

Analysis of Marketing Mix Factors Influencing Handicraft Sales

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Abstract

The MSME sector plays a crucial role in Indonesia's economy. In Palu City, MSMEs absorb 97% of Palu City's workforce, making the handicraft industry vital for economic growth and cultural preservation. Mantikulore sub-district houses 11 handicraft industries, primarily ebony-based products, but faces competitive challenges in product quality, pricing, location, and promotion. Research indicates that product quality and business location significantly influence consumer purchasing decisions, highlighting the need to understand these factors for strategic industry development. The primary objective of this study is to examine the various elements that impact the selling of handicrafts within Mantikulore sub-district in Palu City. The methodology employed in this research involves descriptive analysis, with data being gathered through a quantitative survey utilising a Likert scale and the Spearman rank correlation test. The findings from the analysis indicate that the quality of the product has a notably strong connection to sales, displaying a correlation coefficient of 0.80 ($p < 0.05$). Additionally, factors such as pricing and location also play a significant role in driving sales, with correlation coefficients of 0.77 ($p < 0.05$) and 0.74 ($p < 0.05$) respectively. Conversely, it was found that promotional activities do not contribute significantly to boosting sales, as indicated by a coefficient of -0.067 ($p > 0.05$), suggesting that the current promotional strategies in place are ineffective in increasing sales.

Keywords: Sales, Craft, Product, Price, Promotion, Location.

1. Introduction

Currently, the MSME sector in Indonesia is encountering challenging circumstances due to the ever-evolving nature of business dynamics. The competition in setting up a business is becoming more intense, especially with the growth of free trade agreements, leading to competition from various sources locally, regionally, and globally. MSMEs play a crucial role in the economic landscape of a nation. The progress of MSMEs can serve as a gauge for the prosperity of a country or region. Although small in scale, these MSMEs have a very large contribution to the Indonesian economy at a macro level (Ariani & Utomo, 2017).

Palu City has an economic strength supported by MSMEs. Micro enterprises absorb around 89.2 per cent of the workforce, small enterprises 4.74 per cent of the workforce, and medium enterprises absorb 3.11 per cent of the workforce, while large enterprises absorb 3 per cent of the workforce. This indicates that a combined 97 per cent of the workforce in Palu City is absorbed by MSMEs, while large businesses only absorb 3 per cent of the workforce in Palu City (BPS Kota Palu, 2024).

Under the regulations outlined in the 2008 Law No. 20, a company may qualify as a Micro Enterprise if its total assets do not exceed IDR 50,000,000 and its revenue is capped at



IDR 300,000,000. Then categorised as a Small Business if it has assets of more than Rp. 50,000,000 to Rp. 500,000,000 and has a turnover of more than Rp. 300,000,000 to Rp. 2,500,000,000. If the assets owned are more than Rp. 500,000,000 to Rp. 10,000,000,000 and the turnover is more than Rp. 2,500,000,000 to Rp. 50,000,000,000 then it is categorised as a Medium Enterprise.

The growth of MSMEs in Palu City is in line with the growth rate of MSMEs in the region. The local government supports the efforts of economic growth by providing various solutions for MSME players who are struggling to build a business. This includes the provision of Integrated Business Service Centre (PLUT) services in a number of sub-districts as a place to promote products from the business results to business capital provision programmes. An example of the growth of MSMEs, especially the handicraft industry in Mantikulore sub-district in Palu city.

The handicraft industry plays an important role in empowering local communities, creating jobs, and preserving regional culture. According to Prabowo et al. (2020), the handicraft sector not only contributes economically, but also strengthens local cultural identity.

The competitiveness of local craft products in the market often faces various challenges, including product quality, pricing strategy, marketing location, and promotional effectiveness. A study by Yulistiawan et al. (2023) showed that product quality and business location are the dominant factors influencing consumer purchasing decisions for MSME products. Meanwhile, poorly targeted promotions can hinder sales even though products have market potential.

The craft industry is a sector that produces products by manual processes or using simple tools. Craft activities are creative activities related to the manufacture, production and distribution of goods made by craftsmen, from the design to the completion process. Craft industry products rely heavily on the skills of the craftsmen and are only made in relatively small quantities and are not mass-produced (Hidayat, 2022).

Mantikulore sub-district, as one of the centres of economic activity in Palu city, has a variety of industries that contribute to the local economy. One of them is the craft industry. In Mantikulore sub-district, there are many craft businesses that depend on the production and sale of local craft products such as wickerwork, carvings, and crafts from recycled waste. Mantikulore sub-district plays a significant role in the development of the craft industry in Palu City. There are 11 handicraft industries in the sub-district, eight of which are black wood handicraft industries with products such as paintings, various souvenirs, signboards, plaques, wall clocks, panders, and others, all of which are made from ebony. In addition, there is one non-furniture wood handicraft industry that also produces handicrafts, then one coconut waste handicraft industry and one paper handicraft industry.

The investigation into the impact of small businesses in Palu City on the community's economy prompts an inquiry into the factors that affect the sales of handicrafts in Mantikulore Sub-district. Specifically, does product quality, pricing, promotional activities, and location have an impact on the sales of handicrafts in Mantikulore sub-district?

The objective of this research is to examine the elements that impact the transaction of handmade items in Mantikulore sub-district, with a specific emphasis on factors such as the quality of products, pricing, geographical position, and promotional activities. By utilising a combination of methodologies, this study aims to offer a deeper insight into the market and suggest strategic steps to enhance the competitiveness of the area's handicraft sector.

2. Literature Review

2.1. Production

Production theory is the basis for understanding how inputs such as labour, capital, raw materials, and technology can be combined to produce optimal output. Production refers to the process of transforming inputs into outputs, or enhancing the value of a product or service by utilising various factors of production as inputs. Production can also be defined as an activity to add value to a good or service by involving production factors as inputs. Therefore, the production process will not take place if production factors do not exist (Widuri & Saripudin, 2022). By understanding production theory, businesses can optimise their resources to improve the competitiveness of their craft products.

The production process in the concept of demand and supply plays an important role in determining the amount of goods that can be sold and the price formed in the market. Samosir et al. (2023) define that in an economic system, it is very important to understand supply and demand to know what is happening in the market. Demand is the many goods or services that consumers want, and can buy at a certain price, at a certain time, according to their income. Supply is the opposite of demand, but they are the many products or services offered by producers, and can be sold at a certain price.

2.2. Marketing

Marketing is one of the activities in the economy that plays a role in generating economic value. The economic value generated affects the pricing of goods and services. This crucial aspect of creating value involves production, marketing, and consumption. Marketing serves as an interface between the production and consumption processes.

Many experts have provided various definitions of marketing. The proposed definitions often vary from one expert to another. This variation arises due to differences in the way experts view and analyse marketing. In this marketing process, exchange activities are the most important aspect. Exchange is a marketing activity in which a person tries to offer a number of products or services of a certain value to various social groups in order to fulfil their needs. Marketing as a human activity aims to fulfil expectations and needs through the exchange process (Hartono et al., 2012).

2.3. Sales

Sales involves convincing a consumer to purchase a product or service. One of the main roles of a company is sales, which means encouraging individuals to purchase certain products, either through advertising or directly (Alma, 2018). A company cannot progress if it is unable to increase sales of the products it produces. On the other hand, if the company can continue to improve its sales, then the company will be able to maintain its performance. Sales Indicators according to Aktarina (2019) are as follows:

2.3.1. Product

Product is the main element in marketing strategy, because it is the object offered to consumers. According to Dunan et al. (2020) a product is a combination of physical and psychological attributes that provide benefits to buyers. Craft products must have high aesthetic and functional value in order to compete in the market. In addition, innovation in design and quality also plays a role in increasing the attractiveness of the product to consumers.

2.3.2. Price

The price of a product or service is the sum of money customers pay to acquire it, reflecting the value they perceive. Price is a variable component of the marketing mix that can easily fluctuate,

particularly in the short run. There are several indicators in setting prices, namely, price affordability, price compatibility with product or service quality, price competitiveness, and price compatibility with product or service benefits which are considered by consumers to buy a product and service (Wardhana, 2021).

2.3.3. Promotion

Promotion is a key tool for companies to inform and persuade consumers about their new products or services, using various methods such as advertising, direct selling, promotions, and publicity (Zen & Lestari, 2022). This is crucial in building awareness and shaping consumer attitudes towards these products. Effective promotional strategies can increase product visibility. An increase in sales can also be fuelled by such strategies. This emphasises the importance of promotion in expanding market reach and attracting consumer interest (Wardhana, 2021).

2.3.4. Location

Location theory is the study of spatial planning. It studies the geographical allocation of possible resources and their provision or effect on various enterprises or activities, such as economic, social, etc. Regional economists or geographers typically start by assuming that the area under consideration is uniform and consistent in all directions before delving into the analysis of different activities taking place there. However, the reality is that each region has its own unique circumstances and opportunities (Behrens & Thisse, 2007). According to Sutanto (2019) location determines accessibility for customers to the products offered. Strategic locations, especially in high-traffic areas or craft centres, can increase sales opportunities. Location selection must consider operational costs and market potential so that the business can develop optimally.

2.4. Previous research

Khairani and Pratiwi (2018) stated that social media-based promotion strategies and product diversification can increase the turnover of craft MSMEs in Palembang. Moreover, Indrawati and Halima (2024) found that product quality and business are the dominant factors in MSME consumer purchases. Further, Dunan, et al (2020) show that price, promotion, location, and product quality simultaneously influence the purchasing decision of 'Waleu' Lampung t-shirts in Bandar Lampung. These three studies show that product, price, promotion, and location are indeed the main variables in influencing sales. However, there is no specific research that examines these factors locally in Mantikulore Sub-district, so this research is important to conduct.

3. Methods

3.1. Research Type and Approach

This research uses a descriptive approach, which provides an overview of the factors that influence handicraft sales in Mantikulore sub-district. This approach was used to get a more comprehensive picture of the factors that influence handicraft sales in Mantikulore sub-district. In order to examine the respondent distribution on each variable, data was analysed through Univariate Analysis. The strength of the relationship between the independent and dependent variables was measured using Bivariate Analysis with the Spearman rank correlation test. The independent variables included Product, Price, Promotion, and Location, while the dependent variable was Sales.

3.2. Population and Sample

The population in this study is all active craft business actors in Mantikulore sub-district as many as 11 business units (based on data from the Department of Industry and Trade of Palu City). Due to the small size of the population, a technique called total sampling is used, where the entire population is included in the sample.

3.3. Research Instruments

The survey is made up of sentences relating to factors like Product (X₁), Price (X₂), Promotion (X₃), Location (X₄), and sales (Y), which are rated on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree).

3.3.1. Validity and Reliability Tests

a. Validity Test

The purpose of the validity test is to assess how well the research tool can accurately measure what it is intended to measure. This research conducted a validity test on the questionnaire's question items using the Pearson product moment correlation method, comparing the calculated r value to the r table at a significance level of 5% (n = 11, r table = 0.602).

Criteria:

- If r value > r table, then the question item is considered valid.
- If r value < r table, then the item is considered invalid.

The validity test results show that all items in the questionnaire have a calculated r value greater than r table, so they are declared valid and suitable for use in this study.

b. Reliability test

The questionnaire instrument's consistency is evaluated through a reliability test, which employs the Alpha Cronbach technique. The criteria used for making decisions is:

- Cronbach's Alpha value > 0.70 = Reliable
- Cronbach's Alpha value ≤ 0.70 = Not Reliable

From the results of data processing, the Cronbach's Alpha value is 0.84, which means that the questionnaire has high reliability and can be trusted as a measuring tool in this study.

c. Hypothesis

H₁ = Product has a significant effect on sales.

H₂ = Price has a significant effect on sales

H₃ = Promotion has a significant effect on sales

H₄ = Location has a significant effect on sales

4. Results and Discussion

4.1. Research Results

4.1.1. Univariate Analysis

A. Product

In the marketplace, a product refers to anything that is presented for the purpose of attracting attention, acquisition, utility, or consumption, and can meet the desires or requirements of consumers. Items can consist of tangible items, services, concepts, or a blend of these. Research was conducted to determine the impact of products on sales, with findings presented through the analysis of responses from participants.

Table 1. Product Frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	setuju	5	45,5	45,5	45,5
	sangat setuju	6	54,5	54,5	100,0
	Total	11	100,0	100,0	

Based on Table 1, all respondents gave positive responses to the product, with 45.5 per cent agreeing and 54.5 per cent strongly agreeing. This shows that the majority of respondents have a very good assessment of the product.

B. Price

Price is an important component of marketing that influences buyer behaviour and purchasing decisions. Appropriate pricing can increase a company's sales, revenue and profits. The following presents respondents' responses to the price of handicrafts in Mantikulore Sub-district.

Table 2. Price Frequency Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	setuju	6	54,5	54,5	54,5
	sangat setuju	5	45,5	45,5	100,0
	Total	11	100,0	100,0	

Based on Table 2, the majority of respondents agreed with product prices, 54.5 per cent, while the remaining 45.5 per cent strongly agreed. This indicates that all respondents think price affects sales.

C. Promotion

Promotion is an important part of marketing because it helps companies inform, influence, and persuade consumers to buy their products or services. Promotion increases competitiveness and sales by building brand awareness, creating a desire to buy, and providing incentives to transact. The following are respondents' responses regarding the effect of promotion on sales of handicraft products in Mantikulore District.

Table 3. Frequency Distribution of Promotion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sangat tidak setuju	1	9,1	9,1	9,1
	Tidak setuju	5	45,5	45,5	54,5
	netral	5	45,5	45,5	100,0
	Total	11	100,0	100,0	

Based on Table 3, most respondents gave negative or neutral responses to product promotion. A total of 9.1 per cent of respondents strongly disagreed, 45.5 per cent disagreed, and 45.5 per cent were neutral, indicating that some respondents felt that promotions were less effective or less attractive.

D. Location

Location-based marketing utilises consumer location data to deliver relevant messages and promotions, increasing marketing effectiveness. Based on the research results obtained:

Table 4. Frequency distribution of Location

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	netral	2	18,2	18,2	18,2
	setuju	5	45,5	45,5	63,6
	sangat setuju	4	36,4	36,4	100,0
	Total	11	100,0	100,0	

Based on Table 4, the majority of respondents gave a positive response to location, with 45.5 per cent agreeing and 36.4 per cent strongly agreeing, while 18.2 per cent were neutral. This shows that most respondents consider the location of the product or service to be quite strategic and easy to reach.

4.1.2. Bivariate Analysis

Bivariate analysis is a statistical technique used to investigate the relationship between two variables. The purpose of bivariate analysis is to ascertain if there is a statistical link between the two variables, and if so, how strong and in which direction the link exists.

Table 5. Criteria for correlation strength level

R Value	Criteria
0,00 - 0,29	Very weak correlation
0,30 - 0,49	Weak correlation
0,50 - 0,79	Moderate correlation
0,70 - 0,79	Strong correlation
0,80 - 1,00	Very strong correlation

Based on the results of the mixed methods analysis, a relationship or influence between the main factors and craft sales in Mantikulore sub-district was found:

A. Product to sales relationship

Product is a key element in marketing, determining what will be offered to consumers to fulfil their needs and wants. An effective product marketing strategy will help companies achieve sales targets and build a positive image in the eyes of consumers. Bivariate test results explain:

Table 6. Results of Correlation Analysis of Product with Sales

			Penjualan	Produk
Spearman's rho	penjualan	Correlation Coefficient	1.000	.800**
		Sig. (2-tailed)	.	.003
		N	11	11
	Produk	Correlation Coefficient	.800**	1.000
		Sig. (2-tailed)	.003	.
		N	11	11

** . Correlation is significant at the 0.01 level (2-tailed).

According to the information provided, it is evident that the significance value is 0.003, implying a strong relationship between the X and Y variables. The correlation coefficient of 0.80 signifies a high level of correlation between products and sales. These findings suggest that product quality greatly impacts sales, with all participants acknowledging this influence. A rise in the overall volume of handicraft sales in Mantikulore sub-district is expected with an improvement in product quality.

B. Price to sales relationship

Price determines the number of sales and revenue earned by a business. The right price can create optimal demand from consumers. Price is also the most flexible element in the marketing mix, allowing for quick adjustments to market changes.

Table 7. Correlation Results of Price with Sales

			Penjualan	Harga
Spearman's rho	penjualan	Correlation Coefficient	1.000	.770**
		Sig. (2-tailed)	.	.006
		N	11	11
	Harga	Correlation Coefficient	.770**	1.000
		Sig. (2-tailed)	.006	.
		N	11	11

** . Correlation is significant at the 0.01 level (2-tailed).

Based on the output above, it is known that the Sig.(2-tailed) value is 0.006, because the Sig.(2-tailed) value is <0.05, it means that there is a significant relationship between the X variable and the Y variable.

Based on the SPSS output, the correlation coefficient number is 0.77 which means that the level of correlation strength or relationship between price and sales is strong, meaning that the price variable has a significant effect on sales.

C. Promotion's relationship with sales

Effective promotions help companies stand out among competitors, build a strong brand image, and create consumer preference for their products or services. Targeted and attractive promotions can increase sales, whether through special offers, discounts, sales promotions or persuasive advertising.

Table 8. Results of Correlation Analysis of Promotion with Sales

			Penjualan	Promosi
Spearman's rho	penjualan	Correlation Coefficient	1.000	-.067
		Sig. (2-tailed)	.	.845
		N	11	11
	Promosi	Correlation Coefficient	-.067	1.000
		Sig. (2-tailed)	.845	.
		N	11	11

According to the results shown above, it can be noted that the p-value is 0.84. As the p-value is greater than 0.05, it suggests that there is no substantial connection between variable X and variable Y. The correlation coefficient displayed in the SPSS data is -0.067.

The extremely low correlation coefficient suggests that promotions do not impact sales, and the p-value significantly higher than 0.05 indicates that the association is not statistically significant. Therefore, the promotions conducted have not led to a noticeable rise in sales.

D. Relationship between location and sales

Business location is critical in marketing as it affects visibility, ease of consumer access and operational efficiency. Strategic location selection can increase consumer buying interest and maximise profits.

Table 9. Results of Correlation Analysis of Location with Sales

		Penjualan	Lokasi
Spearman's rho	penjualan	Correlation Coefficient	1.000
		Sig. (2-tailed)	.009
		N	11
	Lokasi	Correlation Coefficient	.742**
		Sig. (2-tailed)	.009
		N	11

** . Correlation is significant at the 0.01 level (2-tailed).

According to the information provided, it is evident that the significance value (2-tailed) is 0.009, indicating a significant relationship between the X and Y variables as the value is less than 0.05. Analysis of the SPSS data reveals a correlation coefficient of 0.74, signifying a strong correlation between location and sales. All respondents chose to be located close to the market, because of the high demand coming from Palu City where there is an airport and harbour. These results indicate that product quality, price and location are the main factors that most influence craft sales, while promotion has no impact on sales and requires evaluation and improvement of strategies in order to contribute more optimally to increased sales.

4.2. Discussion

The analysis revealed that the product, price, and location factors greatly impact the sales of handicrafts in Mantikulore District, Palu City. On the other hand, the promotion factor does not seem to have a significant effect on sales.

The quality of the products plays a crucial role in boosting sales. This suggests that the handicraft industry in Mantikulore sub-district offers items made of good quality materials, known for their durability, wide range of products matching the quality standards, products that live up to their promises, various colours and models, along with attractive displays that appeal to consumers and spark their interest in making a purchase. This is in accordance with the theory put forward by Kotler and Keller (2016) the quality of a product refers to how well it meets or surpasses customer expectations in terms of performance. This includes factors like durability, reliability, accuracy, ease of use and repair, as well as other important features. From the understanding of the experts above, it can be concluded that product quality is the level of a product in fulfilling its value and function. So that it exceeds consumer expectations for a product or service.

The results of this study align with the research carried out by Haryanto and Fauzi (2022), indicating that product quality is a key factor influencing purchasing decisions in MSMEs. Similarly, findings from a study by Ermini et al. (2023) on the hungry burger also support the idea that product quality significantly influences purchase intention, accounting for 70% of the purchasing decision variable. The price variable offered by the handicraft industry in Mantikulore District, Palu City has an effect on consumer buying interest, which

means product prices, prices in accordance with quality, price variations according to size, prices that compete with other stores, prices that are more economical than other stores, and prices that match the benefits of the product affect buying interest. On the other hand, consumers are still interested in making purchases without paying attention to the price of the product itself. This is also in accordance with the theory of Razak et al. (2016). The cost of an item reflects how much value a person places on their satisfaction with that item. A person may be willing to pay a higher price for a product if they believe the product will exceed their expectations in terms of satisfaction. On the other hand, if a person feels that their satisfaction with a product will be low, they will not be willing to pay a high price for it. This research aligns with Dunan et al.'s (2020) study, which found that the price of waleu t-shirts was the most important factor in purchasing decisions among consumers in Lampung, specifically in Bandar Lampung. Also, in line with research conducted by Rares and Jorie (2015) where the price strategy affects the perceived value of the product by consumers.

In most cases, advertising plays a crucial role in driving sales. Yet, a study conducted in the Mantikulore District's handicraft industry revealed that promotions did not have a notable impact on sales. This suggests that the promotional efforts made by handicraft businesses in Mantikulore through social media have not been effective. Some producers believe that promotions do not significantly boost sales, as they mainly depend on loyal customers or subscription-based revenue streams. In addition, producers' low understanding of digital promotion strategies, especially through social media, is also an obstacle. This is due to the fact that the majority of producers are older people who are less familiar with the development of information and communication technology. The findings of this study contradict Daryanto's (2011) theory that promotion is simply a one-way communication or persuasion tool that influences transactions between buyers and sellers. Instead, producers use various promotional tactics to compete for the attention and interest of buyers, aiming to persuade them to purchase their products. This research is also different from research conducted by Khairani and Pratiwi (2018) which states that promotion through social media can increase turnover.

Before starting a business, an entrepreneur typically evaluates the accuracy of location selection as it significantly impacts the potential sales. One particular industry that heavily relies on choosing the correct location is the handicraft business.

As one element of the marketing mix, the location or place of business is expected to support the success of its marketing programme (Setiyawan, 2017). The right location is an asset to achieve goals and vice versa, the wrong location selection will hinder all business movements so that it will limit the ability to gain profits. Choosing a business location that is close to the target market is one of the business strategies, besides that it also makes it easier for consumers to buy the industrial products provided. In addition to proximity to the target market, the availability of adequate infrastructure also needs to be considered in choosing a business location. Sutanto (2019) believes that easy accessibility of a business location has a major impact on sales volume. Dunan et al. (2020) also found that the location of waleu t-shirt sales in Bandar Lampung has a positive and significant influence on sales.

5. Conclusion

The research findings on the factors impacting craft sales in Mantikulore Sub-district show that the quality of the product is essential for attracting customers and fostering loyalty. Products made with high-quality materials and workmanship, along with innovative designs, are more appealing to consumers, especially when they offer not only functionality but also

aesthetic value and uniqueness. Pricing also has a strong influence, particularly among middle to lower-income consumers who tend to choose products that offer the best economic value. Craftsmen operating in strategic locations such as shopping centers or tourist attractions experience better sales performance due to higher product visibility and easier access for potential customers. However, despite attempts to increase sales through promotions, there has been little success, primarily because the business depends heavily on repeat customers and many of the owners lack the necessary digital skills, especially older individuals. As a result, they are unable to make the most of digital marketing platforms like social media.

To improve the competitiveness and sales of the local craft industry, it is important for business owners to continuously enhance product quality by using better materials and creating designs that align with current market trends, while still reflecting the cultural identity of Central Sulawesi. Pricing strategies should be flexible and considerate of the community's purchasing power to ensure accessibility without compromising profitability. Selecting strategic business locations, such as outlets in public areas like airports and harbors, can also help improve visibility and attract a broader customer base. In addition, increasing digital literacy and providing training in online marketing are essential steps to help local artisans make better use of digital platforms and expand their market reach in today's digital economy.

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