

Entrepreneurial Strategy, Product Quality, And Purchasing Decisions: Case Study Of Bu Husna's Home Industry In Selling Penja Fish Products In Mamuju Regency

Strategi Kewirausahaan, Kualitas Produk, dan Keputusan Pembelian: Studi Kasus Industri Rumahan Bu Husna dalam Penjualan Produk Ikan Penja di Kabupaten Mamuju

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ABSTRACT

This study examines the impact of entrepreneurial strategies and product quality on purchase decisions in Bu Husna's Home Industry, Mamuju Regency. Analyzing data from this context, it reveals that both entrepreneurial strategies, encompassing creativity, opportunity identification, consumer focus, risk-taking, and expansion, as well as product quality, involving performance, diversity, service, and alignment, significantly influence purchase decisions individually. Furthermore, the joint effect of these variables is found to be significant, signifying the importance of considering them together. This underscores that businesses should not only prioritize product quality but also implement innovative strategies to enhance customer orientation and manage risks, thereby influencing consumer choices. These findings provide valuable insights for small-scale industries aiming to understand and influence purchase behavior effectively.

Keywords : *Entrepreneurial Strategies, Product Quality, Purchase Decisions*

ABSTRAK

Penelitian ini menguji dampak dari strategi kewirausahaan dan kualitas produk terhadap keputusan pembelian di Industri Rumah Tangga Bu Husna, Kabupaten Mamuju. Menganalisis data dari konteks ini, penelitian ini mengungkapkan bahwa baik strategi kewirausahaan, yang meliputi kreativitas, identifikasi peluang, fokus pada konsumen, pengambilan risiko, dan ekspansi, serta kualitas produk, yang melibatkan kinerja, keragaman, layanan, dan keselarasan, secara signifikan mempengaruhi keputusan pembelian secara individual. Selain itu, efek gabungan dari variabel-variabel ini juga ditemukan signifikan, menandakan pentingnya mempertimbangkannya secara bersama-sama. Hal ini menggarisbawahi bahwa bisnis tidak hanya harus memprioritaskan kualitas produk tetapi juga menerapkan strategi inovatif untuk meningkatkan orientasi pelanggan dan mengelola risiko, sehingga mempengaruhi pilihan konsumen. Temuan ini memberikan wawasan yang berharga bagi industri skala kecil yang bertujuan untuk memahami dan mempengaruhi perilaku pembelian secara efektif.

Kata Kunci: Strategi Kewirausahaan, Kualitas Produk, Keputusan Pembelian

1. Introduction

In the current globalization period, there are many changes in various sectors because these changes are based on new abilities in each individual. The economic sector as it is today is also among those experiencing major changes, because every individual wants to compete which gives birth to business people in the economy. In fact, it is not uncommon for many employees or employees to leave their workplace just to become an entrepreneur. This is the impact of the promise of being a creative and innovative entrepreneur. The government is currently trying to create and grow as many new entrepreneurs as possible, but the challenge of this is to get reliable human resources who are able to compete healthily in the entrepreneurial world. With Indonesia's high population. Indonesia, in this case the government, faces a challenge in reducing the number of unemployment figures. The existence and creation of reliable entrepreneurs can certainly contribute to reducing the

unemployment rate in Indonesia. Especially for small and medium enterprises in Indonesia so that they can compete with similar businesses.

According to Aqliah (2017), "entrepreneurship is a person's desire and ability to create business activities by thinking creatively and innovatively by utilizing existing resources and taking risks and aiming to provide good service and obtain large profits". Entrepreneurship is how an individual's ability to see existing opportunities to be used as a business to generate profit or profit. With the advancement of economic development as it is today where the level of competition is getting tighter in the face of business competition. The main factor in business success is how the system or strategy that the business or business applies in achieving the predetermined goals. Plus the many products or services circulating in Indonesia which increase competition or business in the target market.

According to Mursid (2019), "marketing is all business activities related to the flow of delivery of goods and services from producers to consumers". Entrepreneurs or companies marketing products or services is a series of complications and processes to deliver goods or services to be enjoyed and felt by the public or end consumers so that entrepreneurs can continue to maintain the products or services they offer. According to Kotler and Armstrong in Muamar (2022), suggest that "purchasing decisions are the stage of the decision process where consumers actually make product purchases".

Purchasing decision is a consumer process in determining or deciding on a purchase of goods or services with certain considerations according to the benefits of the product. As the purpose of the birth of a business is to maintain and improve its existence in order to maintain business continuity. In various cases, this is certainly very much in line with the various efforts made by a business in order to remain competitive in capturing an effective market share where the products created must have their own quality and characteristics so that they can become an advantage or added value so that the products created are not easy to find in various similar business places.

According to Assauri (2018), "product quality is a factor contained in an item or result that causes the item or result to be in accordance with the purpose for which the item or result is intended". Good product quality is certainly in accordance with what consumers expect so that the products they buy or use will be able to be made from quality products. With the advancement of Mamuju Regency, so that the population of people living in Mamuju Regency is also growing, there are still very few new entrepreneurs who emerge and are consistent in doing their business, but there are still individuals who see business opportunities that are unique to the habits or culture of the people of West Sulawesi, such as making typical Mamuju food.

The object of this research was conducted at Bu Hasna's home industry located on Atik Suteja Street, Pondok Anggrek Indah Housing, Karema Village, Mamuju District, Mamuju Regency, West Sulawesi. This home industry sells a variety of processed ready-to-eat food products as in the following table:

Table 1. Ms. Hasna's Home Industry Product List

No.	Product Type	Product Price
1	Abon Ayam	Rp. 25.000,-
2	Abon Ikan	Rp. 25.000,-
3	Crispy Penja	Rp. 15.000,-
4	Coklat Jahe	Rp. 30.000,-
5	Kripik Pisang	Rp. 10.000,-
6	Kerupuk Daun Kelor	Rp. 10.000,-
7	Kerupuk Ubi Ungu	Rp. 10.000,-
8	Kerupuk Jagung	Rp. 10.000,-
9	Sambal Penja	Rp. 20.000,-

Source: Bu Hasna's Home Industry in 2023

One of the products relied on in this industrial house is penja fish. Penja fish is an important commercial fish that is widely traded both fresh and dried by people in West Sulawesi. Penja fish is very popular with the people of West Sulawesi, especially those around the coast such as Mamuju because of its distinctive and savory taste. Until now, the scientific name of the penja fish species is unknown. This is due to several factors including the difficulty of identifying penja fish because the penja fish itself is thought to be a larva/juwana. Bu Hasna's Home Industry in marketing its products often gets challenges or obstacles in its marketing. The challenges of increasingly fierce business competition make the business to carry out marketing policies and strategies based on the situation and conditions being faced in this new area of Mamuju Regency. The success and failure of a business in facing competition in the entrepreneurial world is an indicator of the survival or failure of the business. These policies such as entrepreneurial strategies and product quality are owned and able to be applied consistently in running the home business. Based on several considerations in the background above, the authors are interested in discussing in a thesis entitled "Analysis of the Effect of Entrepreneurial Strategy and Product Quality on Purchasing Decisions for Penja Fish Products at Bu Husna's Home Industry in Mamuju Regency".

According to Assauri (2017) purchasing decisions are "actions based on a person through perceptions of the benefits, quality of the product or service he wants". Meanwhile, Schiffman and Khanuk (2015), purchasing decisions are "an attitude based on a person through several considerations that are in line with his desired needs".

Another opinion is also presented by Kotler, P and Armstrong, G (2019), purchasing decisions are "the gradual ability to choose a good or service in accordance with the stages based on their needs". Based on several opinions that have been put forward by experts, the authors conclude that purchasing decisions are a consumer attitude-taking behavior with alternatives to buying or not buying goods or services as a solution to the problems they face. In making this decision, consumers go through several stages, starting from meeting needs, searching for information, evaluating to find alternatives, then taking actions that result in satisfaction or dissatisfaction.

According to Kotler and Armstrong (2019), purchasing decision indicators consist of four stages. First, the "problem recognition" stage involves a person's awareness of the need or problem to be solved through a purchase. Second, in the "information search" stage, individuals seek information about the various options available to meet their needs or wants. Third, in the "alternative evaluation" stage, people consider various options by comparing and measuring the expected satisfaction of each option. Finally, in the stage of "post-purchase behavior," the decisions taken will be reflected in actions and judgments after the product or service is used. This whole process reflects how a person makes a purchase decision which is ultimately influenced by needs, information, evaluation, and post-purchase experience.

2. Literature Review

Marketing is a way of distributing merchandise widely to the general public. According to Stanton (2012) provides a definition, "marketing is an overall system of activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy needs to existing and potential buyers". According to Mursid (2019), "marketing is all business activities related to the flow of delivery of goods and services from producers to consumers". According to Tjiptono and Diana (2020), marketing is "the process of creating, distributing, promoting, and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders in a dynamic environment".

From the above opinions, it can be concluded that marketing is a business activity to create, distribute, promote and determine the price of goods and services to satisfy the needs of buyers or consumers in order to create a good relationship between stakeholders in a complex environment.

According to Rangkuti (2013), "strategy is a comprehensive master plan, which explains how the company will achieve all the goals that have been set based on the previously set mission". According to Chandler in Persari et al (2018) "strategy is a tool to achieve the long-term goals and objectives of the organization, the implementation of actions and the allocation of resources needed to achieve predetermined goals". According to Hamel and Phalarad in Tania (2018: 10) "strategy is an action that is incremental or always increasing and continuously carried out based on the point of view of what customers expect in the future". Based on the above opinion, it can be concluded that strategy is a comprehensive long-term planning carried out by the company to increase the sales of products or services that have been previously determined.

According to Sunyoto (2013) "marketing strategy is a series of goals or objectives, policies and rules that give direction to the marketing efforts of companies from time to time, at each level and reference and allocation, especially as a company's response in the face of an ever-changing environment and circumstances". According to Assauri (2015), "marketing strategy is a comprehensive, integrated and unified plan in the field of marketing that provides guidance on activities to be carried out to achieve the marketing objectives of a company". According to Rukmana (2019), "marketing strategy is a plan to market a product, either goods or services that are expected to achieve marketing goals". From the several opinions above, it can be concluded that a marketing strategy is a framework of goals and objectives in the field of marketing products and services that are expected to achieve the marketing objectives of the company.

According to Suryana (2013), "entrepreneurship is a science that studies the values, abilities, and behavior of a person in facing life's challenges and how to get opportunities with various risks he may face". According to Aqliah (2017), "entrepreneurship is a person's desire and ability to create business activities by thinking creatively and innovatively by utilizing existing resources and taking risks and aiming to provide good service and obtain large profits". According to Cashmere (2013), "defining entrepreneurship as a process of applying creativity and innovation in solving problems and finding opportunities to improve business". According to Ireland et al in Handrimurtjahjo (2014) Strategic Entrepreneurship is a simultaneous behavior in seeking opportunities (opportunity-seeking) and at the same time seeking excellence (advantage-seeking) superior company performance. Based on some of the above opinions, it can be drawn an understanding that an entrepreneurial strategy is a willingness and desire and a person's action to conduct a business venture by thinking creatively and innovatively in dealing with problems and finding opportunities to achieve great benefits in the business.

Sudarmo in Aqliah (2017) categorizes businesses into several types. First, extractive businesses, which are involved in mining activities and extracting mining materials from the earth. Second, agribusiness, which is a business in the agricultural sector. Third, industrial businesses, which focus on the manufacturing sector. Fourth, service businesses, which produce intangible products in the form of physical goods. Hidayat and Harefa (2022) explain that the indicators of entrepreneurial strategy include creativity, the ability to find and take advantage of opportunities, focus on consumer needs, courage in taking risks, and the spirit to develop and expand the business through expansion and diversification. In other words, these indicators describe the essence of entrepreneurial strategy.

According to Heizer and Render in Suharyanto, et al (2022), Quality is the ability of a product or service to meet customer needs, the concern of every manufacturing industry for

products. Meanwhile, according to Assauri in Herlina and Pranata (2022: 66), Quality is an emphasis on the overall prioritized characteristics of a product that bears or supports progress to satisfy customer needs and desires. According to Kotler and Armstrong (2019: 69), the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes, which means the ability of a product to demonstrate its function, it includes overall durability, reliability, accuracy, ease of operation and repair of products as well as other product attributes.

Meanwhile, according to Sunyoto in Majid, et al (2021), product quality is a measure to assess that a good or service has the desired use value or in other words, a good or service is considered to have quality if it functions or has the desired use value. A similar opinion is also expressed by Tjiptono (2014), product quality, which focuses on efforts to fulfill consumer needs and desires and delivery accuracy to meet consumer expectations. According to Tjiptono (2014), there are several indicators of product quality which have several dimensions including Performance, Features, Conformance To Specification, Durability, Perceived Quality.

3. Research Methods

This research was conducted at Bu Husna Home Industry located on Atik Suteja Street, Pondok Anggrek Indah Housing, Karema Village, Mamuju District, Mamuju Regency, West Sulawesi. The data in this study can be grouped into quantitative and qualitative. Quantitative data is in the form of numbers or scores, for example the population, research samples, questionnaire calculations, and research results. Qualitative data is in the form of words, sentences, narratives, pictures, and photos, for example, a description of the research site, organizational structure, and characteristics of respondents.

Data sources include primary data, which is obtained directly from sources or respondents, such as the results of interviews and questionnaires. Secondary data, on the other hand, has been pre-processed by other parties, such as information on organizational structure and employee characteristics. In collecting data, researchers used several methods. Observation is used to observe natural objects and certain situations. Interviews involve questions and answers between interviewers and respondents to obtain the required information. Documentation includes records of events that have occurred, such as organizational structures. Literature study is used to collect information from scientific literature such as books, journals, and articles related to the research.

Questionnaires or questionnaires are used to collect data by giving written questions to respondents. After data collection, the analysis is carried out. The validity test is used to ascertain the extent to which the measuring instrument actually measures what it is supposed to measure. The reliability test evaluates how consistent the measuring instrument is in producing similar results. Multiple linear regression analysis is used to understand the relationship between the independent variables (entrepreneurial strategy and product quality) and the dependent variable (purchase decision). Partial test (t test) and simultaneous test (F test) were used to test the research hypothesis. All these analyses were supported by SPSS version 24.0 software. Similarly, operational definitions are given to clarify the meaning of the variables under study. Entrepreneurial strategy is measured through creativity, opportunity, consumer orientation, readiness to take risks, and ability to expand and diversify. Product quality is measured through performance, product diversity, service, and suitability. Purchasing decisions include product choice, brand, distribution channel, purchase quantity and time, and payment method.

4. Results and Discussions

The data analysis process in this study was carried out using IBM SPSS (Statistical Package for Social Science) software version 24. The following is an explanation of the results of data processing through multiple linear regression equations in this study:

Table 2. Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	10,729	3,766	0,001
Motivation	0,312	2,665	0,013
Discipline	0,430	6,040	0,000
F Square		22,671	.000 ^b

The results of data analysis in this study indicate that partially, entrepreneurial strategy has a significant influence on purchasing decisions at Bu Husna Home Industry in Mamuju Regency. The tcount value of 2.665 is greater than the t table which is 2.052. This indicates that there is a positive and significant influence of entrepreneurial strategies on purchasing decisions. Furthermore, the Regression Coefficients value of 0.312 with a positive direction indicates that an increase in entrepreneurial strategy will be associated with an increase in purchasing decisions. In addition, the significance value of 0.013 (1.3%) is less than the set significance level of 0.05 (5%). This indicates that the relationship between entrepreneurial strategies and purchasing decisions is statistically significant. Thus, these results indicate that the alternative hypothesis (Ha) which states that entrepreneurial strategies affect purchasing decisions can be accepted, while the null hypothesis (Ho) which states otherwise is rejected. In the context of this study, entrepreneurial strategies, which include creativity, opportunity, consumer orientation, readiness to take risks, and business expansion, have a positive and significant impact on how consumers make decisions to buy products from Bu Husna's Home Industry.

The results of data analysis in this study indicate that partially, product quality has a significant influence on purchasing decisions at Bu Husna Home Industry in Mamuju Regency. The tcount value of 6.040 is much greater than the ttable value of 2.052. This indicates that there is a positive and significant effect of product quality on purchasing decisions. Furthermore, the Regression Coefficients value of 0.430 with a positive direction indicates that an increase in product quality will be associated with an increase in purchasing decisions. In addition, the significance value of 0.000 (0%) is much lower than the set significance level of 0.05 (5%). This indicates that the relationship between product quality and purchase decision is statistically significant. Thus, these results indicate that the alternative hypothesis (Ha) which says that product quality affects purchasing decisions is acceptable. Conversely, the null hypothesis (Ho) is rejected. This means that product quality, which includes aspects such as product performance, product diversity, service, and suitability, has a positive and significant influence on how consumers make decisions to buy products from Bu Husna's Home Industry.

The results of the data analysis shown in Table 2 reveal the results of simultaneous testing of entrepreneurial strategy variables and product quality on purchasing decisions. From these results, it is found that the Fcount value is 22.671, which is much greater than the Ftable value of 3.354. This shows that there is a simultaneous significant influence of the two independent variables (entrepreneurial strategy and product quality) on the dependent variable (purchase decision). In addition, the significance value of 0.000, which is lower than the significance level of 0.05, indicates that the relationship between entrepreneurial strategy and product quality with purchasing decisions has a strong statistical significance together. Based on this data analysis, it can be concluded that entrepreneurial strategy and product quality have a significant influence simultaneously on purchasing decisions at Bu Husna Home Industry in Mamuju Regency. Therefore, the null hypothesis (H0) which states that there is no

influence is ignored and the alternative hypothesis (H_a) which says that there is an influence is accepted. This means that both entrepreneurial strategy and product quality, when applied together, have a significant impact on consumer decisions to buy products from Bu Husna Home Industry.

5. Conclusion

In conclusion, this study focused on examining the influence of entrepreneurial strategies and product quality on purchase decisions within the context of Bu Husna's Home Industry in Mamuju Regency. The findings of the analysis revealed several important insights. Firstly, when considering each variable individually, both entrepreneurial strategies and product quality were found to have significant and positive effects on purchase decisions. The statistical analyses indicated that entrepreneurial strategies, encompassing factors like creativity, identifying opportunities, consumer orientation, risk-taking propensity, and business expansion, play a crucial role in influencing purchase decisions.

Similarly, the quality of products, encompassing aspects such as performance, product diversity, service quality, and alignment with customer expectations, was also shown to have a substantial positive impact on purchase decisions. Secondly, when examining the combined influence of entrepreneurial strategies and product quality, the simultaneous analysis highlighted that both variables collectively exerted a significant impact on purchase decisions. The F-test results indicated that their combined effect was indeed substantial and statistically significant. This outcome underscores the importance of considering these factors together when attempting to understand and predict consumer purchase behavior in the context of Bu Husna's Home Industry. In summary, the study's findings emphasize the significance of entrepreneurial strategies and product quality in shaping purchase decisions. Entrepreneurs and businesses operating in a similar context should recognize the value of not only focusing on product quality but also adopting creative and innovative strategies to enhance customer orientation, manage risks, and expand their business. By doing so, they can effectively influence and drive purchase decisions, leading to improved business outcomes and customer satisfaction. This study sheds light on the dynamic interplay between entrepreneurial strategies, product quality, and consumer behavior, contributing to a better understanding of factors influencing purchase decisions in small-scale home industries like Bu Husna's Home Industry.

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