

# Analysis of Marketing Strategy in Increasing Sales Volume: A Case Study of Sushi Geprek Bidadari

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## ABSTRACT

The development of science and technology affects all areas of life, including the business sector. The purpose of this research is to find out the marketing strategy in increasing sales volume at Sushi Geprek Bidadari. This research method is descriptive qualitative. The results of this study show that the strategy undertaken to increase sales volume of Sushi Geprek Bidadari is by first paying attention to what products will be sold by paying attention to who the market segment is, by paying attention to the level of products sold in the form of sushi with variations of geprek chicken, geprek eggs, geprek indomie with variant levels 1-0 whose market segments are children, youth and adults and product classification by always arranging merchandise neatly, to make it easier for owners to serve consumers. Second, setting the right price and not too expensive and considering product quality, which will affect profits and business sustainability. The price set in the bidadari susi geprek business is in the general price range, while the profit sometimes increases, sometimes decreases or is unstable. Meanwhile, to maintain his business, the owner of Sushi Geprek Bidadari makes variations of Nisi Sushi that are different from sushi in general. Third, distributions include consumer information obtained from the social media of Sushi Geprek Bidadari and prices for sushi products written on the menu. Fourth, promotions include sales promotions by promoting via WhatsApp, Instagram and GoJek. The strategy used by the owner of Sushi Geprek Bidadari is quite good.

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## 1. INTRODUCTION

The development of science and technology affects all areas of life, including the business sector (Suwarni and Septina, 2011). This is because at this time many businesses are starting to develop, thus requiring every business person to be more creative for the sake of business continuity, as well as to increase sales volume with the aim of maximizing profits according to the desired target. One business that is starting to grow rapidly is the culinary business (Adiyanto, 2020). Based on data from the Central Statistics culinary products such as food and drink still dominate around 39% of household expenditure. The data shows that business in the culinary field has dominated the lives

of Indonesian people. Culinary business is growing fast, because most people tend to be consumptive and really like food (Putri, 2019).

What culinary entrepreneurs have to do is to set the right marketing strategy (Ami & Yuliana, 2020; Suaib & Amir, 2020). One of the strategies carried out by culinary entrepreneurs to increase sales volume is by implementing the right marketing strategy. An appropriate and targeted marketing strategy is needed in order to maintain business continuity. According to Kurniawati *et al.* (2018) one of the indicators that must be considered in implementing a marketing strategy is that the first product includes product levels and product classification, the second is pricing includes profits and maintaining business, the third distribution includes consumer information and price negotiations, the fourth promotion includes promotion and public relations.

Most entrepreneurs are currently also utilizing social media as a medium to expand their marketing, so as to increase sales volume (Hidayah *et al.*, 2021). One of the social media that is usually used by entrepreneurs to market their products and introduce their products is Instagram, WhatsApp and Facebook. The method used by entrepreneurs to introduce their products through Instagram social media is by way of endorsements to celebgrams. Endorsement is an advertisement made to recommend a product. While celebgrams are celebrities in the world of Instagram (Sulistiyo & Fitriana, 2020), this nickname is usually given to someone's personal account that has a lot of followers or followers. Thus the more and more interesting advertisements displayed by a product through the endorsement strategy carried out by the celebrity, the more it increases sales volume (Irpansyah *et al.*, 2019; Putra, 2019).

Promotions carried out via whatsapp are by creating a business business account which later aims to make it easier for consumers when they want to order products online. Besides that, usually entrepreneurs also make product stories that are sold on WhatsApp, which aims to make the product more known by many people. In addition, entrepreneurs also create trade accounts on Facebook and upload photos of the products being sold so that many people know about the products being sold.

One of the culinary products that promotes its products through social media is Sushi Geprek Bidadari. Sushi Geprek Bidadari promotes her business via Instagram and WhatsApp. The promotion carried out by the owner of Sushi Geprek Bidadari through Instagram is by making endorsements to increase sales and introduce their products more broadly. Sushi Geprek Bidadari is a culinary product that sells sushi with various variants. The uniqueness of Sushi Geprek Bidadari compared to other sushi lies in the variants of the sushi fillings. Sushi Geprek Bidadari has variants such as geprek chicken, geprek eggs and indomie geprek with variants of spiciness levels ranging from level 0-5, while other sushi is usually filled with sausages, vegetables or fresh fish. Even though Sushi Geprek Bidadari is unique in its filling variants, but Sushi Geprek Bidadari also has several competitors whose business locations are almost close to the Sushi Geprek Bidadari business.

The business owners need to make the right marketing strategy to increase sales volume. So to overcome this problem the owner of Sushi Geprek Bidadari should carry out a marketing strategy by paying attention to product, pricing, distribution and promotion. In addition, the indicators that must be considered to increase sales volume according to Putra (2019) are first to achieve sales volume, second to get profit, third to support business growth.

It can be concluded that geprek sushi sales are still unstable, thus requiring geprek sushi owners to increase sales volume. Based on these problems, this is related to Adiyanto (2020), one alternative strategy that is prioritized to be carried out, namely maintaining prices and increasing product quality to increase sales volume.

## 2. RESEARCH METHOD

The approach used in this study is a qualitative approach. The qualitative research approach is the approach taken to explain in depth the object of research. Data information comes from direct data and indirect data (Hardani *et al.*, 2020). Direct data, namely data obtained directly when conducting research, obtained from research informants, namely the owner of Sushi Geprek Bidadari, employees of Sushi Geprek Bidadari and three consumers of Sushi Geprek Bidadari, and obtained through direct observation. Meanwhile, indirect data is supporting data in the form of

documents, such as photos of buying and selling activities for geprek sushi (Hardani et al., 2020). The validity of the data uses technical triangulation. According to Hardani et al., (2020: 155) technical triangulation, namely research that uses different data collection methods such as interviews, observation and documentation to obtain correct data from the same data source. As well as data analysis techniques using data analysis which includes the first data collection, namely direct observation activities on research objects to obtain the necessary data to be used as a reference in making research reports, second data reduction, namely selecting or summarizing data important data that has been obtained when observing the object of research or separating data that will be used and data that is not used (Sugiyono, 2019). The third data display is presenting the data needed to support research in tables or graphs to make it easier for researchers to make research reports. The four conclusions determine the problem of the research object which will later be made conclusions and research suggestions.

### 3. RESULTS AND DISCUSSIONS

#### 3.1 Marketing Strategy in Increasing Sales Volume of Sushi Geprek Bidadari

Based on the results of research conducted at Sushi Geprek Bidadari, the sources were Sushi Geprek Bidadari owners, Sushi Geprek Bidadari employees and consumers who were the informants. In the research conducted, the research results were obtained in the form of a marketing strategy to increase sales volume of Sushi Geprek Bidadari which includes product, pricing, distribution and promotion

##### a. Product

According to Kurniawati *et al.* (2018) product is anything that can be offered to the market to fulfill a want or need, which includes physical goods, services, experiences, events, people, places, properties, organization, information and ideas. Thus it can be concluded that the product is goods sold by a person or business entity which will be traded later.

##### 1) Product Level

Products sold at Sushi Geprek Bidadari are sushi with various unique variants. Its uniqueness lies in the filling of the sushi. Sushi generally contains stuffing salmon, vegetables and so on, while the variants of stuffing that are sold by Sushi Geprek Bidadari are a combination of Japanese food and Indonesian food, variants of stuffing for Sushi Geprek Bidadari are geprek chicken, geprek eggs and indomie geprek with variants of spiciness levels starting from level 0-5. The owner of Sushi Geprek Bidadari sells sushi products because their marketing targets are children, teenagers to adults, this is because the location of the Sushi Geprek Bidadari business is close to residential areas and universities, so it is felt that the location of Sushi Geprek Bidadari is in accordance with its market share.

Sushi Geprek Bidadari started its business in 2020. So if you count it up to now, Sushi Geprek Bidadari has been established for 2 years, so the Sushi Geprek Bidadari business can be classified as a fairly long business, however sales of Sushi Geprek Bidadari every month are unstable, this is because sales of Sushi Geprek Bidadari sometimes go down, sometimes it also goes up, even though the sushi owners themselves often make product stories on Instagram and WhatsApp, apart from that the owners of Sushi Geprek Bidadari also sell their products through a Gojek account.

According to consumers of Sushi Geprek Bidadari, the products sold by the owner of Sushi Geprek Bidadari are very unique products, apart from that they also taste delicious. It's just that according to some consumers the size is not big enough, so you won't be full if you only order one portion. However, there are also some consumers who think that the size of Sushi Geprek Bidadari is sufficient, because if it is too big, it will be difficult to eat it.

The owner of sushi geprek bidadari chooses to sell sushi products with various variants of geprek chicken fillings, geprek eggs and indomie geprek, at various levels, because the owner of sushi geprek bidadari wants to make a product that is unique and different from the others, besides that he also wants to combine Japanese food and Indonesian food. Indonesia, so that later Sushi Geprek Bidadari products can be accepted on everyone's tongue. So that later can increase sales volume. This is supported by the observation and documentation of product levels sold by Sushi

Geprek Bidadari. This is in line with research by Fadhli *et al.* (2022) that products have an effect on increasing sales volume.

The product level is the range of products sold by a person or business entity. As stated by Kurniawati *et al.* (2018) the product level is the type of goods sold which will have benefits or uses for someone who buys them. Based on the results of interviews, observations, results of documentation and theoretical studies above, it can be seen that the level of products that are traded in Sushi Geprek Bidadari are sushi with different variations of nisi such as Geprek Chicken, Geprek Eggs and Geprek Indomie with variants of spiciness levels ranging from level 0- 5. So the way to increase sales volume is to add more unique content variants, so that consumers can feel curious about the products being sold, so that with this it can increase sales volume.

## 2) Product Classification

The owner of Sushi Geprek Bidadari classifies their merchandise by making a unit menu and a packaged menu. This is done so that later it will be easier for consumers to choose which variant to buy. In addition, the owner of Sushi Geprek Bidadari also arranges the place to sell it neatly, this is done to maintain cleanliness and maintain consumer comfort. The owner of the sushi geprek bidadari arranges the tools and equipment for selling according to their type, and puts them in the lopaks to keep them clean and also protect them from dust and flies. In addition, the owner of Sushi Geprek Bidadari also prepares chairs and tables for consumers who want to eat on the spot or are used to sit when ordering products.

The arrangement of the equipment and supplies for Sushi Geprek Bidadari aims so that later when there is a buyer, the buyer does not wait long when the seller is making the buyer's order. An example of the arrangement made by the owner of Sushi Geprek Bidadari is that equipment such as raw materials is placed on lopak-lopak and placed close together, while equipment such as stoves and waja are placed close together. In addition, the owner of geprek sushi often cleans the place where he sells it so that the place that sells looks neat and clean, thus making consumers comfortable when buying sushi products.

This is supported by the observation and documentation of product classification on angel geprek sushi. This is in line with study from Kurniawan (2020), that the strategy that must be implemented to increase sales volume is to pay attention to product classification. Product classification is grouping products according to their type. As stated by Kurniawati *et al.* (2018) product classification is the grouping of types of goods based on durability, tangibility, and usability (consumer or industry).

Product classification by Sushi Geprek Bidadari is by making packaged food menus and non-packaged food menus, besides that the owner also groups similar equipment and equipment to make it easier to serve consumers. So the way to increase sales volume is to make a more varied menu and keep the place clean.

### b. Pricing

According to Kurniawati *et al.* (2018) explaining price setting is a determining tool in considering decisions for selecting an item or service. Thus it can be concluded that pricing is a decision to consider the price of a product.

#### 1) Profit

The profit received per month is the profit from the sushi geprek bidadari which is received once a month, both operational profit and non-operational profit. Store operational profit, namely the profit obtained from product sales once a month. While non-operational profits are profits obtained outside of operational activities. However, Sushi Geprek Bidadari only gets operational profit, this is because Sushi Geprek Bidadari will only benefit from selling their products.

The profit of Sushi Geprek Bidadari is not stable, this is due to unstable sales that are made every month. The gross average profit of Angel Geprek Sushi in a month when the product is widely sold is Rp. 3,500,000.00, while the average net profit when the sushi geprek bidadari is crowded is Rp. 2,250,000.00. While the gross profit of angel geprek sushi when there are not many buyers is Rp. 2,850,000.00, while the net profit is Rp. 1,350,000.00. This is supported by the observation and documentation of the benefits of angel geprek sushi. This is in line with research by Hidayah *et al.*, (2021), that affordable prices can affect sales volume.

Profit is profit received by a person or business entity, both net profit and gross profit. As stated by Kurniawati et al., (2018) profit is the amount of time received during a certain period of the operational activities of a business. Then the profit is the income received every month by the owner of the Sushi Geprek Bidadari obtained from the operational activities of selling the product. So the way to increase profits is that the owner of Sushi Geprek Bidadari should make promotions that attract consumers, such as giving discounts on certain days.

## 2) Business Maintaining

The owner of Sushi Geprek Bidadari recognizes the risks before starting a sushi business, and the risks after the establishment of bidadari geprek sushi. Usually the risks faced in setting up a sushi business are going bankrupt because the product is not selling well. Besides that, the taste is different from competitors, so that sometimes it causes consumers to prefer to buy competitors' sushi products.

The method used by the owner of Sushi Geprek Bidadari is direct marketing and online marketing. Direct marketing is a form of direct promotion in order to get a direct response from consumers. The promotion carried out by Sushi Geprek went quite well, because Sushi Geprek Bidadari had once carried out a promotion with this promotional offer which could only apply when purchasing in person, and the offer could be said to be quite successful, because quite a number of buyers bought directly because of this promo (Figure 1).



Figure 1. Promotion by Sushi Geprek Bidadari

Online marketing carried out by the owner of Sushi Geprek Bidadari is carried out by making advertisements through social media such as Instagram by creating a special Instagram account for Sushi Geprek Bidadari, making testimonials on the Sushi Geprek Bidadari Instagram account, and providing discounts through the Sushi Gepek Instagram account. In addition, the owner of Sushi Geprek Bidadari also promotes their products via WhatsApp (Figure 2).

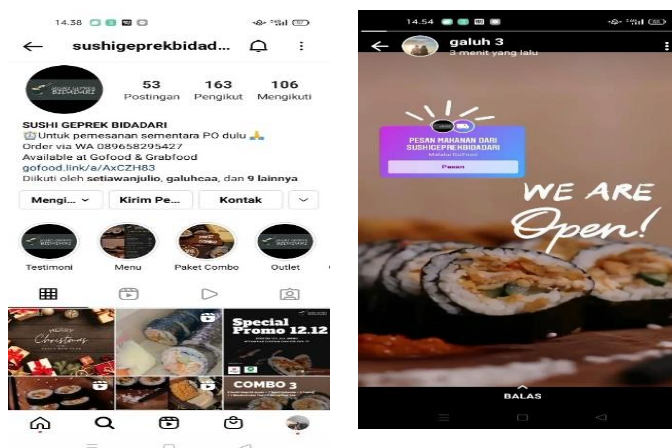


Figure 2. Instagram and Whatsapp Promotion by Sushi Geprek Bidadari

The method used by the owner of Sushi Geprek Bidadari to increase their sense of responsibility in serving consumers is to serve consumers in a friendly and thorough manner, so that consumers will feel comfortable buying sushi products at Sushi Geprek Bidadari, apart from being diligent in checking ingredients that are no longer suitable for use. later discarded, so that consumers will not be disappointed when buying at Sushi Geprek Bidadari.

This is supported by the existence of observations and documentation of ways to maintain business in the midst of sushi competition. This is in line with the research of Taroreh *et al.* (2018), that what is done to maintain business is to pay attention to friendly and agile Human Resources in offering products to customers.

Maintaining a business is a way to keep the business running. As stated by Kurniawati *et al.* (2018) maintaining a business is a strategy carried out by a person or business entity to maintain the continuity of his business in the midst of competition with other businesses. So the method used by the owner of Sushi Geprek Bidadari to maintain his business is to recognize risks and overcome risks, sell online and be responsible for serving consumers. So the way to maintain their business in the midst of intense competition is to create accounts on social media such as Facebook and Shopee Food to promote their products and sell online.

### **c. Distribution**

Kurniawati *et al.* (2018) stated that distribution is one aspect of marketing where all marketing activities can expedite and facilitate the delivery of goods and services from producers to consumers, so that users feel what is needed. Thus it can be concluded that distribution is the delivery of goods from producers to consumers which later these goods can be used to meet needs.

#### **1) Consumer Information**

Consumers can find information about Sushi Geprek Bidadari products through Instagram, WhatsApp and Gojek accounts. This is because the owner will provide information on social media for Sushi Geprek Bidadari. Whether it's information about the opening and closing hours of the outlet as well as information about promotions and menus that are sold at Sushi Geprek Bidadari. In addition, consumers will also find out about promo information when buying directly and the owner will provide information that Sushi Geprek Bidadari is having a promo.

This is supported by the observation and documentation of consumer information on Sushi Geprek Bidadari. This is in line with research by Fadhli *et al.* (2022), that social media is a medium for providing information about certain products and has an effect on sales volume. Consumer information, namely information provided by traders by consumers so that consumers know the merchandise being sold by traders. As stated by Kurniawati *et al.* (2018) consumer information is information that consumers need about a product sold by traders in the form of information on the types of goods being sold or the benefits of the goods being sold. Then consumer information is information provided by the owner of the Sushi Geprek Bidadari regarding the products being sold. So the way to keep consumers informed about Sushi Geprek Bidadari products is by always providing information on social media for Sushi Geprek Bidadari.

#### **2) Price Negotiation**

Sushi Geprek Bidadari products have the right price according to the menu list, this is because when buying Sushi Geprek Bidadari products there is no bargaining. The purpose of making a menu list is that consumers do not need to ask for product prices, and can freely think about what products to buy. The owner of the Sushi Geprek Bidadari also makes a combo package menu which contains the Sushi Geprek Bidadari, which will be cheaper later. This can be a strategy to increase sales volume. In addition, the owner of Sushi Geprek Bidadari also sets a price that is not too expensive. This is done so that all people can buy the product, because the target audience is children, teenagers and adults.

This is supported by the observation and documentation of bidadari geprek sushi price negotiations. This is in line with Kurniawan's research (2020), that certain pricing must be done to increase sales volume. Price negotiation is a re-agreement to determine the price of an item. As stated by Kurniawati *et al.*, (2018) a price agreement is an agreement between the seller and the buyer regarding the price of certain goods. The price offered by Sushi Geprek Bidadari is a fixed price and there is no further agreement regarding pricing. So the way to increase sales volume is to sell a more varied product.

#### d. Promotion

According to Kurniawati *et al.* (2018) explained that promotion is an effort to persuade people to accept products, concepts and ideas. Thus it can be concluded that promotion is introducing goods to consumers so that consumers are interested in using these goods.

##### 1) Promotion

Sushi Geprek Bidadari conducts sales promotions by providing discounts at certain events, one example is on December 12 or commonly known as the 12.12 promo. This is done to attract buyers to buy Sushi Geprek Bidadari (Figure 3).



Figure 3. Promotions at any given time

Apart from that, Sushi Geprek Bidadari sells and promotes its products via Instagram, WhatsApp and GoJek. In addition, Sushi Geprek Bidadari also has a product delivery service, which can later be ordered via WhatsApp and the product is delivered by Sushi Geprek Bidadari employees. Services between products, of course, there is a shipping fee. The shipping fee depends on the delivery distance. Apart from that, so that consumers feel at home, the owner of Geprek Sushi also serves in a friendly manner and always maintains the cleanliness of the outlet.

This is supported by the observation and promotional documentation carried out on angel sushi geprek. This is in line with the research of Wawolumaya *et al.* (2020), that the right promotion will increase sales volume. Promotion is introducing goods to consumers so that consumers are interested in using these goods. As stated by Kurniawati *et al.* (2018) promotion is an effort to persuade people to accept products, concepts and ideas.

It can be concluded that the promotion carried out by Sushi Geprek Bidadari is by giving discounts, promoting through social media, making good relationships with consumers and keeping the outlet clean. So the way to increase sales volume is to promote through social media such as Facebook and Shopee Food.

##### 2) Public Relation

There are two public relations in Sushi Geprek Bidadari, namely internal and external relations. From an internal perspective, we can see from how the interaction between the owner and employees of Sushi Geprek Bidadari is currently interacting at the outlet, so that it can support the closeness and cohesiveness between the owner and employees. From an internal perspective, it can be seen that the relationship between the owner and employees is good, this is because the owner wants to teach patiently how to make and sell geprek sushi. And employees also feel comfortable when being taught by the owner

The external aspect is seen from the consumer's relationship with Sushi Geprek Bidadari employees, where employees often make small talk with consumers who not only discuss sushi products but also discuss their work and daily life. In addition, the relationship between the owner and the consumer is also good, this can be seen from the owner who is very friendly when serving customers, besides that there are several consumers who tell the owner about their lives, both when the owner is making orders or when the orders have been made (Figure 4).



**Figure 4.** Interaction with consumer

This is supported by the observation and documentation of public relations. This is in line with study by Kurniawan (2020), owners and employees must establish good relationships with consumers so that consumers feel comfortable when buying products. Community relations are relationships that are mutually woven among neighbors. As stated by Kurniawati *et al.* (2018) public relations are relationships that are forged between neighbors in the same scope. The owners and employees of Sushi Geprek Bidadari maintain good relations with the community. So the way to keep people interested in buying Sushi Geprek Bidadari products is to serve them patiently.

#### 4. CONCLUSION

The strategy undertaken to increase sales volume of Sushi Geprek Bidadari is by first paying attention to what products will be sold by paying attention to which market segment it is, by paying attention to the level of products being sold in the form of sushi with variations of geprek chicken, geprek eggs, indomie geprek with level 1 variants - 0 whose market segments are children, youth and adults and product classification by always arranging merchandise neatly, to make it easier for owners to serve consumers. Second, setting the right price and not too expensive and considering product quality, which will affect profits and business sustainability. The price set in the bidadari susi geprek business is in the general price range, while the profit sometimes increases, sometimes decreases or is unstable. Meanwhile, to maintain his business, the owner of Sushi Geprek Bidadari makes variations of Nisi Sushi that are different from sushi in general. The three distributions include consumer information obtained from the social media of Sushi Geprek Bidadari and prices for sushi products written on the menu. The four promotions include sales promotions by promoting via WhatsApp, Instagram and GoJek. Apart from that, they also hold promos on certain days, such as December 12 with a 12.12 promo. As well as building a good relationship with consumers.

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