

Proposed Marketing Concepts Using the Conjoin Method in MSMEs Sego Berkat Bu Murni

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Abstract

The food industry in Indonesia is one of the sectors that support the value of the national investment. However, in 2020 the food industry experienced a decline in growth during the Covid-19 pandemic and was slowly able to increase steadily in 2021. Bu Murni's Sego Berkat is one of the food industries that has also experienced declining income during the COVID-19 pandemic. The difficulty of MSMEs is changing the increase in income due to new competitors during the Covid-19 pandemic. The purpose of this study is to provide a proposed marketing concept that suits the preferences of Sego Berkat MSME consumers based on place, price, and promotion factors. This research data was obtained through the distribution of questionnaires to Sego Berkat MSME customers, and the questionnaire results will be calculated as the weight of interests of each level and attributes using conjoint analysis. The results of the conjoint analysis resulted in a proposed marketing concept by the preferences of Sego Berkat MSME consumers and is to carry out sales promotion with the type of promotion buy 3 get 1, the price applied with a range of Rp. 15,000 – Rp. 19,000 on online and offline purchases.

Keywords: Food industry, MSMEs, Promotion, Marketing Concept, Conjoint Analysis

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Introduction

The food industry is a business sector that has increased due to population growth. The food industry in Indonesia is one of the leading manufacturing sectors in making a significant contribution to national economic growth. According to the Ministry of Industry, the food industry grew by 7.91%. It became one of the sectors that supported the value of the national investment by contributing Rp 56.60 trillion in 2018 (KementrianPerindustrian, 2019). In 2020 the food industry experienced a decline in growth of up to 1.58%, but there was a steady increase with a growth of 2.54% in 2021 (BPS, Laju Pertumbuhan PDB Seri 2010, 2022). One of the food industries in Indonesia that experienced a decline in income during the Covid-19 pandemic in 2020 was Bu Murni's MSME Seago Berkar. The MSME provides Wonogiri specialties located in the Cengkareng area, West Jakarta. Based on the results of interviews with MSME owners Seago Berkar, the income earned by Bu Murni before the Covid-19 pandemic reached Rp. 3,000,000 in a day. Currently, the income earned is only Rp. 1,000,000 to Rp. 1,500,000 in a day. The decrease in income was due to government policies related to large-scale social restrictions (PSBB) (Maleha, Saluza, & Setiawan, 2021). Therefore, Seago Berkar MSMEs must carry out marketing concepts that match Seago Berkar MSME consumers' preferences to compete superiorly. Products that constantly innovate and marketing are carried out through various aspects and always build good communication relationships with consumers will simultaneously affect income (Putri, 2023). Marketing is an activity to convey a message to achieve goals (U.sumarwan & tjiptono, 2018).

Several previous studies carried out the marketing concept according to consumer preferences. For example, in research (Rohmah & Subari, 2021) conducted research on consumer preferences for buying coffee drinks at Kopi Janji Jiwa Surabaya, with the results explaining that consumers pay more attention to taste, price, variants, and toppings. Research (Febrianti & Ariyani, 2022) researched dry pempek consumer preferences with the results that consumers prefer a large weight of 500 grams, a price of Rp. 17.000, flat shape, where to buy at the supermarket, and crispy dry texture. Research (Fauzan, Dr.Ir. Agus Achmad Suhendra, & Rio Aurachman, 2018) researched consumer preferences for the Yellow Truck Cafe with the results obtained by consumers preferring price attributes with a level of Rp. 5.000-Rp. 30.000 and the type of promotion buy one get one free. Research (Budi & Suprapti, 2022) researched consumer preferences for Tatochis Corn Chips produced by UD. Tajul Anwar, with the results obtained by consumers, prefers to make purchases online with environmentally friendly packaging materials. Research (Djumadil & Suhardi, 2021) researched consumer preferences for Sago Jay in the City of Ternate with the results obtained that consumers prefer the Sago Brand Jay cashew product based on preference for the taste factor at the dry level compared to other factors. Based on the explanation above, the difference between this study and previous research is the research object, and the variables used. Based on the existing research, there is no research about consumer preference on MSME Seago Berkar using 7p marketing mix and conjoint analysis.

The variables in this study used factor-factor based on the 7P market mix. A marketing mix is a marketing tool that in a company to influence the response of the target market (Musfar, 2020). However, in this study, not all 7P market mix

factors were used in the formation of levels and attributes in this study. The 7P market mix factors that will be used to form levels and attributes include place, price, and promotion factors. This is because the product factor does not affect the MSMEs of Segor Berkas, which only have one processed menu sold. In addition, people, process, and physical evidence factors do not significantly affect customer decisions in making purchases. This is stated in the study (Pandora, 2020), which states that people, process, and physical evidence do not significantly affect purchasing decisions at processed chicken restaurants. So, this research purpose is measuring preferences of MSMEs consumers in Segor Berkas using conjoint analysis based on marketing mix using research variable is price range, promotion type, and purchase type.

Methodology

The first thing that will be done in this study is conducting a preliminary and literature study of the selected research object. Furthermore, in determining the method to be used, in this study, the conjoint method is a determinant in forming profiles of several levels offered. The Conjoint Method is a multivariate technique explicitly developed to understand how respondents' preferences evolve in the form of products, services, or ideas (Jr., Black, Babin, & Anderson, 2010). Conjoint analysis is based on consumer subjectivity to some combination of features offered. This consumer subjectivity is measured by giving a rating (rank) or scoring (Likert scale) (Gustafsson, Herrmann, & Huber, 2021). After carrying out the method, the next stage is to identify factors that affect purchasing intention, including place, price, and promotion based on the 7P market mix. Of the three factors, it is used for the formation of levels and attributes for the next stage, namely the profiling stage, using the formula from the experimental design principle, which is because the number of attributes at each level of this study is not the same (Supranto, 2010). Here is a table of level data and attributes used.

Table 1. Data Level & Attributes

| Level | Attribute |
|---------------------|---|
| Types of promotions | Price Discount Free Shipping Buy 3 Get 1 Free Voucher Giving |
| Price | IDR 15,000-IDR 19,000 IDR 20,000-IDR 24,000 IDR 25,000-IDR 29,000 |
| Types of Purchases | Offline Online |

After compiling the profile, the next stage is compiling a questionnaire, collecting data that customers will fill out with an age range of 15-49 years because that age is stated as a productive age according to data from the Central Statistics Agency (BPS) (BPS, Angka Beban Tanggungan, 2023). The scale used in collecting research data uses a scale of 1-10 because it avoids respondents answers which tend to choose answers in the middle because it can make concluding the research results obtained less accurate (Setiawan, Husen, Yuliansyah, & Wasif, 2022). Collecting this data uses the rule principle formula in the conjoint method, requiring 100 respondents (Jr., Black, Babin, & Anderson, 2010). After the data has

been collected, the next stage will be processing the data from the questionnaire using the Conjoint method. In the next stage, the data processing results will be analyzed using the basis of previous journals. Next, the preparation of the mathematical model used in the numerical test to prove whether the results of the level importance values on the conjoint test are valid. The final stage is to take the main points from the overall description of the discussion, analysis of data processing, and suggestions as suggestions for improvements to decisions.

Result and Discussion

The demographic data that will be analyzed in this study includes gender, age, and occupation with several categories, as stated in table 3. From the data obtained, 134 respondents filled out the questionnaire. Based on the questionnaire results showed that the most significant percentage of customers who bought Segor Berkot Bu Murni products were men, namely 76 people or 56.7% of informants. In comparison, women were 58 people, or 43.3% of informants. Based on age characteristics, most Segor Berkot Bu Murni customers are 45-49 years old, with 40 respondents or 29.9% of informants. Based on job characteristics, most customers work as private employees, with 54 respondents or 40.3% of informants.

After processing the conjoint analysis data, it was found that the level of accuracy of the model's predictions from the conjoint analysis can be seen from the values of Pearson's R and Kendall's tau. The following is a table of correlation values from the results of the conjoint analysis.

Table 2. Attribute Correlation Value

| | Value | Sig |
|--------------------|-------|-------|
| <i>Pearson's R</i> | 0,947 | 0,000 |
| <i>Kendall's</i> | 0,795 | 0,000 |

This study used a confidence level of 95 percent, so the alpha value of the error level was 0.05. From the results of table 2, the correlation values on Pearson's R and Kendall's tau have a relatively significant solid value of 0.000. This value is below the error level value of 0.05, which means that in this study, it is considered valid and significantly affects consumer preferences in purchasing Segor Berkot Bu Murni products and the attributes used in this study.

After that, an aggregate conjoint analysis calculation is carried out to find out how consumer preferences are towards the consumer preference attributes of Segor Berkot products belonging to Bu Murni. The result of the utility value will determine the consumer's preferred preference for the choice of attributes at each of the existing levels. The more positive and excellent the utility value of an attribute at each level will be an attribute of consumer preference.

Table 3. Utility Coefficient Value

| | | <i>Utility Estimate</i> | <i>Std. Error</i> |
|---------------------|-----------------------|-------------------------|-------------------|
| Types of promotions | Price Discount | 0,152 | 0,118 |
| | Free Shipping | 0,057 | 0,118 |
| | Buy 3 Get 1 Free | 0,181 | 0,118 |
| | Voucher Giving | -0,391 | 0,118 |
| Price | IDR 15,000-IDR 19,000 | 0,668 | 0,091 |
| | IDR 20,000-IDR 24,000 | -0,057 | 0,107 |
| | IDR 25,000-IDR 29,000 | -0,611 | 0,068 |
| Types of Purchases | Offline | -0,143 | 0,068 |
| | Online | 0,143 | 0,072 |
| (Constant) | | 6,625 | 0,072 |

Based on table 3, the utility coefficient value of the buy 3 get 1 free attribute at the level of the type of promotion is the highest attribute among the other attributes with a utility value of 0.181. The choice of promotions that are similar to the buy 3 get 1 attribute for customers is also proven by previous research, which is summarized in the table sub-chapter 2.1 regarding respondents who prefer sales promotions buy 1 get 1 free at the Yellow Truck cafe compared to the type of discount promotions every weekend and student card discounts (Fauzan, Dr.Ir. Agus Achmad Suhendra, & Rio Aurachman, 2018). The price attribute that respondents liked was in the range of Rp. 15,000 - Rp. 19,000 with a utility value of 0.668. The respondents chose the lowest price because the price was stated to be more affordable. Previous studies stated that the price attribute level consumers like when buying coffee drinks 22 is Rp. 23,000 because, at this price, it is pretty affordable for all groups, both students and workers (Rohmah & Subari, 2021). The attribute of the type of purchase respondents like is the online purchase with a utility value of 0.143. The choice of buying online by respondents is because it is easier to make purchases in terms of distance and payment. Similar research states that consumers choose to purchase tochis corn chips online because it is easy to make transactions (Budi & Suprapti, 2022).

Table 4. Most Considered Attributes

| Level | Level Importance Level (percent) | Ranking the Most Considered Levels |
|---------------------|----------------------------------|------------------------------------|
| Types of promotions | 42,800 | 1 |
| Price | 42,182 | 2 |
| Types of Purchases | 15,019 | 3 |

Based on the Konjoin Analysis results, the importance level can be seen from the highest value to the lowest value. Customers are most interested in the level of important value in this study is the type of promotion with an importance level value of 42.8%. Then, the price level is the second most crucial, with an importance value of 42.182%. Judging from the results of the importance level value on the type of promotion and the price, has a very slight difference in value. Thus, the level of promotion type and the price are a benchmark for customers in buying Sejo Berkat MSME products. In similar studies, the price factor is a factor for customer consideration in making bread purchases and a promotional factor that makes customers interested in making bread purchases (Muliarsi & Rachmina, 2015).

From the results of the data obtained, three age generations out of 134 respondents had filled out the questionnaire. The questionnaire results show that the largest percentage of customers buying Sejo Berkat Bu Murni products are generation x, with an age range of 40-49 years, 61 people or 45.5% of informants. Generation y with an age range of 25-39 years, namely 45 people or 33.6% of informants, and generation z with an age range of 15-24 years old, namely 28 people or 20.9% of informants. Table 5 is a table of data processing of inter-generational conjoint analysis.

Table 5. The Value of the Utility Coefficient Antar Generation

| Level | Attribute | Generation X | | Generation Y | | Generation Z | |
|---------------------|-----------------------|--------------|------------|--------------|------------|--------------|------------|
| | | Utility Est. | Std. Error | Utility Est. | Std. Error | Utility Est. | Std. Error |
| Types of promotions | Price Discount | 0,021 | 0,072 | 0,104 | 0,167 | 0,465 | 0,180 |
| | Free Shipping | 0,114 | 0,072 | 0,088 | 0,167 | -0,090 | 0,180 |
| | Buy 3 Get 1 Free | 0,300 | 0,072 | 0,010 | 0,167 | 0,169 | 0,180 |
| | Voucher Giving | -0,435 | 0,072 | -0,201 | 0,167 | -0,544 | 0,180 |
| Price | IDR 15,000-IDR 19,000 | 0,649 | 0,056 | 0,586 | 0,129 | 0,824 | 0,138 |
| | IDR 20,000-IDR 24,000 | -0,136 | 0,065 | -0,039 | 0,151 | 0,069 | 0,162 |
| | IDR 25,000-IDR 29,000 | -0,513 | 0,065 | -0,547 | 0,151 | -0,894 | 0,162 |
| | | | | | | | |
| Types of Purchases | Offline | -0,050 | 0,042 | -0,189 | 0,096 | -0,271 | 0,104 |
| | Online | 0,050 | 0,042 | 0,189 | 0,096 | 0,271 | 0,104 |
| (Constant) | | 6,783 | 0,044 | 6,625 | 0,102 | 6,532 | 0,109 |

Based on table 5, utility coefficient values in generation x buy attribute 3 get 1 at the promotion type level is the highest attribute among other attributes with a utility value of 0.300. The attribute at the preferred price level of generation x is in the range of Rp. 15,000 - Rp. 19,000 with a utility value of 0.649. The attribute at the level of the type of purchase preferred by generation x is the type of online purchase with a utility value of 0.050. The value of the utility coefficient in generation y attribute discount price at the promotion type level is the most demanded attribute, with a utility value of 0.104. The attribute at the preferred price level of generation y is in the range of Rp. 15,000 - Rp. 19,000 with a utility value of 0.586. The attribute at the level of the type of purchase preferred by generation y is the type of online purchase with a utility value of 0.189. The value of the utility coefficient in generation z of the price discount attribute at the promotion type level became the most demanded attribute, with a utility value of 0.465. The attributes at the price level preferred by generation z are in the range of Rp. 15,000 - Rp. 19,000 with a utility value of 0.824. The attribute at the level of the type of purchase preferred by generation z is the type of online purchase with a utility value of 0.271.

Table 6. Most Considered Attributes

| Level | Generation X | | Generation Y | | Generation Z | |
|---------------------|-----------------|--------------|-----------------|--------------|-----------------|--------------|
| | Level Level (%) | Level Rating | Level Level (%) | Level Rating | Level Level (%) | Level Rating |
| Types of promotions | 40,965 | 2 | 44,340 | 1 | 44,173 | 1 |
| Price | 45,367 | 1 | 37,957 | 2 | 41,808 | 2 |
| Types of Purchases | 13,668 | 3 | 17,703 | 3 | 14,018 | 3 |

Based on the results obtained from the Konjoin Analysis, the level with the importance value that generation x is most interested in is the price level with a value of importance level owned by 45.367%. Then the level with importance value that generation y and generation z are most interested in is the promotion type level, with the importance level value owned by generation y at 44.340% and generation z at 44.173%.

As calculated above, the mathematical model for the marketing concept based on consumer preferences for Sego Berkas Bu Murni products can be described as follows:

$$1. \text{ Mathematical model generation } x \ Y = 0.40965X_1 + 0.45367X_2 + 0.13668X_3 + 0.044 \quad (1)$$

$$2. \text{ Mathematical model generation } y \ Y = 0.44340X_1 + 0.37957X_2 + 0.17703X_3 + 0.102 \quad (2)$$

$$3. \text{ Mathematical model generation } z \ Y = 0.44173X_1 + 0.41808X_2 + 0.14018X_3 + 0.109 \quad (3)$$

Information:

Y = Request Preferences

X1 = Level utility value at the promotion type level

X2 = The utility value of the level at the price level

X3 = Utility level value at the purchase type level

Then, it is necessary to test numerical experiments by combining various attribute values. The purpose of the numerical experimental test is to prove that the level of the promotion type has a greater influence than the price level and the type of purchase. Table 7 is a graphical result of calculating numerical tests between generations.

Table 7. Numerical Test Graphs Between Generations

| Simulation | Generation X | Generation Y | Generation Z |
|---------------------------------|--------------|--------------|--------------|
| Fixed type of promotion | | | |
| Fixed price | | | |
| Types of Fixed Purchases | | | |
| Importance Level | | | |

For simulations of fixed promotion types, the graphs for generation x and generation y produce a range of consumer preference values for the types of promotions buy 3 get 1 free, free shipping, and price discounts do not have a significant difference in value compared to the value of consumer preference for the type of promotional vouchers. In the Z generation, the distance between consumer preferences for the price discount promotion, buy 3 get 1 free, free shipping, and giving vouchers is quite different. The price discount promotion is the primary interest of generation Y and generation Z, while the type of promotion

buy 3 gets 1 free is the primary interest of generation X. For fixed price simulations, from the three generations, the distance between the consumer preference values and the price range has a significant difference in value. This is in line with research on processed field snacks, which significantly contribute to changes in selling prices on purchasing decisions so that customers will decrease if there is an increase. prices (Kapriani & Ibrahim, 2022). These three generations make the price range of Rp. 15,000 - Rp. 19,000, the main interest in purchasing Sego Berkat MSME products. The price range of Rp. 15,000 - Rp. 19,000 is considered an economical and affordable price for all groups. This was also stated in previous research regarding selecting the price attribute level consumers like when buying coffee drinks, which is the lowest price, Rp. 23,000 because, at this price, it is pretty affordable for all groups, both students and workers (Rohmah & Subari, 2021).

For simulations of fixed purchase types, generation x results in a tiny difference in the distance of the value of consumer preferences towards offline and online purchases. Meanwhile, for generation y and generation z, the distance between consumer preferences and offline and online purchases considerably differs in value. Of the three generations, online purchases are the main enthusiast purchasing Sego Berkat MSME products. This is because it is easier to make purchases in distance and payment. A similar study states that consumers choose the attribute of buying tohis corn chips online because it is easy to make transactions (Budi & Suprapti, 2022). The results of the importance level simulation show that in these three generations, the level of promotion type and price level are the main preferences of consumers in buying Sego Berkat MSME products. Especially at the price level, which will experience a massive decrease in consumer buying interest if there is a change in the selling price of the product. It is also explained in similar studies that the price factor is a factor for customers to consider in making bread purchases, and promotional factors that make customers interested in making bread purchases (Mulasari & Rachmina, 2015).

Conclusion

Based on the results of the discussions above, the most important level by respondents is the type of promotion with a level importance value of 42.8% with with the most choices type is the buy 3 get 1 free promotion, that has utility value of 0.181. The second-level consumers prioritize is the price, with a level importance value of 42.182% and the most choices is the price range of Rp. 15,000 – Rp. 19,000 with a utility value of 0.668. The third level that consumers prioritize is the type of purchase with a level importance value of 15.019% and the type of purchase with the most choices is the online purchase with a utility value of 0.143. But, after we have done numerical simulations, the level that respondents are most concerned about is the price type because the occurrence of price changes in numerical simulations can change a huge preference value.

Based on the results of discussion between generations, Sego Berkat's customers are dominated by generation X customers with an age range of 40-49 years, namely 61 people or 45.5%. The attribute that is the most chosen at the promotion type level for generation x is the buy 3 get 1 free attribute. Meanwhile, for generation y and generation z, the price discount attribute is the most chosen attribute at the promotion type level. At the price level, the attribute of choice for

the three generations has a price range of IDR 15,000 – IDR 19,000. Then, the level of purchase type, which is the most desirable attribute for the three types of generations, is the attribute of online purchases.

Based on numerical simulations between generations, the buy 3 get 1 free attribute at the promotion type level is the attribute that is most in demand by generation x, and the price discount attribute at the promotion type level as the attribute that is most in demand by generation y and generation z. The price range has a large difference in value, and the three generations make the price range Rp. 15.000 - Rp. 19.000 as the main interest in purchasing MSMEs Seago Berkat;s products. For generation X, the distance between consumer preference values for offline and online purchases has a tiny difference, but for the Y and Z generations, the distance between the values of consumer preferences for offline and online purchases has a relatively large difference in value.

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