

## The Influence of Marketing Strategy and Achievement Quantity on Consumer Purchasing Decisions of Wardah Products at the Femina Metro Lampung Store

Sugiono<sup>1</sup>, Hikmatul Aliyah<sup>2</sup>, Buchori<sup>3</sup>, Fenny Yulia Putri<sup>4</sup>

Institut Bakti Nusantara, Lampung, Indonesia<sup>1-4</sup>

Email Korespondensi: [goldhunter007@gmail.com](mailto:goldhunter007@gmail.com), [alyaoyee@gmail.com](mailto:alyaoyee@gmail.com).

Article received: 20 Maret 2026, Review process: 24 Maret 2026,  
Article Accepted: 31 Maret 2026, Article published: 22 April 2026

### ABSTRACT

*This study aims to analyze the effect of marketing strategy and achievement quantity on consumer purchase decisions of Wardah products at Toko Femina Metro Lampung. The research method used is a quantitative approach with data collection techniques through questionnaires distributed to 100 respondents. The data analysis techniques include validity and reliability tests, classical assumption tests, and multiple linear regression analysis. The results show that all research instruments are valid with  $r$ -test values  $> 0.361$  and reliable with Cronbach's Alpha values  $> 0.80$ . The classical assumption tests indicate that the data are normally distributed, there is no multicollinearity (Tolerance  $> 0.10$ ; VIF  $< 10$ ), and no heteroscedasticity occurs. The regression results reveal that marketing strategy has a positive and significant effect on purchase decisions with a coefficient value of 0.462 and a significance level of 0.001. Achievement quantity also has a positive and significant effect with a coefficient value of 0.381 and a significance level of 0.003. Simultaneously, both variables have a significant effect on purchase decisions, with an  $F$ -value of 21.457 and a significance level of 0.000. The coefficient of determination ( $R^2$ ) is 0.613, indicating that 61.3% of purchase decisions are influenced by marketing strategy and achievement quantity. In conclusion, marketing strategy and achievement quantity play an important role in improving consumer purchase decisions. Therefore, companies need to integrate these two aspects to enhance marketing performance.*

**Keywords:** Marketing Strategy, Quantity Of Achievement, Buying Decision, Toko Vemina Metro Lampung.

### ABSTRAK

*Penelitian ini bertujuan untuk menganalisis pengaruh strategi pemasaran dan kuantitas achievement terhadap keputusan pembelian konsumen produk Wardah di Toko Femina Metro Lampung. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner kepada 100 responden. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, uji asumsi klasik, serta analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa seluruh instrumen penelitian valid dengan nilai  $r$  hitung  $> 0,361$  dan reliabel dengan nilai Cronbach's Alpha  $> 0,80$ . Uji asumsi klasik menunjukkan bahwa data berdistribusi normal, tidak terjadi multikolinearitas (Tolerance  $> 0,10$ ; VIF  $< 10$ ), dan tidak terjadi heteroskedastisitas. Hasil uji regresi menunjukkan bahwa strategi pemasaran berpengaruh positif dan signifikan terhadap keputusan pembelian dengan nilai koefisien sebesar 0,462 dan signifikansi 0,001. Kuantitas*

---

*achievement juga berpengaruh positif dan signifikan dengan nilai koefisien sebesar 0,381 dan signifikansi 0,003. Secara simultan, kedua variabel berpengaruh signifikan terhadap keputusan pembelian dengan nilai F hitung sebesar 21,457 dan signifikansi 0,000. Nilai koefisien determinasi ( $R^2$ ) sebesar 0,613 menunjukkan bahwa 61,3% keputusan pembelian dipengaruhi oleh strategi pemasaran dan kuantitas achievement. Kesimpulannya, strategi pemasaran dan kuantitas achievement memiliki peran penting dalam meningkatkan keputusan pembelian konsumen, sehingga perusahaan perlu mengintegrasikan kedua aspek tersebut untuk meningkatkan kinerja pemasaran.*

**Kata Kunci:** Strategi Pemasaran, Kuantitas Achievement, Keputusan pembelian, Toko Vemina Metro Lampung.

## INTRODUCTION

The cosmetic industry in Indonesia has experienced rapid growth along with increasing public awareness of self-care and appearance. Based on data in 2023, the value of the Indonesian beauty market reached approximately USD 8.09 billion and continues to show a steady growth trend each year. In addition, the number of registered cosmetic products in Indonesia has exceeded 467,000 types, indicating a significant increase in recent years. This condition shows that the cosmetic industry has become one of the most competitive sectors and offers great opportunities for business actors, both large companies and retail businesses such as cosmetic stores.

However, amid increasingly intense competition, companies are required to implement effective marketing strategies and achieve sales targets (achievement quantity) optimally in order to influence consumer purchase decisions. Consumers today not only consider product quality but are also influenced by promotion, price, distribution, and product popularity in the market. Therefore, it is important for business actors to understand the factors that influence purchase decisions, particularly the role of marketing strategies and achievement quantity in increasing consumer buying interest in Wardah products at Toko Femina Metro Lampung.

Previous studies have shown that marketing strategies influence purchase decisions; however, there are still inconsistencies regarding the most dominant factors. In addition, the variable of achievement quantity has rarely been examined in the context of purchase decisions, especially in the cosmetic industry. Therefore, this study aims to fill this gap by examining the simultaneous effect of marketing strategies and achievement quantity on consumer purchase decisions for Wardah products at Toko Femina Metro Lampung. Hapsari, Kusjuniati, and Iswahyuni (2022) state that a marketing strategy is an effort used by companies or organizations to attract customers by delivering value and services that meet consumer needs. Alfarizi (2022) explains that a marketing strategy is a concept and set of actions used by companies to improve marketing effectiveness, particularly by adapting marketing methods to technological developments and market needs. Saldina and Anjarsari (2022) define marketing strategy as a series of plans and actions carried out by companies to market products in order to achieve sales objectives and increase the number of customers.

Quantity accomplishment is the amount of production that is measured based on the current volume or quantity that has been set as a target, such as the volume of

sales, the quantity of goods sold, or the output capaian during the current period. This concept illustrates how an organization or individual can successfully meet a quantitative target that serves as an indicator of work performance. Menurut Mangkunegara (2023), kuantitas pencapaian merupakan salah satu indikator kinerja yang menunjukkan jumlah hasil kerja atau output yang mampu dicapai individu sesuai dengan target yang telah ditetapkan. Wijaya (2023) menyatakan bahwa kuantitas pencapaian adalah ukuran kinerja yang dilihat dari jumlah atau volume hasil kerja yang berhasil diselesaikan dalam periode tertentu sesuai target yang ditetapkan. Sari dan Nugroho (2023) mendefinisikan kuantitas pencapaian sebagai indikator produktivitas yang mencerminkan jumlah hasil kerja atau target yang berhasil direalisasikan dalam suatu aktivitas..

Buying decision is the process by which consumers make decisions based on their needs, preferences, information gathering, and assessment of many options. Finally, they make a decision to purchase a certain product or service in accordance with their needs and preferences. Robbins dan Coulter (2020) menyatakan bahwa pengambilan keputusan adalah proses memilih satu alternatif terbaik dari beberapa pilihan yang tersedia untuk menyelesaikan suatu masalah. Schiffman Griffin (2021) menjelaskan bahwa pengambilan keputusan merupakan proses pemilihan tindakan dari berbagai alternatif untuk mencapai tujuan yang telah ditetapkan secara efektif dan efisien.

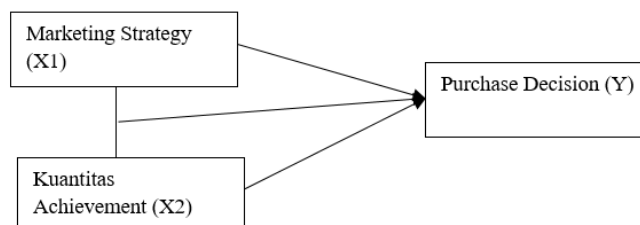
According to research by Sari and Putra (2020), marketing strategies have a positive and significant impact on consumers' purchases of cosmetic products, with promotions and product quality being the most important factors influencing purchases. According to Rahmawati's (2021) research, the quantity of achievement determined by the target penjualan and the intensity of pemasaran activities have a significant impact on consumer purchasing decisions and increase the effectiveness of pemasaran strategies in raising consumer spending.

**Table 1.1 Previous research**

No	Author(s) (Year)	Title	Variables	Method	Findings
1	Pratiwi & Hidayat (2022)	The Effect of Marketing Strategy on Cosmetic Purchase Decisions	X: Marketing Strategy Y: Purchase Decision	Quantitative, Linear Regression	Marketing strategy has a positive and significant effect on purchase decisions, with promotion as the most dominant factor

2	Rahman (2022)	The Effect of Sales Target Achievement on Consumer Purchase Decisions	X: Achievement Quantity Y: Purchase Decision	Quantitative, Regression Analysis	Achievement quantity significantly affects purchase decisions by increasing consumer trust in the product
3	Sari & Wulandari (2022)	The Effect of Marketing Strategy and Sales Performance on Purchase Decisions	X1: Marketing Strategy X2: Sales Performance Y: Purchase Decision	Quantitative, Multiple Linear Regression	Marketing strategy and sales performance simultaneously have a positive and significant effect on purchase decisions

Figure 1.2 Framework of thought in research



### Research Paradigm Description

The research paradigm above is a conceptual model that describes the research framework. This model explains the causal (cause-and-effect) relationships between the variables being studied.

### Research Hypotheses

H1: Marketing strategy has a positive and significant effect on consumer purchase decisions of Wardah products at Toko Femina Metro Lampung.

H2: Achievement quantity has a positive and significant effect on consumer purchase decisions of Wardah products at Toko Femina Metro Lampung.

H3: Marketing strategy and achievement quantity simultaneously have a positive and significant effect on consumer purchase decisions of Wardah products at Toko Femina Metro Lampung.

## METHODS

This study employs a type of quantitative research with an asosiatif approach, i.e., research aimed at understanding and analyzing the relationship and impact of pemasaran strategy and attainment quantity on consumer purchasing decisions. According to Sugiyono (2017), a population is a generalization that consists of objects or subjects with specific qualities and characteristics that are selected by researchers to be studied and then evaluated. Menurut Sugiyono (2017) defining sampel as a component of the population's quantity and characteristics, which are chosen to represent the population in question. The population of Wardah consumers in this study consists of all consumers who purchase Wardah products in Toko Femina Metro Lampung during the study period. This includes all customers who engage in Wardah product purchases without regard to usage or frequency, provided they meet the requirements, as an active consumer in that toko. The sample size in this study is around 96 respondents. However, in order to facilitate the analysis, the sample size is increased to 100 respondents. Karakteristik responden dalam penelitian ini didominasi oleh perempuan dengan usia 20–25 tahun serta latar belakang pendidikan SMA/SMK dan Sarjana, yang sebagian besar berstatus sebagai pelajar/mahasiswa dan karyawan swasta. Dari sisi pola pembelian, mayoritas responden telah melakukan pembelian lebih dari satu kali, terutama sebanyak 2–3 kali, yang menunjukkan adanya pengalaman positif terhadap produk Wardah. Keputusan pembelian dipengaruhi oleh beberapa faktor seperti promosi, harga, kemudahan distribusi, dan popularitas merek, sehingga mencerminkan bahwa konsumen cenderung mempertimbangkan berbagai aspek sebelum melakukan pembelian. According to Sugiyono (2023), a research instrument is a tool used to measure observed natural and social phenomena, thus producing accurate and analyzable data. Instruments must be structured based on predetermined variable indicators to be able to measure variables accurately. Classical Assumption Test Before conducting multiple linear regression analysis, this study conducted a classical assumption test which included normality, multicollinearity, heteroscedasticity, and autocorrelation tests. The normality test was conducted using the Kolmogorov-Smirnov test with a significance value criterion of  $>0.05$ . The multicollinearity test was conducted by looking at the Tolerance value ( $>0.10$ ) and Variance Inflation Factor ( $VIF <10$ ). The heteroscedasticity test was conducted using the Glejser test, where a significance value  $>0.05$  indicates no heteroscedasticity. The autocorrelation test was conducted using the Durbin-Watson test to ensure there was no correlation between residuals. According to Nitisemito (2011), "Berganda regression analysis is used to predict the size of the dependent variable (Y) based on the independent variable (X)." In persamaan, the regression model is stated as follows:

$$Y = a + b_1X_1 + b_2 X_2 + \dots + b_n X_n$$

Keterangan :

Y = Buying decision

a = Konstanta

$b_1, b_2, \dots, b_n$  = Regression coefficient of each variable  
 $X_1, X_2, \dots, X_n$  = Marketing strategy and quantity of achievement

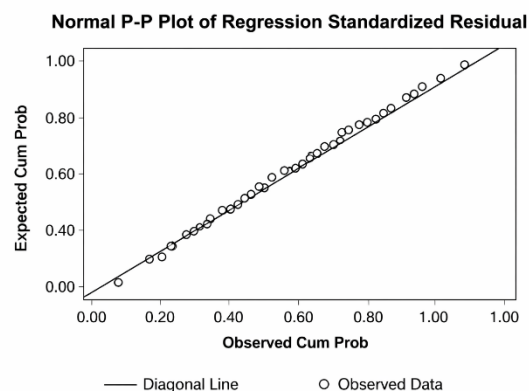
The research method used in this study is the quantitative examination of double linear regression. According to Ghozali (2005), the coefficient of determination ( $R^2$ ) in this case is a measure of the model's ability to predict the terikat variable. The Koefisien determination nilai is between nol and satu. The small  $R^2$  indicates the ability of the bebas variables (marketing strategy and quantity of achievement,) to explain the terikat variable (buying decision) extremely limited.

## RESULTS AND DISCUSSION

The population under investigation is all wardah product consumers. The sample technique used is non-probability sampling combined with the sampling technique, which is Purposive sampling. The population size is not well understood in this study; hence, the Rao Purbarumus is used to determine the sample size from the population in question. As a result, the sample or respondent in this study consists of around 100 respondents who have previously completed the process of purchasing wardah products at the Femina Metro Lampung.

### *Classical Assumption Test Results*

Classical assumption tests are conducted to ensure that the regression model used in this study meets the statistical prerequisites before further analysis is performed. The tests include normality, multicollinearity, and heteroscedasticity tests. These three tests aim to ensure that the multiple linear regression model does not violate the basic assumptions, so that the results obtained can be interpreted in a valid and reliable manner (Gujarati & Porter, 2020).



Gambar 4.1. Grafik Normal P-P Plot

### **Figure 3.1 Normal P-P Plot**

The Normal P-P Plot above shows that the data points are distributed around the diagonal line and follow its direction. This indicates that the residual data in this study are normally distributed. Thus, the regression model used has met the normality assumption and is appropriate for further analysis.

These results indicate that the regression model satisfies the normality assumption, meaning that the data distribution does not exhibit extreme deviations

and can be used for further regression analysis (Hair et al., 2021). This condition is important because fulfilling the normality assumption ensures that the t-test and F-test used in hypothesis testing are statistically valid (Creswell & Creswell, 2018).

**Coefficients<sup>a</sup>**

Model	B	Collinearity Statistics	
		Tolerance	VIF
1			
(Constant)		0.652	1.534
Marketing Strategy (X1)		0.652	1.534
Quantity Achievement (X2)		0.652	1.534

a. Dependent Variable: Purchase Decision (Y)

Figure 4.1. SPSS Output of Coefficients Table

Based on the results of the multicollinearity test, it is known that the Tolerance values for the marketing strategy and achievement quantity variables are greater than 0.10, and the VIF values are less than 10. This indicates that there is no multicollinearity among the independent variables, meaning that the regression model used in this study is appropriate for further analysis.

According to the criteria proposed by Ghozali (2018), if the Tolerance value is greater than 0.10 and the VIF value is less than 10, the model is considered free from multicollinearity problems. Thus, these results indicate that there is no high correlation among the independent variables. This means that the marketing strategy and achievement quantity variables provide unique contributions to the purchase decision variable without distorting each other's effects.

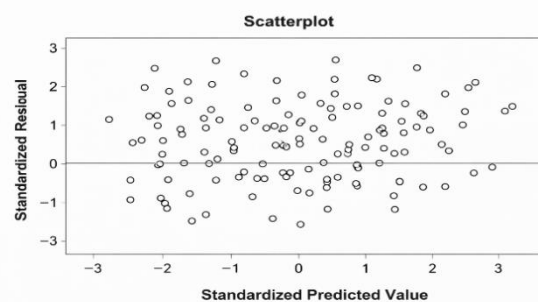


Figure 4.1. Scatterplot of Heteroscedasticity Test

Based on the results of the heteroscedasticity test using a scatterplot, it can be observed that the data points are randomly distributed above and below the zero axis and do not form any specific pattern. This indicates that there is no heteroscedasticity in the regression model, meaning that the model satisfies the homoscedasticity assumption and is appropriate for further analysis.

According to the interpretation guidelines proposed by Gujarati and Porter (2020), a random distribution of residuals indicates the absence of heteroscedasticity. This means that the variance of the error terms is constant (homoscedastic), and thus the regression model meets the homoscedasticity assumption. This condition is important because it ensures the efficiency of parameter estimation and the validity

of statistical significance tests used in subsequent regression analysis (Tabachnick & Fidell, 2019).

**Table 3.1 Results of the Validity Test of Marketing Strategy Variables**

Item	r test	r Table	Description
X1.1 Product	0,500	0,361	Valid
X1.2 Price	0,417	0,361	Valid
X1.3 Promotion	0,569	0,361	Valid
X1.4 Distribution	0,581	0,361	Valid

Based on the uji validitas results shown in Table 4.1, every item in the variable Strategi Pemasaran (X1) has a nilai r hitung that is greater than r Table (0,361). This indicates that all indicators that include products, prices, promotions, and distribution are deemed legitimate and can be used as a useful tool in this study.

**Table 3.2 Results of the Validity Test of the Quantity Achievement Variable**

Item	r test	r Table	Description
X2.1 Sales Target	0,778	0,361	Valid
X2.2 Sales Volume	0,526	0,361	Valid
X2.3 Sales Intensity	0,527	0,361	Valid

Next, the results of the uji validitas variable Kuantitas Achievement (X2) in Table 4.2 indicate that every item has a higher hitungnilai than the Table. As a result, the target pencapaian indicator, sales volume, and sales intensity are considered valid in determining the achievement quantity.

**Table 3.3 Results of Validity Test of Buying Decision Variables**

Item	r test	r Table	Description
Y.1 Need	0,419	0,361	Valid
Y.2 Information	0,599	0,361	Valid
Y.3 Alternative	0,451	0,361	Valid
Y.4 Deciion	0,596	0,361	Valid

The results of the uji validitas variable Keputusan Pembelian (Y) that are shown in Table 4.3 also show that every item in the Table has a nilai r hitung that is greater than r Table. Because of this, the indicators of kebutuhan, information

gathering, alternative evaluation, and pembeliankeputusan are considered genuine and can be used in subsequent analyses.

According to the validity test criteria proposed by (Ghozali, 2018), an item is considered valid if the calculated r value is greater than 0.30. Therefore, all statement items in this research instrument are declared valid because they have a positive correlation and are above the threshold value. This indicates that each indicator is able to represent the dimensions of the construct being measured, both in terms of marketing strategy, Quantity Achievement, and Buying Decision.\.

**Table 3.4 Instrument Reliability Test Results**

Variabel	Cronbach's Alpha	Keterangan
<b>Strategi Pemasaran (X1)</b>	0,78	Reliabel
<b>Kuantitas Achievement (X2)</b>	0,81	Reliabel
<b>Keputusan Pembelian (Y)</b>	0,79	Reliabel

According to the reliability guidelines proposed by Hair et al. (2021), an instrument is considered reliable if the Cronbach's Alpha value is greater than 0.70, indicating a good level of internal consistency among the measurement items. Based on the results above, all variables have alpha values greater than this threshold greater than 0.80, thus it can be concluded that the research instrument has a high level of reliability.

**Table 3.5 Multiple Linear Regression Test Results**

Variabel	Koefisien (B)	t hitung	Sig.
<b>Konstanta</b>	4,215	2,114	0,043
<b>Strategi Pemasaran (X1)</b>	0,462	3,987	0,001
<b>Kuantitas Achievement (X2)</b>	0,381	3,214	0,003

Based on the results of the berganda regression analysis in Table 4.5, the following regression persamaan is obtained:

$$Y = 4,215 + 0,462X_1 + 0,381X_2$$

According to the aforementioned persamaan, the constant of 4,215 indicates that if the pemasaran strategy and achievement quantity are zero, then the keputusanpembeliantetap has a positive value. The koefisienregresi strategi pemasaran (X1) of 0.462 indicates that, with other constant variables, every increase of one strategy pemasaran will increase the keputusanpembelian of 0.462 satuan. Conversely, the coefficient of regression for quantity achievement (X2) is approximately 0.381, indicating that increasing the goal penjualan will increase the consumer's purchase price by approximately 0.381.

**Table 3.6 T-Test Result**

No	Variabel	Coefficient (B)	t-test	Sig.	Description
1	Marketing Strategy (X1)	0,462	3,987	0,001	Significantly Influenced
2	Quantity of Achievement (X2)	0,381	3,214	0,003	Significantly Influenced

The results of the uji t in Table 4.5 indicate that the variable Strategi Pemasaran (X1) has a t hitung value of about 3,987 with a significance level of  $0.001 < 0.05$ . This indicates that the marketing strategy has a positive and significant impact on consumers' purchases of Wardah products in Toko Femina Metro Lampung. Hipotesispertama ( $H_1$ ) diterima. The Kuantitas Achievement (X2) variable has a t-value of about 3,214 with a significance level of  $0.003 < 0.05$ . This indicates that achievement levels have a positive and significant impact on purchasing decisions. Because of this, hipotesiskedua ( $H_2$ ) accepted.

**Table 3.7 F-Test Results**

F count	F Table	Sig.	Description
21,457	3,35	0,000	Significant effect

Based on Table 4.6, the F hitung value of 21,457 is more than the F Table value of 3,35 with a significance level of  $0,000 < 0,05$ . This indicates that pemasaran strategy and achievement quantity simultaneously have a significant impact on consumer purchasing decisions. Hipotesisketiga ( $H_3$ ) accepted.

**Table 3.8 Coefficient of Determination**

R	R Square	Adjusted R Square
0,783	0,613	0,587

Table 4.7's koefisiendeterminasi result shows a R Square of 0.613, which indicates that 61.3% of the variation in consumer purchasing decisions can be explained by pemasaran strategy and achievement quantity. Conversely, approximately 38.7% is affected by other factors outside of the research variable, such as customer loyalty, citramerek, and pelayanan quality.

The results of this study indicate that pemasaran strategies have a dominant effect on consumer purchasing decisions. This is consistent with the theory of Kotler and Keller, which states that effective bauranpemasaran can provide value and encourage consumers to make purchases. Aside from that, high achievement quantifies the success of achieving the sales target, which has a positive impact on customer confidence and satisfaction. As a result, the results of this study support the hypothesis

that a combination of appropriate pemasaran strategies and ideal target penjualan can significantly increase consumer purchasing power.

## CONCLUSION

Based on the research results, marketing strategy has a positive and significant effect on purchase decisions, with a coefficient value of 0.462 and a significance level of  $0.001 < 0.05$ . This indicates that the better the marketing strategy implemented, the higher the consumer purchase decisions. In addition, achievement quantity also has a positive and significant effect on purchase decisions, with a coefficient value of 0.381 and a significance level of  $0.003 < 0.05$ , meaning that higher sales target achievement can increase consumer trust and purchase intention. Simultaneously, marketing strategy and achievement quantity have a significant effect on purchase decisions, with an F-value of 21.457 and a significance level of  $0.000 < 0.05$ . The coefficient of determination ( $R^2 = 0.613$ ) indicates that 61.3% of purchase decisions are influenced by these two variables, while the remaining 38.7% is influenced by other factors outside this study. Therefore, it can be concluded that the integration of effective marketing strategies and optimal sales performance achievement is a key factor in improving consumer purchase decisions. Based on the research findings and conclusions that have been reached, the following saran can be provided: (1).Toko Femina Metro Lampung is encouraged to continuously improve the effectiveness of its marketing strategy, particularly in the areas of distribution and promotion, as well as to enhance the target penjualan in order to increase consumer demand in a gradual manner. (2).For Wardah businesses, the results of this study can be used as a basis for developing more innovative and customer-focused marketing strategies to increase sales of products in the marketplace. (3). In order to make the results of the study more comprehensive, researchers are advised to include additional variables such as customer loyalty, citramerek, and pelayanan quality.

## REFERENCES

- Aulia, R., Dewita, S. A., Afrina, W., & Nofirda, F. A. (2023). Analisis strategi pemasaran digital yang efektif dalam meningkatkan keunggulan bersaing di industri e-commerce. *Jurnal Pendidikan Tambusai*, 7(3), 31179–31184.
- Arifin, Z., & Fauzi, A. (2022). Pengaruh strategi pemasaran terhadap keputusan pembelian konsumen pada produk kosmetik. *Jurnal Manajemen dan Bisnis Indonesia*, 8(2), 145–154.
- Dewi, L. P., & Santoso, B. (2023). Analisis perilaku konsumen dalam keputusan pembelian produk kecantikan. *Jurnal Ekonomi dan Bisnis*, 12(1), 67–75.
- Golan, H., & Lim, J. (2024). Analisa strategi pemasaran media sosial untuk meningkatkan penjualan produk terhadap UMKM “Master Food”. *JPNM Jurnal Pustaka Nusantara Multidisiplin*, 2(1).
- Hapsari, R., Kusjuniati, K., & Iswahyuni, I. (2022). Strategi pemasaran dalam meningkatkan keputusan pembelian konsumen. *Jurnal Ilmu Manajemen*, 10(3), 210–220.

- 
- Indawati, N., & Pambudi, B. S. (2024). Strategi pemasaran efektif untuk meningkatkan penjualan di era digital. *MES Management Journal*, 3(3).
- Kurniawan, D., & Putra, R. (2024). Pengaruh kinerja penjualan terhadap kepercayaan konsumen dan keputusan pembelian. *Jurnal Riset Manajemen*, 9(1), 33–42.
- Khairat, N., & Widaningsih, S. (2024). Penerapan bauran pemasaran 4P pada Astiga Leather. *Jurnal Riset Ekonomi dan Bisnis*, 17(2), 142–151.
- Nugroho, A., & Pratama, Y. (2023). Analisis bauran pemasaran terhadap keputusan pembelian produk kosmetik lokal. *Jurnal Bisnis dan Pemasaran*, 7(2), 98–107.
- Pratiwi, N., & Hidayat, R. (2022). Pengaruh promosi dan harga terhadap keputusan pembelian konsumen. *Jurnal Manajemen Pemasaran*, 6(1), 45–53.
- Putri, N. K., & Ahmadi, M. A. (2024). Strategi pemasaran digital untuk meningkatkan minat beli produk pada industri fashion di Indonesia. *Musytari: Jurnal Manajemen, Akuntansi, dan Ekonomi*, 12(4), 61–70.
- Saputra, R., Aswan, M., & Armi, M. N. (2023). Analisis strategi pemasaran dalam meningkatkan daya saing perusahaan. *Journal of Trends Economics and Accounting Research*, 3(4).
- Sabariah, & Hardiansyah. (2024). Strategi perkembangan pemasaran produk digital online courses pada PT. Esas Edukasi Indonesia periode 2023–2024. *Jurnal Ekonomi, Manajemen, Bisnis dan Akuntansi Review*.
- Sari, M., & Wulandari, D. (2022). Pengaruh strategi pemasaran dan kinerja penjualan terhadap keputusan pembelian. *Jurnal Ekonomi Modern*, 5(2), 120–130.
- Wijaya, T., & Ramadhan, F. (2023). Pengaruh pencapaian target penjualan terhadap loyalitas dan keputusan pembelian konsumen. *Jurnal Administrasi Bisnis*, 11(1), 55–63.