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ANALYSIS OF MARKETING STRATEGY IN AN EFFORT TO ATTRACT CONSUMER BUYING INTEREST ON MSME *PEYEK SARI MENIR GUNUNGKIDUL*

By

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ABSTRACT

Marketing strategy has an important role for Micro, Small and Medium Enterprises (MSMEs). The important role of the right marketing strategy will be able to attract consumers to buy the products. Currently, MSMEs in Indonesia are experiencing very rapid development, especially in the culinary field. "Sari Menir" is a MSME that produces peyek snack which is located at RT005/RW002, Plembon Lor, Logandeng, Playen, Gunungkidul, Yogyakarta. The purpose of this study is to analyze the implementation of marketing strategies in an effort to attract consumer buying interest in Sari Menir MSME. This study uses a descriptive approach with qualitative methods. The technique of determining the place using purposive area method. The research source was selected by purposive sampling method. The resource person in this study were Mrs Ratna Anjarwati as the manager and the daughter of MSME Sari Menir founder. Data collection techniques using interview and documentation methods. The data analysis technique was carried out through stages of data reduction, data display, and drawing conclusions. The results showed that Sari Menir MSME using the marketing mix strategy in an effort to attract consumers buying interest. The marketing mix strategy carried out by Sari Menir MSME as follows: Maintaining product quality by using good quality raw materials; Set the right and appropriate price; Using direct and indirect distribution channels to reach strategic locations; Take part in exhibitions and apply word of mouth as promotional advice.

Keywords: *Marketing Strategy, Buying Interest, MSME, Marketing Mix*

INTRODUCTION

Indonesia is a country with a large number of MSME sectors. According to data from the Ministry of Cooperatives and MSMEs in 2018, the number of MSMEs in Indonesia is 64,2 million with the absorption of 117 million workers (DJKN, 2020). This meaning that Micro, Small, and Medium Enterprises (MSMEs) also contribute to reducing unemployment in Indonesia. MSMEs can absorb labor without being limited by the level of education, so the related families can get a stable and decent income. By distributing income in an area, it is hoped that it can reduce poverty and improve the regional economy. Thus, the existence of MSMEs has an important role in further strengthen country's economy.

At this time, MSMEs in Indonesia are experiencing very rapid development, especially in the culinary field. "Sari Menir" is a *peyek* snack MSME which is located at RT005/RW002, Plembon Lor, Logandeng, Playen, Gunungkidul, Special Region of Yogyakarta. Sari Menir MSME was founded in 2011 by Mr Suprap and managed with his wife, daughter (Mrs Ratna anjarwati) and son-in-law. Initially, this *peyek* business was pioneered in the 1990s by the

mother of Mr Suprap. Then Mr Suprap and his sister established their own *peyek* business with the name TS, short for *Tepung Sari*. Actually, TS comes from the name of Mr Suprap and his sister, namely Tatik-Suprap. As time went on, the business name TS was used by Mrs Tatik, while Mr Suprap founded his own *peyek* business with the name Sari Menir. The meaning of Sari Menir is extract of *menir* or extract of rice, because *peyek* is a snack made from rice flour.

In running the business, Sari Menir MSME needs a very hard effort. They face increasingly stiff and competitive market competition. Sari Menir MSME has quite a lot of competitors, some are even earlier and more experienced in running a *peyek* business. This is what makes Sari Menir MSME must be able to maximize their efforts with the right marketing strategy. Many MSMEs with similar products present consumers with various options, so that consumers have the power to choose the product they want to buy. MSMEs can be said to be successful if the products they offer sell well in the market.

Marketing strategies can be used as the basis of overall business planning. Every company must have a marketing strategy to make its company more developed and gain a competitive advantage. Therefore, marketing strategies are important to be considered by MSMEs in order to attract consumer buying interest in any situation. Given that, *peyek* is a food that is easily crushed and destroyed, then this factor can also be a challenge for Sari Menir MSME. Based on the above background, researchers are interested in studying the marketing strategy applied by Sari Menir MSME in an effort to attract consumer buying interest.

LITERATURE REVIEW

Micro, Small, and Medium Enterprises (MSMEs)

Based on the Undang-Undang Republik Indonesia Nomor 20 Tahun 2008 about Micro, Small, and Medium Enterprises (MSMEs). The following is definition of MSMEs:

1. Micro Business is a productive business owned by individuals and/or individual business entities that meet the criteria of Micro Business as regulated in this Law.
2. Small Business is a productive economic activities that stand alone, carried out by an individual or entity that is not a subsidiary or non-subsidiary companies owned, controlled, or part, directly or indirectly, of medium enterprises or large businesses that meet the criteria of Small as referred to in this Law.
3. Medium is economically productive stand-alone, carried out by individuals or entities that are not subsidiaries or branches of companies owned, controlled, or part, directly or indirectly, with the Small or Large Enterprises with a total net worth or annual sales results as regulated in this Act.

Criteria for Micro, Small and Medium Enterprises are as follows:

| Description | Asset | Turnover |
|-----------------|----------------------------|-----------------------------|
| Micro | Max. 50 million | Max. 300 million |
| Small Business | > 50 million - 500 million | > 300 million - 2.5 billion |
| Medium Business | > 500 million - 10 billion | > 2.5 billion - 50 billion |

Law of the Republic of Indonesia Number 20 of 2008 on MSMEs

Marketing Mix

Marketing mix concept is a marketing tool used by companies to attract consumers to its target audience. The marketing mix consists of four groups called 4P, namely product, price, place, and promotion (Sutrisno et al., 2018).

Product

Product is a set of attributes in the form of features, functions, benefits, and uses to provide consumer satisfaction (H. N. Utami & Firdaus, 2018). Product mixing is an attempt to differentiate product marketing in the eyes of consumers, so that consumers can more easily recognize the products marketed by the company (Sadeli et al., 2016).

Price

Price is one of the marketing tools that can affect demand, is also a key factor that affects consumer perceptions of the company's product or brand compared to competitor's products (H. N. Utami & Firdaus, 2018). Many companies set prices based on the goals they want to achieve. The goal is to increase sales, maintain market share, maintain price stability, achieve maximum profits, and so on (Mas'ari et al., 2020).

Place

For industrial products, place is defined as a distribution channel, while for service products, place is defined as a service location (Hurriyati, 2015). Companies must consider and select locations that are appropriate to the economic, demographic, cultural, and competitive situation in the future (Selang, 2013).

Promotion

Promotion is a form of marketing communication to disseminate information, influence, persuade, and increase the market to be willing to accept, buy, and loyal to the products offered by the company (Selang, 2013). The more intense the promotional activities carried out by the company, the greater the opportunity for the manufacturer to be known by consumers (Nurhadi, 2019).

Buying Interest

Interest is the result of the consumer's internal evaluation of the product or service that is assessed in relation to the quality, function, and benefits that will be obtained when purchasing the product (R. P. Utami & Saputra, 2017). The interest in something you want can create a desire to buy.

Based on the theoretical foundation and framework of research thinking, it can be formulated the following hypothesis:

H1: Marketing mix strategy has an effect on consumer buying interest in Sari Menir MSME.

METHODS

This type of research is descriptive-qualitative described in words based on the information presented by the research subject. The research location was selected by method purposive area or based on the research objectives. The purpose of this study is to determine the marketing strategy applied by Sari Menir MSME. The location of this research is Sari Menir MSME located at RT005/RW002, Plembon Lor Hamlet, Logandeng Village, Playen District, Gunungkidul Regency, Special Region of Yogyakarta. Place determination technique using method purposive area. Research sources were selected by method purposive sampling, sampling namely techniques with certain considerations (Sugiyono, 2013). The informant in this research is the mother Ratna anjarwati as manager and daughter of the founder of Sari Menir MSME. The data source of this study uses primary data and secondary data. Primary data was obtained directly from the research subject, namely Mrs Ratna Anjarwati related to the marketing strategy of Sari Menir MSME. Secondary data in the form of books, scientific articles, and websites internet.

Data collection techniques using interview and documentation methods. The researcher conducted an interview with Mrs Ratna Anjarwati as the source of this research. The interview was conducted on Wednesday, April 14, 2021 at 13.30-15.00 WIB. During the interview process, the researcher conducted documentation by recording using a mobile phone. Documentation aims to make it easier for researchers to re-record or transcribe the results of interviews. Later, the transcript will be used as a written document or primary data related to the marketing strategy of Sari Menir MSME. Data analysis techniques are performed through the stages of data reduction (focusing attention), data display (presenting data), and then drawing conclusions.

RESULT AND DISCUSSION

Research Results

Based on the results of interview with resource person, Sari Menir MSME applies marketing strategies on products, prices, locations, and promotions. First, the marketing strategy is related to the product. Products from Sari Menir MSME are *peyek* with various flavor variants. This is in accordance with the statement of Mrs Ratna Anjarwati as the manager of Sari Menir MSME, namely as follows:

"Sari Menir produces peyek with flavor variants of beans, green beans, anchovies, spicy anchovies, chili, grasshopper, white soybean, and black soybean. We use natural ingredients and spices to produce savory and crunchy peyek".

Based on the above statement, it can be seen that Sari Menir MSME offers products with a variety of flavors. In addition, Sari Menir MSME also always maintains the taste of the product by using good quality raw materials. The main ingredient in making *peyek* Sari Menir is rice flour mixed with natural seasoning, then given additional flavors such as beans, chili, locusts, anchovies, and soy.

Second, marketing strategies related to price. The pricing of *peyek* Sari Menir is based on the weight in one package, as well as considering the price of raw materials in the market. This is in accordance with the statement delivered by the manager of Sari Menir MSME, namely as follows:

"For a 100 gram package, the price is IDR 17,000. For a 500 gram package, the price is around IDR 35,000. The price of peyek Sari Menir also adjusts the raw material price. If the price of raw material is still within our reach, the price of peyek will not be increased. The price of peyek will be increased if situation is really tight". (Mrs Ratna, 35 y.o)

Based on the above statement, the factors that also influence the pricing of *peyek* Sari Menir are the weight per package and the price of raw materials in the market. Sometimes there are conditions where the price of raw materials increases sharply, for example when holidays and disasters fail to harvest. Finally, Sari Menir MSME was forced to raise the price of *peyek*. If the increase in the price of raw materials in the market can still be reached, then Sari Menir MSME prefers not to increase the price. This is because the price set by Sari Menir MSME has been considered based on the purchasing power of the community and the price of competitors products.

Third, marketing strategy is related to place. Location or place is one of the most influential aspects of business. Sari Menir MSME is located in Gunungkidul Regency,

Yogyakarta. This location is used as a place of production as well as a place of direct sales. The following is the statement of Mrs Ratna Anjarwati as the manager of Sari Menir MSME:

"Our business location is at home. So at home there is a production process. If consumers want to buy peyek Sari Menir directly, then they can come home directly. We created the location on Google Maps, so if anyone wants to search for Sari Menir location on google, there is also "

Based on information from Mrs Ratna Anjarwati, the business location of Sari Menir MSME is in a house located at RT005/RW002, Plembon Lor, Logandeng, Playen, Gunungkidul, Yogyakarta. However, this location is considered less promising because of its less strategic location. To expand the market reach, Sari Menir MSME also markets its products through shops, shopping malls, and gift centers in the Yogyakarta region. This statement is in accordance with that submitted by Mrs Ratna as the manager of Sari Menir MSME who stated:

"We decided to come and pick up the ball. We store in stalls, shops, department stores, gift centers, and supermarkets in the vicinity. Because I have been in Yogyakarta for a long time, I finally lobbied to be able to market products in the region of Yogyakarta "

Based on the interview above, Sari Menir MSME chose a location or marketing place that has many visitors, is easy to remember and find, and is in a strategic location. Thus consumers can easily get Sari Menir peyek products. This is in accordance with the statement from the manager of Sari Menir MSME who said:

"We market products by looking for stores that have many visitors such as Pamela, Mirota, Progo, Larizo, Murni, Almond, Essens, Amanda, WS, and Mulia. We also recruit a courier in our MSME ". (Mrs. Ratna Anjarwati, 35 y.o)

In addition to the ways mentioned above, Sari Menir MSME also tries to market its products through e-commerce such as Shopee. However this marketing is considered less effective and quite vulnerable to expedition during the shipping process. Because peyek is a snack that is easily crushed and destroyed. As submitted by Mrs. Ratna as the manager of Sari Menir MSME as follows:

"In Shopee there is also, but no one has bought yet. We do not dare to focus too much online market or ecommerce because the goods are easily destroyed "

Fourth, marketing strategies related to promotion. Based on the data from the interviews, it can be seen that Sari Menir MSME always strives to increase sales volume by strengthening the promotional aspect in accordance with the target market. Promotion is an important thing in a business, because through promotion the product will be better known by the general public. This statement is in line with information from the manager of Sari Menir MSME who said:

"Our marketing is through exhibitions. My father (Mr Suprap) often participates in exhibitions. He used to attend an exhibition in Jakarta representing Gunungkidul. A month ago in Jakarta, he brought products from Gunungkidul and received facilities from government departments. Exhibitions have also been held at the Jogja Expo Center, Hartono Mall, and at the Ngasem art venue ". (Bu Ratna, 35 y.o)

Based on the above statement, Sari Menir MSME is more focused on promotion by following agenda or event, such as MSME exhibitions in Yogyakarta and outside the region. In addition, promotions are also conducted by word of mouth (WOM). This promotion considered an effective and efficient way to introduce and increase consumer buying interest.

Discussion

Researchers have conducted interviews with the Mrs Ratna anjarwati as manager and daughter of the founder of Sari Menir MSME. Based on the research data above, the researcher concluded that the strategy used by Sari Menir MSME is a marketing mix strategy. Mrs Ratna Anjarwati as a speaker said that in the marketing strategy, Sari Menir MSME strives to maximize product quality, competitive prices, strategic location, and effective promotion. The four elements are the product, price, place, and promotion as part of the marketing mix 4P. The implementation of Sari Menir MSME marketing strategy aims to attract consumers to want to buy the *peyek* products offered.

In terms of products, Sari Menir MSME produces *peyek* as a prime product. They produce *peyek* with a wide variety of flavor and packaging variants. In addition, Sari Menir MSME also always maintains the quality of the products produced. Products are a combination of goods or services offered to the target market (Herlambang, 2014). To produce quality products, quality raw materials are also needed. The product mix strategy consists of several variables including quality, shape, characteristics, brand, packaging, service, and warranty. This is in accordance with the following statement of Sari Menir MSME manager:

"Our products prioritize quality, so we always use ingredients such as rice flour and spices of good quality. We also make a variety of flavor variants so that consumers can buy peyek according to their tastes". (Mrs Ratna, 35 y.o)

The above statement shows that companies that always maintain the quality of their products are believed to be able to attract consumers. In line with research conducted by Mega dan Agung (2020) that product quality has a significant effect on buying interest. This means that the better the quality of the product, the better the consumer's interest in buying. In addition to making a profit, Sari Menir MSME also strives to meet the needs of consumers for a product. This fosters a mutually beneficial relationship between sellers and buyers in buying and selling activities.

In terms of price, Sari Menir MSME offers different prices for each flavor variant and packaging size. Price is the amount of money that consumers must pay to get the product offered by the seller (Swastha & Irawan, 2013). Pricing should be based on the purchasing power of the intended consumer and consider costs, profits, competitors, and market changes. Product prices play an important role in the success of the sales process. Consumers tend to pay attention to high and low prices before buying a product. This is in line with research conducted by Mega dan Agung (2020) that price has a significant effect on buying interest. This means that the more affordable the price of a product, the better the interest in buying for consumers.

In determining the price of products, Sari Menir MSME also considers market changes, especially the price of raw materials sold in the market. Sometimes there are certain seasons that make the price of raw materials go up, such as the time of the holidays and the disaster of failed harvests. The situation makes the MSMEs must be wise in making decisions related to prices. Sari Menir MSME strives to produce goods using quality raw materials at a price that can be reached and accepted by consumers. This is in accordance with the statement submitted by the manager of Sari Menir MSME:

"Alhamdulillah, until now, peyek Sari Menir has been bought a lot and liked by consumers. In addition to presenting the quality of taste, we also offer prices that can be reached by the general public". (Mrs Ratna, 35 y.o)

Based on the above statement, a properly determined price can increase the number of sales and attract consumers to buy the products of Sari Menir MSME. The price set by Sari Menir MSME considers several factors, among others, the price of raw materials and packaging size. Based on interviews with sources, it can be seen that comparable prices and products can also increase consumer loyalty for the future. Even able to give strength to Sari Menir MSME to continue to survive and grow, and able to compete with its competitors.

In terms of place, Sari Menir MSME markets its products by choosing a strategic location, many visitors, easy to remember and find. In this case, the location of the business is very closely related to the distributed channels that will be run by the company. Sari Menir MSME strives to distribute its products so that it can be distributed to targeted consumers. The distribution channels used by Sari Menir MSME include direct distribution and indirect distribution.

Direct distribution can be done by consumers can come to the production place located in Playen, Gunungkidul Regency. Direct distribution is beneficial for the management of Sari Menir MSME, so that it can reach the right target market and targeted at potential consumers. This statement is in line with the opinion of Kotler dan Keller (2012) that direct marketing can reach potential customers at the right time and be read by prospective customers. In addition, Sari Menir MSME also conducts promotions directly through *e-commerce* such as Shopee.

On the other hand, Sari Menir MSME also distributes indirectly through intermediaries. Sari Menir MSME recruited a courier to deliver Sari Menir peyek products to shops such as shopping malls and souvenir centers typical of Jogja. Through retail store intermediaries, consumers will more easily get Sari Menir peyek products without having to go to the production location because the products are available in nearby stores.

Based on the above data, it can be seen that Sari Menir MSME uses a distribution system with two types, namely direct distribution and indirect distribution. This is intended so that the product is distributed on target and optimally distributed to consumers. Distribution or distribution of various products can make it easier for consumers to buy Sari Menir bags anytime and anywhere. The convenience is also one of the factors that can attract consumers to buy. This statement is in line with research conducted by Akbar et al. (2021) that business location has a significant influence on consumer purchasing interest. This means that the more strategic the business location, the more it can increase consumer buying interest.

In terms of promotion, Sari Menir MSME tries to introduce its products through exhibitions and promotion word of mouth. Bazaars or exhibitions are usually organized by the Office of Cooperatives, Small and Medium Enterprises (KUKM), as well as several other parties. A series of events at the bazaar or exhibition becomes a means of promotion to introduce and attract consumers to buy peyek as one of the souvenirs from Gunungkidul Regency. This statement is in line with research conducted by Akbar et al. (2021) that promotion significantly affects consumer buying interest. This means that the better and more creative a promotional activity, it will increase consumer interest in buying.

The promotion aims to make consumers know and know the products we offer, both directly and indirectly. In essence, promotion is an art to entice customers and potential consumers to want to buy our products more (Listyawati, 2016). In addition to the exhibition, Sari Menir MSME also promotes its products by establishing good communication through face to face (personal selling), namely by word of mouth marketing. This method makes it easier for Sari Menir MSME so that the product is heard faster in the ears of consumers, so that consumers can convey the news they hear to other consumers. Some variables in the

promotional mix include advertising, *personal selling*, promotion, sales, and publicity. Mrs. Ratna Anjarwati as the manager of Sari Menir MSME said:

"We do promotions by explaining to consumers about the quality and advantages of the peyek we produce. This way we do so that our peyek is more widely known by word of mouth through consumers".

Based on the above statement, it is seen that consumers are not only buyers, but also convince other consumers to buy Sari Menir peyek products. Consumer trust in product quality can be a way to promote a product by word of mouth voluntarily and without coercion. Several promotional activities conducted by Sari Menir MSME are designed to introduce, inform, and influence consumers in buying Sari Menir peyek products.

CONCLUSIONS

Based on the results of the analysis, the conclusions of this study are as follows:

1. Sari Menir MSME implements a marketing mix strategy in an effort to attract consumer buying interest. Marketing mix strategy includes product, price, place, and promotion or known as 4P.
2. In terms of product, Sari Menir MSME producing *peyek* with flavors and packaging are diverse, as well as maintaining the quality of products by using the raw materials of good quality.
3. In terms of price, Sari Menir MSME determines the price by referring to the weight of the packaging and raw materials used. This is intended to create the right and appropriate selling price of the product.
4. In terms of place, Sari Menir MSME uses direct distribution and indirect distribution channels. Direct distribution is done in a way that consumers can come to the place of production located in Gunungkidul Regency and through e-commerce such as Shopee. Indirect distribution is done through intermediaries. Sari Menir MSME recruited a courier to deliver Sari Menir *peyek* products to retail stores, then the store distributes the products to consumers.
5. Square promotion, Sari Menir MSME often participate in the bazaar, exhibition or event which was organized by the office of Small and Medium Enterprises as well as the other. In addition, Sari Menir MSME also implements a word of mouth promotional strategy because it is considered effective, efficient, and does not require much advertising costs.

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