

Strategy to Increase Sales Volume Through Marketing Mix in Los Lhokseumawe Market

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Abstract— This study seeks to identify strategies for enhancing sales volume via the marketing mix at Los Market in Lhokseumawe city. This research is qualitative and descriptive in nature. The research findings indicate that the product range at Los Market is limited, predominantly featuring women's and children's apparel. The pricing for identical products remains relatively uniform. Los Market's location is strategically positioned in the center of Lhokseumawe city. Sales promotions have not been executed optimally concerning product sales activities. Transactions occur face-to-face at Los Market, and the employees are specialized in clothing sales relevant to the merchandise offered. The shop layouts exhibit minimal variation across different stores. The anticipated plan to enhance sales volume involves providing a broader range of products at reduced prices and implementing more vigorous promotional efforts to capture consumer interest. The purchasing and sales procedure must be conducted online, employing proficient personnel and showcasing the distinctiveness of the shop offering the products.

Keywords: Increase Sales Volume, Marketing Mix, Strategy

1. INTRODUCTION

The increasing intensity of regional market competition significantly influences a company's ability to maintain its market presence. Companies must understand consumer behavior in their target markets by providing quality products and excellent customer service. Successfully doing so can offer a competitive edge and higher profits. The marketing mix strategy remains a crucial tool for boosting sales and attracting consumers. Traditionally, it includes four key elements: product, price, place, and promotion, while the extended version adds people, physical evidence, and process to address broader marketing challenges.

Marketing involves a structured and comprehensive set of activities aimed at meeting market demands and ensuring business continuity. Companies typically pursue objectives such as achieving specific sales volumes, maximizing profits, and supporting sustainable business growth [12]. Sales volume, a key element of marketing, involves the transfer of ownership from the seller to the buyer in exchange for monetary compensation. It reflects the number of products sold and can be influenced by the number of sales transactions, sales agents, and the extent of the marketing area.

A marketing strategy aims to identify and analyze a target market to develop a suitable marketing mix that satisfies market needs. Collaboration with regional authorities, sales agents, raw material suppliers, and the community can further optimize business development. Understanding the strengths, weaknesses, opportunities, and threats

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(SWOT) of a market object is vital for strategic growth. Internal factors reveal strengths and weaknesses, while external factors highlight opportunities and threats.

The focus of this research is Los Market, located in the heart of Lhokseumawe city. This market offers a wide range of goods, from food items to clothing. However, over the past three years, many traders have ceased operations due to declining foot traffic and purchasing activity. Limited product diversity and competition from online platforms have further impacted sales. Online platforms offer a broader selection and often lower prices, making them more attractive to consumers compared to Los Market. Additionally, the availability of higher-quality goods in some shops is minimal, reducing the overall appeal of shopping at Los Market. These challenges highlight the unique difficulties faced by Los Market in maintaining competitiveness within the regional market, emphasizing the need for strategic marketing innovations to revitalize local business activity.

2. LITERATURE REVIEW

2.1 Marketing Strategy

William F. Glueck and Lawrence Jauch (as cited in [10]) characterize strategy as a cohesive, comprehensive, and integrated plan that aligns a company's strategic advantages with environmental obstacles to facilitate the attainment of the company's primary objectives. Strategy entails defining the company's mission and providing organizational advice by utilizing external and internal factors, developing policies, and executing them efficiently to attain the company's fundamental objectives. Supriyono (1998:7, as referenced in [3]) defines strategy as a framework of diverse objectives, essential policies, and plans that elucidate the operational conduct of a corporation and delineate the company's current and future identity.

According to [9], strategies can be categorized into three types:

- a. Management Strategy: A strategy carried out by management aimed at developing macro strategies, such as market share expansion and financial strategies.
- b. Investment Strategy: A strategy focusing on investment activities, such as building new business units.
- c. Business Strategy: A strategy focusing on management functions within a company, such as marketing, production, and organizational strategies.

Laksana [6] describes marketing as the entirety of actions directed towards providing items that satisfy consumer requirements and aspirations. Marketing is a commercial strategy that encompasses planning, pricing, advertising, and distributing items to fulfill consumer wants and deliver services. The five key marketing concepts guiding these activities include: production insight (emphasizing low cost and availability), product insight (focusing on quality), and selling insight (emphasizing active promotions).

2.2 Marketing Mix

Marketing Mix Buchari [8] describes the marketing mix as a strategy combining various marketing activities to create an optimal combination for maximum satisfaction. The marketing mix serves as a strategic framework for companies to execute their differentiation strategies. It consists of product, promotional strategies, pricing, place, and services [5]. The traditional 4P elements in the marketing mix include:

- a. Product: Managing product elements from planning to market development, enhancing product value.
- b. Price: Determining the exchange value of a product or service, including strategies like discounts.

- c. Place: Managing trade channels for distribution and service delivery.
- d. Promotion: Providing information and encouraging purchases through advertising, sales promotions, and personal selling.

Additionally, service marketing includes 3 more elements:

- a. Physical Evidence: Tangible elements influencing consumer perception, such as logos, colors, and physical spaces.
- b. People: Individuals involved in delivering the service, including employees and customers.
- c. Process: The systematic flow involved in delivering a product or service to the customer.

2.3 Sales Volume

Freddy Rangkuti [6] defines sales volume as a quantitative achievement measured in terms of the physical quantity or units of a product. The sales volume is aggregated without distinction between cash and credit transactions, derived from the overall total attained. An increase in sales volume coupled with a decrease in distribution costs enhances the company's profit levels; conversely, a fall in sales volume alongside an increase in distribution costs diminishes the company's profit levels. Sales volume reflects the fluctuations in sales and can be quantified in units, kilograms, tons, or liters.

- a. The primary objective of a corporation in executing sales activities is to attain the projected sales volume, generate profits, enhance market share, and foster company growth and development. Numerous strategies exist to augment sales volume, including [6]:
- b. Presenting and marketing products or services through diverse engaging methods to familiarize consumers with the offerings.
- c. Positioning products or services in an appealing, organized, and visible location to capture buyers' attention.
- d. The organization initially does a market analysis to comprehend the market conditions.
- e. Market analysis enables organizations to identify target clients and ascertain potential clientele.
- f. Companies can organize activities or events to attract large audiences and showcase their products or services.
- g. The corporation establishes policies concerning price reductions that may entice consumers.

2.4 SWOT Analysis

SWOT analysis is an acronym representing four components: Strengths, Weaknesses, Opportunities, and Threats. The definitions of these items are delineated as follows [8]:

- a. Strengths Strengths refer to the internal attributes of a company that provide a competitive advantage in the market. These factors contribute positively to the organization's success.
- b. Weaknesses Weaknesses are internal limitations or deficiencies within a company that can hinder performance, such as inadequate resources, lack of skills, or operational inefficiencies.
- c. Opportunities Opportunities represent external conditions or trends that a company can leverage to improve its performance and gain a competitive edge.
- d. Threats Threats are external factors or challenges that can negatively impact a company's success. Companies must adapt and strengthen their strategies to mitigate these threats, which often evolve over time.

SWOT analysis serves as a strategic planning and problem-solving tool, emphasizing the importance of both internal and external factors in decision-making and business growth strategies. In SWOT analysis, two primary categories of factors are considered, often referred to as the IE Matrix [6]:

- a. **Internal Factors** These include strengths and weaknesses within the company, typically involving resources, experience, and capabilities, such as physical assets (facilities, location, and equipment), human resources (employees and target market), financial resources (funding and revenue streams), intellectual property (trademarks and patents), and operational processes (employee programs and systems).
- b. **External Factors** External factors cover opportunities and threats originating from outside the company. They are generally identified through market research, including surveys and questionnaires. Examples include demographic changes, economic trends (local, national, or global), market trends (new products, technological advancements, changing consumer needs), funding sources, regulatory changes, and relationships with distributors and partners.

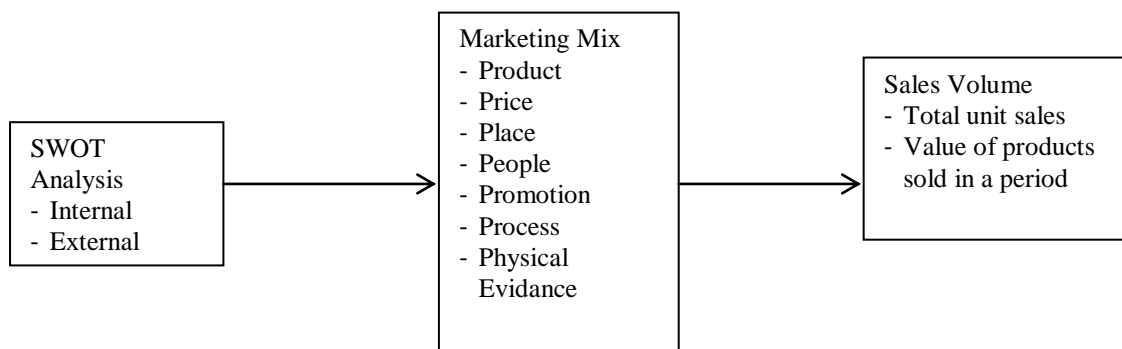


Figure 1. Conceptual Framework

3. RESEARCH METHODS

3.1 Types of Research

This research employs a descriptive qualitative approach, which involves data expressed in the form of words, sentences, and images that cannot be measured numerically. The selection of qualitative methods is justified by the need to capture detailed insights and contextual information obtained from interviews and observations. Quantitative methods were not included in this research to maintain focus on rich, in-depth qualitative data and to avoid triangulation that may divert from the primary objective of exploring subjective insights [7].

3.2 Subject and Object of Research

Research subjects refer to data obtained through interviews and observations, such as attitudes, opinions, experiences, or characteristics of individuals or groups. In this research, the subjects are business owners who represent Los Market's operational context. Meanwhile, the object of research is the place of business and business owner where the research was conducted. The purposive sampling technique was used to select respondents. This sampling method allows for the selection of participants tailored to specific research objectives or criteria. Purposive sampling ensures that selected respondents provide the most relevant insights for the research [7].

3.3 Data Collection Methods

The data collection methods encompass both primary and secondary sources. The employed techniques are as follows [7]:

- a. Observation
Systematic observation and recording were conducted directly at the research site to gather real-time and contextual data.
- b. Documentation
Review of written materials, images, or other documents related to the research topic.
- c. Interviews
Conducted with business owners and employees to gather qualitative insights into strengths, weaknesses, opportunities, threats, and the marketing mix.

3.4 Data Analysis Methods

The SWOT analysis framework is used to examine the data comprehensively, employing the following strategies [8]:

- a. S-O Strategy: Leveraging strengths to maximize opportunities (comparative advantage).
- b. S-T Strategy: Using strengths to mitigate potential threats (mobilization).
- c. W-O Strategy: Addressing weaknesses by capitalizing on opportunities (investment/divestment).
- d. W-T Strategy: Developing measures to manage weaknesses and threats (damage control).

The data analysis process follows three steps [8]:

- a. Data Reduction
- b. Summarizing and focusing on essential data to identify themes and patterns while eliminating unnecessary details.
- c. Data Presentation
- d. Organizing data into structured forms such as narrative text, matrices, or charts to facilitate interpretation.
- e. Drawing Conclusions
- f. Final analysis results were synthesized into actionable insights aligned with the research objectives.

4. RESULTS AND DISCUSSION

From the findings of observations and interviews done by researchers with sellers and buyers in Los Lhokseumawe Market, the following information was acquired:

a. Product

"The products sold at Los Market are not diverse, this can be seen from the merchandise in each shop. Most traders sell products needed by women, such as clothes, headscarves, bags and accessories. Apart from products for women, several shops sell children's clothing, men's clothing, kitchen equipment, food and beverage shops whose function looks like a canteen for the sellers at Los Market. Only a small number of shops sell different products."

"Buyers feel there is a lack of diversity in the types of goods sold, for example women's clothing. Most of the clothes sold in several shops have the same model and

quality, so buyers feel dissatisfied and only go to two or three shops because the goods are the same. Apart from the lack of variety of goods, the quality of the products offered is also in the medium category, sometimes buyers want to look for better quality clothes to wear for certain events so they don't make purchases at Los Market but look for other shops in the city of Lhokseumawe. Likewise, very few men's and children's clothes are sold at Los Market, so it is difficult for buyers to choose what suits their tastes and desires."

b. Price

"The prices of goods at Los Market correspond to the quality offered, and they are comparable to those at other stores outside of Los Market. Transactions occur offline, necessitating cash payments; however, some stores also operate online. The online retailers typically offer superior quality products, distinguishing them from other establishments. Numerous establishments in Pasar Los employ a membership system for their clientele, typically offering savings of 5-10%. Conversely, businesses that do not utilize a membership system allow clients to negotiate pricing directly; nonetheless, based on observational findings, "Interviews revealed that they sell identical goods at nearly uniform prices across all shops."

c. Location

In selecting a business location, each seller endeavors to identify the optimal site." The vendors of Los Market opt to sell here due to its status as a government-established shopping area in Lhokseumawe city, which presents substantial opportunity for merchants.

"Informants said that the location of Pasar Los is very strategic because it is in the center of the Lhokseumawe city market and is surrounded by other supporting facilities, making it easier for buyers when they want to shop. However, the informants hope that the Pasar Los building can be completely renovated so that people really feel comfortable when shopping. "

d. Promotion

Generally, Los Market and its associated merchants do not engage in specific advertising activities, such as displaying banners throughout Lhokseumawe. However, as Los Market is a government-provided shopping facility, it is widely recognized by the public. The establishment at Pasar Los lacks sufficient promotional activities. "According to the informant, several shops in Los Market have promoted their products through social media such as Instagram, Facebook or WhatsApp, but this is not considered very effective."

e. Process

The sales process is typically uniform across all stores; only the amiability of the sales associates and price negotiation distinguish them. During the purchasing process, consumers are permitted to view, choose, and test the desired items. "Buyers can even exchange their goods if they are deemed unsuitable after purchasing them, but they must be exchanged for other goods and the goods must not be damaged or defective provided there is an agreement at the beginning."

f. Employee

Most store clerks in Los Market are employees rather than proprietors. In selecting shop assistants, adjustments are made to meet specific requirements, particularly for those selling women's apparel, since the majority of employees are young women. In terms of recruiting workers, there are no special conditions and many people employ their own families as shop assistants. "There are several informants who feel that the waiters at several shops in Los Market are still not friendly, if the item the buyer is looking for is not available, the waiter does not provide other choices or alternatives that might match what the buyer is looking for."

g. Physic Evidence

Los Market features an appealing layout, characterized by multiple entrances that let customers to select their point of entry from various directions. The layout of the shops is often tidy and well-organized; nonetheless, the uniformity in arrangement among them may lead to consumer ennui, as patrons see minimal variation in the setups of different stores.

Utilizing the findings from observations and interviews with informants, researchers can perform a strategic study to enhance sales volume via the marketing mix at Los Lhokseumawe Market, as illustrated in the table below.

Tabel 1. SWOT Matriks

	<i>Strenght (S)</i>	<i>Weakness (W)</i>
	<ol style="list-style-type: none"> 1. The location of the business is very strategic because it is located in the market center of Lhokseumawe city 2. Image of Los Market which is very well known to the public 3. Has sufficient supporting facilities and infrastructure 4. Have adequate parking space 5. This is one of the large market buildings in the city of Lhokseumawe 	<ol style="list-style-type: none"> 1. The products sold are incomplete (not diverse) 2. There are not yet complete supporting facilities that can make buyers comfortable 3. There are no promotions being carried out 4. Product arrangement of products that is not very attractive to buyers 5. The service provided is less than optimal
<i>Oppurtunity (O)</i> <ol style="list-style-type: none"> 1. Development of the city of Lhokseumawe into a tourist city 2. Opportunities to open new job opportunities 3. Market potential is still open 4. As a complete and localized shopping center (one stop shopping) 5. Many interesting products can be bought and sold at Los Market 	<i>Strenght – Oppurtunity (SO) Strategy</i> <ol style="list-style-type: none"> 1. Optimizing strategic business locations 2. Utilize the well-known image of Pasar Los 	<i>Weakness – Oppurtunity (WO) Strategy</i> <ol style="list-style-type: none"> 1. Increase the diversity of products sold 2. Add entertainment facilities for children 3. Increase comfort and cleanliness for supporting facilities 4. Carry out promotions and improve services
<i>Threat (T)</i> <ol style="list-style-type: none"> 1. Many traders are opening similar businesses outside Los Market 2. Consumer tastes continue to change and follow trends 3. Many people in Lhokseumawe City shop outside the city 4. There are shops outside Los Market that sell better quality products 5. There are similar products that are cheaper outside Pasar Los 	<i>Strenght – Threat (ST) Strategy</i> <ol style="list-style-type: none"> 1. Adjust the product, quality to the price of the goods sold 2. Identify goods that consumers are interested in 	<i>Weakness – Threat (WT) Strategy</i> <ol style="list-style-type: none"> 1. Determine a strategy to survive 2. Improving technology to support services 3. Providing products that are more diverse, more complete and of better quality 4. Carry out promotions via social media regularly 5. Improve service

To enhance clarity and visual comprehension, the results include graphical representations such as bar charts and line graphs. These visual aids depict trends in online sales, customer preferences, and the effectiveness of the marketing mix strategies implemented by Los Market. For example, a bar chart illustrates the monthly sales volume trend over the past year, while a line graph shows customer growth driven by online marketing initiatives.

In addition, data shows that the economic potential of Pasar Los can be seen from the market service levy. Based on the available data, the market service levy is calculated assuming all LOS and kiosks are rented (100% occupied). The potential for this levy reaches IDR 1,556,800,000 per year. This figure reflects significant opportunities that can be optimized to improve Pasar Los facilities and infrastructure.

Table 2. Comparison of Potential and Realized Retribution in 2022

No	Type of Retribution	Potential	Realization 2022	Required Strategies
1	Health Service Retribution	Rp3,786,598,184	N.A.	Service promotion, partnerships with community health centers (Puskesmas), clinics, and hospitals.
2	Sanitation Service Retribution	Rp11,471,310,000*	Rp464,260,000	Infrastructure improvement, modernization, integration of waste payment systems, and service area expansion.
		Rp3,644,430,000**		
3	Public Street Parking Retribution	Rp4,096,395,000	Rp723,300,000	Crackdown on illegal parking attendants, organizing parking signs, innovation in parking payment schemes.
4	Market Service Retribution	Rp1,556,800,000	Rp708,311,000	

4.1 Matrix Analysis for SO (Strengths – Opportunities)

Traders in Los Market can leverage their company position to sustain operations, as market potential remains viable alongside the progressive growth of Lhokseumawe, which has evolved into a tourist destination. In the upcoming years, an increasing number of individuals will be arriving at Los Market. Visit the city of Lhokseumawe to explore and shop at Los Market. The renowned image of Pasar Los would attract consumers, thereby generating substantial employment opportunities and enhancing the economy of Lhokseumawe city.

4.2 Matrix Analysis for ST (Strengths – Threats)

Los Market faces multiple risks that can be mitigated by leveraging its inherent strengths, including competition from numerous other businesses offering identical or superior quality goods at lower rates. Los may modify its products, quality, and pricing to enable traders to mitigate concerns posed by external retailers. Traders must respond by re-evaluating consumer interests in products and qualities, consistently updating trendy fashion models, and modifying prices according to income and product quality. Los Market possesses the advantage of being a prominent establishment in Lhokseumawe, well-known among the populace, thereby mitigating the risk of consumers seeking products, quality, and pricing outside the city. Los Market will attract consumers who

previously shopped outside the city and draw individuals from other cities to purchase at Los Market.

4.3 Matrix Analysis for WO (Weaknesses – Opportunities)

Weaknesses are critical elements to address; they can be mitigated by leveraging available opportunities. The Los Market possesses numerous advantageous prospects. Internal weaknesses must be rectified, such as the necessity for a more diverse and comprehensive product range. This will ensure that customers can procure essential items during their visits to Los Market. Consumers will be satisfied when the available products are comprehensive, since this eliminates the need to search elsewhere, which may be time-consuming and exhausting. Consumers can buy while entertaining their children by offering play areas and dining options to satisfy their thirst and allow for rest. In addition to product completeness, essential supporting facilities such as restrooms, cleanliness of the location, and places of worship must be provided, given the anticipated growth in market potential for Los Market, which is expected to evolve into the largest market center in Lhokseumawe.

In addition, traders must enhance other critical aspects, specifically service and promotion, as these elements are vital for fostering customer retention and recall. Effective service and promotion will encourage patrons to return to Los Market, ensuring they remain loyal and do not transition to competing establishments that offer similar products, services, and pricing.

4.4 Matrix Analysis for WT (Weaknesses – Threats)

Weaknesses and threats are detrimental factors originating from both internal and external sources; therefore, as a business operator, it is imperative to formulate a defensive strategy to mitigate all manifestations of weaknesses and threats encountered. A necessary strategic approach involves leveraging strengths, capitalizing on opportunities, and enhancing the marketing mix within the business operations. Regarding the marketing mix, shops in Los Market must initially offer a varied range of products, ensure product quality aligns with consumer demand, set prices commensurate with the commodities sold, and avoid pricing that exceeds those of competitors. is located outside Los Market. Promotions should persist despite Pasar Los's established reputation, as ongoing promotional efforts help maintain customer awareness, making it more efficient for traders to keep existing clientele rather than seek new consumers. Additionally, it is imperative to enhance the arrangement of merchandise within the store, ensuring it is visually appealing, distinctive from competitors, and subject to regular modifications to prevent client fatigue. Simultaneously, the sales process and location should be preserved due to their efficacy; particularly, traders must fully leverage the Los Market location as a business venue, as it presents significant future opportunities. In addition to enhancing sales, it will also bolster the local economy.

The discussion delves deeper into the implications of online sales trends and their specific effects on Los Market's business model. Additionally, the retribusi potential opens further areas of exploration:

a. **Shift in Consumer Behavior**

The data indicates a significant shift in customer purchasing behavior towards online platforms. This trend aligns with the growing preference for convenience and accessibility offered by e-commerce. Los Market's adaptation to this trend has resulted in a measurable increase in sales volume through online channels.

b. **Impact on Business Operations**

The increase in online transactions necessitates changes in logistics, inventory management, and customer service. For instance, the integration of digital

payment systems and efficient delivery mechanisms has become critical to sustaining customer satisfaction and competitive advantage.

c. **Strengthening Marketing Mix Strategies**

Analysis shows that effective utilization of the 7P's in the marketing mix—product, price, place, promotion, people, process, and physical evidence—has amplified Los Market's ability to attract and retain customers. For example, promotional strategies targeting online audiences, such as discounts and flash sales, have directly contributed to an upward sales trend.

d. **Market Levy Optimization**

With the potential revenue from the levy of IDR 1,556,800,000 per year, there is a great opportunity to improve the quality of services at Pasar Los. The funds can be used to support building renovations, the development of supporting facilities, and the improvement of market promotion. This not only increases the attractiveness of Los Market but also strengthens its contribution to the Regional Original Revenue (PAD) of Lhokseumawe City.

e. **Long-term Sustainability**

The findings also highlight the need for Los Market to balance online and offline sales. While online channels drive immediate growth, the business model must ensure sustainable practices by integrating technology with personalized customer experiences.

5. CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

According to the analyzed research findings, several conclusions can be drawn, including: a. The initial strategy to be implemented is to leverage the strengths and opportunities of Los Lhokseumawe Market to optimize its potential as a shopping destination and for shopping excursions.

- a. The second method involves optimizing strengths and mitigating threats by enhancing the quality of products offered at accessible pricing points for consumers.
- b. The third strategy involves mitigating weaknesses and capitalizing on available opportunities, specifically by diversifying and modernizing the product offerings at Los Lhokseumawe Market and optimizing all available supporting facilities to attract buyers to Los Market.
- c. The fourth strategy entails mitigating weaknesses and threats through the implementation of consistent social media promotions, aesthetically organizing products for consumer appeal, delivering optimal service to both online vendors and in-person customers at Pasar Los, and enhancing technological integration in services by utilizing platforms such as Qris, Dana, or other e-wallets to facilitate consumer payments.

5.2 Recommendation

The suggestions that the author can give from the research results are:

- a. It is hoped that business actors can continue to increase the diversity of products sold to attract more buyers' interest in making purchases (sales volume will increase)
- b. Business actors in Los Market should create promotional media to further introduce the products sold in their shops.
- c. It is hoped that other researchers can carry out further research to improve the function of Pasar Los as a shopping center in Lhokseumawe City
- d. The Lhokseumawe City Regional Government hopes to be able to renovate the Los market building so that buyers feel comfortable when shopping.

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