bersama Kedondong Village, Sokaraja District, Banyumas Regency. The number of samples as many as 20 respondents with purposive sampling through a Likert scale questionnaire. Data analysis using correlation coefficient and multiple regression analysis. The results of the partial test show that only price has an influence on the marketing performance of BUMDes Maju Bersama, Kedondong Village, Sokaraja District, Banyumas Regency.

Keywords: Marketing Mix; Marketing Performance; Product; Price; Place; Promotion; Kedondong Village; BUMDes.

1. Introduction

Today's business shows very fast growth due to the progress and changes that occur in the business world. This can be seen from the mindset of the community, technological advances, and changing lifestyles. The impact that can be felt is the emergence of goods that offer their own advantages and characteristics. So that consumers have many choices in using the goods and services offered by producers. This phenomenon has resulted in the emergence of intense competition between business people, which ultimately requires business people to be able to maximize the performance of their companies in order to compete in the market.

Marketing strategy is part of the marketing process that needs to be carried out by companies to maximize company growth. According to Kotler & Armstrong, (2016 : 74) Marketing strategy is a strategy by which a company wants to create customer value and create profitable relationships. In the marketing strategy, the company assembles an integrated marketing mix in which there are factors under its control, namely the 4Ps (product, price, place and promotion). The marketing

mix is a controllable marketing tool that companies can use to find the response the target market wants. These are referred to as the 4Ps. (Sudari et al., 2019).

In an effort to get the response desired by its target market, the company uses a set of marketing tools in the form of a marketing mix. According to Kotler & Armstrong, (2016 : 78) The marketing mix contains everything a company can do to influence demand for its product. As an effort to achieve effective marketing, the elements of the marketing mix must be integrated in order to achieve the company's marketing objectives that involve consumers and provide value to them.

Marketing performance is a concept to measure the market performance of a product. Every company has an interest in knowing the market performance of its products, as a reflection of the success of its business in the world of business competition. Resources and capabilities are the company's main sources for profitability. Referring to the concept of functional management, it is reasonable to state that the company's performance is actually reflected in the work of various functional managements that run well. The marketing concept states that achieving organizational goals such as market share and profitability depends on the company's ability to determine the needs and wants of target markets and satisfy them more effectively and efficiently than competitors.

Village-Owned Enterprises or commonly referred to as BUMDes are village business institutions managed by the community and village government in an effort to improve the economy and welfare of rural communities which are formed based on the needs and potential of the village. When viewed from its role, BUMDes acts as a social institution where BUMDes side with the interests of the community through its contribution in the provision of social services and (commercial institutions) which aims to seek profit through the development of potential local resources to the market. (Munir et al., 2018). The potential of BUMDes as an independent village community business institution under the supervision of the Village Government in providing the welfare of the village community itself. In order for rural communities to grow their potential, good management and distribution of natural resources is needed.

2. Literature Review

2.1 Marketing Strategy

According to Kotler & Armstrong, (2016 : 74) in their book entitled Principles of Marketing, Marketing strategy is a strategy by which companies want to create customer value and create profitable relationships. Meanwhile based on Nasution et al., (2017) Marketing Strategy is the marketing logic, and based on it, business units expected to reach the target. Marketing strategy is part of the marketing process that needs to be carried out by companies to maximize company growth. More specifically, a marketing strategy is a plan that allows a company to optimize the use of its resources to achieve marketing and company goals. The role of marketing strategy for companies is to support the success of business ventures (Oktavia et al., 2019). If the goal is to be achieved, the company must be able to design and implement marketing strategies appropriately. As with achieving brand loyalty, maintaining product quality and pricing strategies. (Suardika & Sari Dewi, 2021). Each type of marketing strategy has a different effect on demand, therefore a company can use several marketing programs simultaneously (Rachmawati, 2011).

2.2 Marketing Mix

According to Assauri (2015) mix marketing is a combination of variables or activities that are at the core of the system marketing, variables that can be controlled by the company To influence reactions of buyers or consumers. These variables include product, price, promotion and distribution. Based on Rachmawati, (2011) The marketing mix is a combination of the marketing tools needed by the company in achieving its marketing objectives in its target market. The marketing tool by E. Jerome McCarthy is referred to as "the four Ps of Marketing". The 4Ps meant are Product, Price, Place and Promotion.

2.2.1 Product

The product is the whole concept of an object or process that provides a number of value benefits to consumers (Rachmawati, 2011). Based on Kotler & Armstrong, (2016 : 78) Product is an offering of goods and services offered by the company to the target market. The seller must have a product that has certain characteristics, has good quality so that it can meet consumer expectations. Products can be used as an attraction for consumers to make purchases by maximizing their product mix and attributes (Utami & Firdaus, 2018). Products are a combination of the company's offerings of goods and services to the market, which include, among others: quality, design, shape, brand, and product packaging (Amanah, 2015).

2.2.2 Price

According to Kotler & Armstrong, (2016 : 78) Price is the amount of money that consumers must spend to get the desired product or service, or more specifically the value that consumers must exchange for ownership or profit in a product or service where the company will benefit from paying for the value it creates. So that all services offered are included in the price paid by the buyer (Munir et al., 2018).

2.2.3 Place

Place includes the company's activities that make the product available to target consumers (Kotler & Armstrong, 2016). What is meant by location is a place to carry out sales activities where a business is run (Nurbaiti & Soehardi, 2021). The choice of location is the most expensive investment value, because the location can be said to determine whether or not visitors are crowded. Channel decisions will affect two things, namely sales reach and costs.

2.2.4 Promotion

Promotions by Kotler & Armstrong (2016) Promotion refers to activities that communicate the benefits of a product and persuade target customers to buy it. Promotion is used to inform and persuade the market about a product or service that is new to the company through social media advertising or by public outreach. In promotional activities, every company must be able to calculate exactly which promotional tools are used to achieve the objectives of selling activities.

2.3 Marketing Performance

Performance is all forms related to activities and results obtained Utaminingsih, (2016). Marketing performance is a measure of achievement value obtained from overall marketing

activities carried out by a company or organization. In addition, marketing performance is a concept used to measure the extent to which market achievements have been achieved by a product produced by the company. Marketing performance is a factor that is often used to measure the impact of the strategy set by the company as product market achievement, where every company has an interest in knowing the market performance of its products.

2.4 BUMDes

Village-Owned Enterprises or commonly referred to as BUMDes are village business institutions managed by the community and village government in an effort to strengthen the village economy and are formed based on the needs and potential (Munir et al., 2018). The potential of BUMDes as an independent village community business institution in providing the welfare of the village community itself. So that rural people can develop their potential, so that they are not disadvantaged and benefit more, a backflow is needed in the distribution of natural resources and policies. BUMDes is also a manifestation of village community participation as a whole, so it does not create a business model that is hegemonized by certain groups at the village level. This means that this regulation is realized in a solid institutional mechanism.

3. Research Methodology

3.1 Research Model

The research model is a theoretical description of the object being studied. Models can be used as a useful way to explain or relate existing ideas.

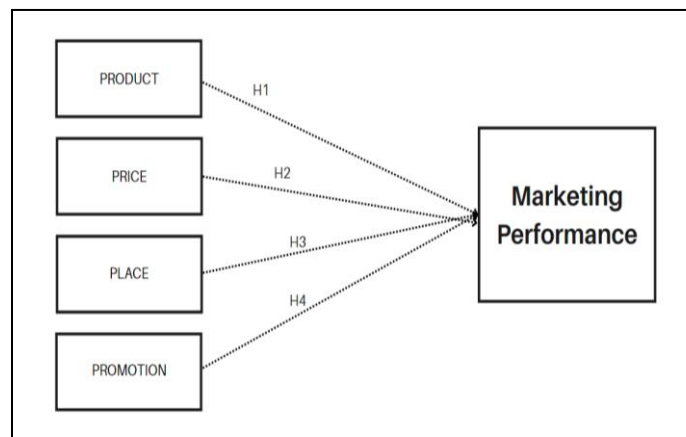


Figure 3.1 Research Model

3.2 Research Population and Sample

This research is classified as quantitative research which is used to determine how much influence product, price, place and promotion have on marketing performance. This method is used to test the relationship between the independent variable and the dependent variable. This research method uses a survey method where data collection is obtained from respondents using questionnaires and interviews.

The research was conducted in the BUMDes Pisang Cavendish belonging to Kedondong Village, Sokaraja District, Banyumas Regency. Data collection techniques are carried out by giving a set

of questions or written statements to respondents to answer. In this study, questionnaires were given to 20 consumers of BUMDes Pisang Cavendish which were used as research locations. Items for the dependent and independent variables were measured using a Likert Scale so that respondents could express how much they agreed or disagreed with certain statements. Sources of data were obtained through primary data in the form of interviews and questionnaire distribution, while secondary data was obtained from websites, village profiles, and archive records. BUMDes administrator.

This study conducted a validity test and reliability test to determine whether the questionnaire data was valid or not. Then the classical assumption test is carried out with the normality test stage to determine whether each variable is normally distributed or not, then the heteroscedasticity test is carried out to determine the inequality of variations in the variables in the observations that occur; The next step is testing to detect whether there are pairs of independent variables that are correlated with each other. After that, a regression test was carried out with the T test which was used to determine the magnitude of the influence of the independent variable on the dependent variable which could be used to make conclusions with the assumption that the significance of $T < 0.05$, then H_0 was rejected, and if the significance of $T > H_0$ was accepted.

4. Results

4.1 Instrument Test

The validity test is intended to determine the accuracy of the data regarding the suitability between what is measured and the measurement results. To test its validity, the significance value of 2 tailed is seen compared to 0.05 with the following conditions:

- If the significance value is < 0.05 , then the instrument is valid.
- If the significance value is > 0.05 , then the instrument is invalid.

From the test results obtained for each item statement for all variables obtained a significance value of 2 tailed of $< 0,05$.

The reliability test analysis model used in this study is the Alpha Cronbach model. According to Ghozali (2013), "Reliability is a tool to test the consistency of respondents' answers to the questions in the questionnaire. A questionnaire is said to be reliable if a person's answer to a question is consistent or stable from time to time. measurements were carried out using Cronbach's Alpha analysis. Ghozali (2013) classified Cronbach's Alpha values as follows:

- If Cronbach's Alpha value > 0.60 then it is declared reliable
- If Cronbach's Alpha value < 0.60 , it is declared unreliable

Table 4. 1 Reliability Testing Result

Variable	Cronbach's Alpha	Alpha Critical Standard	Information
Product	,643	$> 0,600$	Reliable

Price	,615	> 0,600	Reliable
Place	,736	> 0,600	Reliable
Promotion	,638	> 0,600	Reliable
Marketing Performance	,609	> 0,600	Reliable

The results of the reliability test with the Cronbach alpha (α) test in the table show that all research variables are reliable, because all alpha coefficient values of each research variable are greater than (0.6), so that each question item on the measurement instrument can used.

4.2 Classic Assumption Test

4.2.1 Normality Test

The normality test was conducted to test whether the regression model, the dependent variable and the independent variable were normally distributed or not. The normality test was calculated using the Kolmogorov-Smirnov test. Based on the results of the normality test using the Kolmogorov-Smirnov, the summary results can be seen in the table below. The analysis was carried out using SPSS 23 software, the results of which are attached in the Appendix:

Table 4. 2 Results of Kolmogorov-Smirnov Normality

Indicator	Standardized Residual
N	20
Kolmogorov-Smirnov Z	.172
Asymp. Sig. (2-tailed)	.122

Based on the table, the probability value of 0.122 is greater than (0.05). Therefore, the regression analysis data in this study were normally distributed.

4.2.2 Multicollinearity Test

Multicollinearity test was used to test whether the regression model found a correlation between the independent variables. According to Gujarati (2003:351), to show multicollinearity can be done by knowing the value of Variance Inflating Factor (VIF). The data is said to have perfect multicollinearity if the VIF value is 10. Based on the results of the multicollinearity test, the summary table can be seen:

Table 4. 3 Multicollinearity Test Results

Model	Tolerance	VIF
Product	.542	1.845
Price	.375	2.669
Place	.507	1.971
Promotion	.796	1.256

Based on the summary of the results of the multicollinearity test in the table, the VIF value of the product, price, place, and promotion is less than 10. Thus, it is stated that there is no multicollinearity in the regression analysis data in this study.

4.2.3 Heteroscedasticity Test

The order of autocorrelation indicates the presence of conditions between disorders that enter the regression function. Durbin-Watson is one method to show the tendency of autocorrelation in the regression model. The results of the autocorrelation test using the Durbin Watson method can be seen in the table below.

Table 4. 4 Heteroscedasticity Test Result

Model	Sig.
Product	.435
Price	.895
Place	.990
Promotion	.863

Based on the summary of the heteroscedasticity test results in the table, the Sig value of current ratio, financial leverage, institutional ownership, net profit margin and company size is greater than the value of α (0.05). Thus, it is stated that there is no heteroscedasticity in the regression analysis data in this study.

4.3 Hypothesis Test

4.3.1 Multiple Regression Analysis

Multiple linear regression is a statistical method used to establish the relationship between the dependent variable and the independent variable. If there are more than one independent variable, then the regression analysis uses multiple linear regression equations.

Table 4. 5 Multiple Regression Analysis Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	3,330	2,233		1,491	,157
Product	-,100	-,100	-,170	-,726	,479
Price	,528	,528	,663	2,352	,033
Place	,078	,078	,096	,396	,698
Promotion	,253	,253	,275	1,420	,176

Based on the table above, it can be seen that the regression equation formed is:

$$Y = 3,330 + -0,100X_1 + 0,528X_2 + 0,078X_3 + 0,253X_4 \tag{1}$$

- The constant value of 3.330 states that if there are no independent variables (product, price, distribution, promotion) then the purchase decision will still produce a value of 3.330 or in other words. If the variables X1, X2, X3 and X4 are equal to 0 then the Purchase Decision still produces 3.330.
- X1 regression coefficient of -0.100 means that the product variable has a negative effect on marketing performance or it can be said that if the perception of the product variable increases by one unit, it will increase marketing performance by -0.100 units assuming other variables are fixed.
- The X2 regression coefficient of 0.528 means that the price variable has a positive effect on marketing performance or it can be said that if the perception of the price variable

increases by one unit, it will increase marketing performance by 0.528 units assuming other variables are fixed.

- The X3 regression coefficient of 0.078 means that the place variable has a positive effect on marketing performance or it can be said that if the perception of the place variable increases by one unit, it will increase marketing performance by 0.078 units assuming other variables are fixed.
- The X4 regression coefficient of 0.253 means that the promotion variable has a positive effect on marketing performance or it can be said that if the perception of the promotion variable increases by one unit, it will increase marketing performance by 0.253 units assuming other variables are fixed.

4.3.2 Coefficient of Determination Test

Table 4. 6 Coefficient Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.744 ^a	.553	.434	1.52176

The coefficient of determination $Adj-R^2$ is defined as the effect given by the independent variable (X) on the dependent variable (Y). The value of the coefficient of determination $Adj-R^2$ can be used to predict how big the contribution of the influence of the two variables is. The previous table also shows that the value of the coefficient of determination $Adj-R^2$ used to calculate the independent effect (X on the dependent variable Y is) 0.553 or 55%. This shows that the percentage of the influence of the independent variable is 55%. While the remaining 45% is influenced or explained by other variables that are not included in this research model.

4.4 Hypothesis Testing

4.4.1 The Goodness of Fit Test (F-test)

The F (simultaneous) test is used to determine whether the independent variables together or simultaneously have a significant effect on the dependent variable (Y). The results of the F test can be seen in the following ANOVA output:

Table 4. 7 F-test Result

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	43.014	4	10.753	4.644	.012 ^b
	Residual	34.736	15	2.316		
	Total	77.750	19			

a. Dependent Variable: Marketing Performance

b. Predictors: (Constant), Promotion, Place, Product, Price

Based on the data table in column F above, the calculated F value obtained is 4.644 and is positive. While in Ftable, the value of $(\alpha, k-1, n-k)$ in table F is obtained which results in the value of Ftable of 3,006. This value explains that the value of $F_{count} > F_{table}$ is $4,644 > 3,006$ so it can be concluded that product, price, distribution, and promotion variables have a significant effect on increasing sales volume.

4.4.2 Individual Parameter (t-test)

Table 4. 8 t-test Result

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		

(Constant)	3,330	2,233		1,491	,157
Product	-,100	-,100	-,170	-,726	,479
Price	,528	,528	,663	2,352	,033
Place	,078	,078	,096	,396	,698
Promotion	,253	,253	,275	1,420	,176

T test is used to test the significance of each independent variable that will affect the dependent variable. The t-count value is used to test whether the independent variable has a significant effect on the dependent variable or not. To test the partially significant effect of product, price, place, and promotion on marketing performance, t test results are used. Based on the 95% confidence level (α) = 0.05 and the degrees of freedom (df) = (n-k) with a two-way t-test, it is known that the t-table is 2.131. The results of t-count in this study can be seen from the table above.

4.5 The product has a significant effect on marketing performance

The results showed that the magnitude of the two-tailed test t-count for the product variable was where t-count (-0.726) < t table (2.131) and the significance value (0.479) > (α) = 0.05. So, H0 is accepted and H1 is rejected, meaning that the product has no significant effect on marketing performance. The first hypothesis which states that the product has a significant effect on marketing performance is rejected.

4.6 The price has a significant effect on marketing performance

The results show that the magnitude of the two-tailed t-test for the price variable is where t-count (2.352) > t table (2.131) and the significance value (0.033 < (α) = 0.05. So, H0 is rejected and H1 is accepted. meaning that price has a significant effect on marketing performance. The first hypothesis which states that price has a significant effect on marketing performance is accepted.

4.7 The place has a significant effect on marketing performance

The results showed that the magnitude of the two-tailed test t-count for the place variable is where t-count (0.396) < t table (2.131) and the significance value (0.698 < (α) = 0.05. So, H0 is rejected and H1 is accepted. meaning that place has a significant effect on marketing performance. The first hypothesis which states that place has a significant effect on marketing performance is rejected.

4.8 The promotion has a significant effect on marketing performance

The results showed that the magnitude of the two-tailed test t-count for the promotion variable is where t-count (1.420) < t table (2.131) and the significance value (0.176 < (α) = 0.05. So, H0 is rejected and H1 is accepted. meaning that promotion has a significant effect on marketing performance. The first hypothesis which states that promotion has a significant effect on marketing performance is rejected.

5. Discussion

5.1 Effect of Product on marketing performance

Based on the results of hypothesis testing, the product has no significant effect on marketing performance. Based on interviews conducted, the products offered by this business unit are of very

good quality with attractive colors or physical appearance. But it still doesn't have its own characteristics such as the brand or packaging that distinguishes the Cavendish Banana BUMDes Maju Bersama from other Cavendish Bananas and currently the brand used is owned by a third party. The main reason why the product does not have a significant effect on marketing performance is because the products offered by BUMDes to local residents are not currently the main buying and selling activities. Consumers buy because the available products are unsold products or reject products from the main consumer, namely the Manise company, not because they are intentionally or deliberately looking for these products.

5.2 Effect of Price on marketing performance

Based on the results of hypothesis testing, price has a significant effect on marketing performance. Price is often used as an indicator of value when the price is related to the perceived benefits of a product or service. Price is one of the determinants of buyers determining a purchase decision on a product or service. Similarly, the price given to the Cavendish Maju Bersama Banana business unit. Price is the main determinant of consumers in making purchases. Every time it is harvest time, if there are bananas that do not pass company standards but are still feasible, they will be sold to local residents so that this BUMDes offers bananas of high quality, as are often found in supermarkets or retail, but at lower prices. By providing prices that can be reached by all people, providing price discounts, offering price variances according to the quality offered, marketing performance can be achieved according to business objectives. Therefore, price has a significant effect on marketing performance.

5.3 Effect of Place on marketing performance

Based on the results of hypothesis testing, the product has no significant effect on marketing performance. Meanwhile, in this study, the location has no effect on marketing performance, even though the plantation area is quite strategic with easy road access because there is a farming road built from the 2019 Village Fund Over Funding Fund (SILPA DD) which makes it easier for consumers. However, the distribution does not need to be done by this business unit. Their main customer is the Manise company, which will come directly with vehicles to transport the existing bananas.

As explained above, these bananas are immediately brought by a third party as a supplier of bananas in Malls, Supermarkets, Fruit Shops in the JABODETABEK area. So that the existence and distribution of Cavendish Maju Bersama bananas in the Banyumas area is still inadequate. The condition of the area around Kedondong Village currently has no competitors with similar products. In Sokaraja District, there are currently only two Cavendish Banana plantations so the competition is not that tight.

5.4 Effect of Promotion on marketing performance

Based on the results of hypothesis testing, promotion has no significant effect on marketing performance. Based on interviews with several respondents, the promotion carried out by this business unit is still relatively simple through WOM (Word of Mouth) between villagers while social media used is through Facebook, Youtube, and Whatsapp. This is because the target consumers are residents around Kedondong Village. However, not a few Kedondong Villagers do not know about the existence of this Pisang Cavendish BUMDes.

5.5 The impact of BUMDes pisang cavendish to the local people

Since it was built until now, the impact of the people of Kedondong Village is in the form of new jobs. Like the head of the garden and the assistants needed when the harvest season arrives. It takes about 6-10 workers taken from local residents in one harvest period. Currently BUMDes plans to find additional personnel to assist the head of the plantation, but is constrained by the limited cost of wages.

5.6 The impact of BUMDes Pisang Cavendish on Pendapatan Asli Desa (PAD)

At this time BUMDes is still unable to have a direct impact on PAD. Because this BUMDes has not yet received a net profit, it is still in the process of returning the initial capital of Rp. 140,000,000. However, according to the calculation of the BUMDes manager in the third harvest period, it is likely that the BUMDes will be able to earn profits that can have an impact on PAD.

6. Conclusion

- The success of a business is strongly influenced by the marketing mix. Because the marketing mix is a strategy that can create advantages for the business itself which is implemented through four existing components (product, price, distribution, promotion). Excellence will be created if business actors can formulate the right combination of the marketing mix. Every business, in this case small and medium, must have the same goal, namely to get the maximum profit or in other words, to have good performance. Therefore, business actors really need to always evaluate the marketing mix they implement to get optimal performance.
- It is an important point for an effort to innovate and develop such as increasing product variety so that consumers have a choice of products to buy. Trying to find the advantages and differences of the products they have compared to other competitors so that they are embedded in the minds of consumers about the Cavendish Banana products in Kedondong Village.
- Based on this study, only the price variable that affects marketing performance. This means that if the price of the product is more affordable for all people, the more suitable the quality will make it easier for BUMDes marketing efforts.
- BUMDes can expand consumers, especially in Banyums Regency, such as becoming a supplier to the nearest fruit shop or supermarket so that the distribution area and market share is wider. However, considering the current condition where there are still many residents around Kedondong Village who do not understand the existence of this BUMDes, it would be better if the BUMDes manager and the village government carried out socialization and introduction of the Pisang Cavendish BUMDes.
- Considering that this banana business unit is still relatively new and the promotional activities carried out are still relatively simple, BUMDes can cooperate with government agencies to be able to include their products in exhibitions or major regional events to promote and introduce products that are superior to BUMDes in Kedondong Village.
- For the Pisang Cavendish Maju Bersama business unit, to increase sales, it must pay attention to the variables that affect it. The results of this study indicate that simultaneously the marketing mix variables have a significant and significant effect on the level of sales, but after being partially tested the product, place, and promotion variables have not

significantly affected marketing performance. This should be considered and needs to be improved so that business goals in increasing sales can be realized.

- This Cavendish Banana business unit has the potential to develop in Kedondong village, therefore it is considered that there is still a need for improved guidance and guidance by the Government so that this business can develop for the better. The impact felt by the surrounding community has also begun to feel like the need for labor increases, especially during the harvest period.

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