
The Role of Marketing Mix in Increasing Consumer Satisfaction with King Queen Fruit Salad

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Abstract

The 4P marketing strategy is an approach that can enhance customer satisfaction. While it has been widely used in various food businesses, research on its implementation specifically for fruit salad products remains limited. This study aims to analyze the impact of the 4P strategy—Product, Price, Place, and Promotion—on customer satisfaction at King Queen Fruit Salad. The research employed a quantitative method, surveying 200 respondents selected through purposive sampling. Data analysis was performed using multiple linear regression. The results indicate that the 4P strategy influences customer satisfaction by 69.8%, with the Product variable contributing the most at 49.9%. The remaining 30.2% of customer satisfaction is influenced by other factors.

Keywords: *Consumer Satisfaction, Fruit Salad, Marketing, Product, 4P Strategy*

1. Introduction

In Indonesia, numerous types of businesses exist, with the culinary sector being a prominent one. Food is a daily necessity and is continuously promoted and developed. As the country's economy continues to expand, competition among businesses is becoming increasingly fierce, which in turn impacts marketing strategies while also creating new opportunities and challenges within the business landscape. One notable trend in the industry today is the rising demand for fast food and convenience food that aligns with modern lifestyles. However, in the face of intense competition, customer satisfaction is equally important as product quality. Building customer loyalty to specific goods or services largely depends on this satisfaction. Happy customers are more likely to recommend products to others and make repeat purchases. This approach can serve as a long-term strategy for sustaining business operations in a highly competitive environment.

A culinary company can enhance customer loyalty by maintaining the quality of its products, addressing the dietary needs of its clientele, and providing exceptional services. In addition to promoting economic growth, strong customer loyalty bolsters King Queen Fruit Salad's reputation

within the community. The primary objective of any marketing strategy is to meet customer needs. Research by Anisa (2021) emphasizes that "customer satisfaction is the key to fostering customer loyalty and increasing market share." Achieving high levels of customer satisfaction in the fruit salad sector relies on understanding and fulfilling customer expectations. Through surveys and data analysis, researchers can effectively quantify consumer satisfaction in this study by employing a quantitative approach.

Customer satisfaction plays a crucial role in shaping a company's reputation as well as influencing purchase decisions. According to Firdaus (2024), "satisfied customers tend to recommend products to others, thereby increasing the likelihood of attracting new customers." As a result, businesses should prioritize the maintenance of consumer satisfaction. One of the key aspects impacting customer happiness is the marketing approach, which encompasses product, pricing, place, and promotion. Each element of the marketing strategy significantly affects how customers perceive the offerings available to them. Kotler and Keller (2019) state, "the marketing mix is a tool that companies can use to meet consumer needs and wants." This highlights the importance of an effective marketing strategy in capturing customer attention.

Prior research has underscored the significance of various components of the marketing mix in relation to consumer satisfaction, particularly within the food and beverage sector. For instance, a study by Saidani and Sudiarditha (2019) indicates that product, price, distribution, and promotion have a substantial impact on customer satisfaction, whereas physical evidence and personnel have a lesser effect. In the fruit salad culinary industry, one crucial factor to consider is the quality of product ingredients. The appeal of a product can be enhanced by the quality of raw ingredients, diverse menu options, and an attractive presentation. For example, King Queen Fruit Salad is artistically presented and offers a variety of fresh fruit combinations complemented by innovative and diverse salads dressing. Research by Sutrisno (2021) states, "good product quality can increase customer satisfaction and their loyalty to the brand." Therefore, it is essential for business owners to ensure that the fruit salads they offer are of high quality and an appealing variety.

An essential component of the marketing mix is price. Appropriate pricing significantly influences customers' purchasing decisions. King Queen Fruit Salad offers comparable quality at competitive prices. Wati and Pratiwi (2022) state that "competitive prices can attract more consumers as long as they are adjusted to the quality of the products offered." Research indicates that customers who believe they are receiving good value for their money tend to be happier. Additionally, location plays a critical role in attracting customers. Providing delivery services and having a strategic location can enhance your chances of reaching clients. The King Queen Fruit Salad outlet benefits from its convenient position near public amenities and in the heart of the community. Rahmawati (2023) notes that "strategic business locations can increase visibility and attractiveness for consumers." Thus, choosing the right location is one of the key elements that influence a culinary business's success.

Finally, promotion is another vital element of the marketing mix. A successful promotional strategy can introduce products to potential customers. King Queen Fruit Salad leverages promotions and social media to reach a broader audience. Hidayati and Arifin (2020) argue that "targeted and creative promotions can drive purchasing decisions and increase brand awareness." When it comes to fruit salad, utilizing social media as a marketing tool can help generate consumer interest. This study aims to examine the impact of the marketing mix on customer satisfaction within the King Queen Fruit Salad culinary industry. It will focus on the significance of various components of the mix and their effects on customer satisfaction. Data will be collected through customer questionnaires, employing quantitative methods for accurate analysis and conclusions.

By understanding the relationship between marketing mix components and consumer satisfaction, businesses can develop more effective strategies to enhance customer satisfaction and achieve overall success. The purpose of this study is to examine how the marketing mix affects customer satisfaction in the King Queen Fruit Salad culinary business by considering the importance of each mix component and how it affects customer satisfaction. The study will employ quantitative methods to

gather data through customer questionnaires, enabling precise analysis and conclusion-making. By understanding the relationship between the elements of the marketing mix and customer satisfaction, businesses can develop more effective strategies to enhance both customer satisfaction and overall profitability.

2. Data, Theory, and Methodology

In this study, the authors employed a quantitative method for gathering information, processing data, and presenting research findings. The author examines how product, price, location, and promotion influence customer satisfaction.

2.1. Identification of Research Variables and Data

This study aims to analyze the role of marketing mix in increasing customer satisfaction with King Queen fruit salad products. Based on these objectives, the variables identified include:

- a) Independent Variables (Marketing Mix 4P):
 - 1) Product: Regarding King Queen's fruit salads' quality, flavor, assortment, and presentation.
 - 2) Price: Includes customer opinions about how affordable a product is, how well its price matches its quality, and how much a product costs in relation to what rivals are charging.
 - 3) Place: Focuses on how simple it is for customers to obtain things both online and in real stores.
 - 4) Promotion: Analyzes the several marketing tactics employed, such as discounts, special deals, and social media advertising.
- b) Dependent Variable:

Customer satisfaction: The degree of customer satisfaction with King Queen Fruit Salad is determined by factors such as product quality, affordability, accessibility, and marketing efficacy. The primary data used in this study was obtained by administering questionnaires to respondents directly.

2.2. Subjects

The population used is consumers of King Queen Fruit Salad. To gather information from customers who have bought King Queen Fruit Salad items, the author applies the screening question method.

- a) Population: All King Queen Fruit Salad customers who have bought this product or who live in a specific area make up the study's population.
- b) Sample: A number of customers who have purchased and eaten King Queen fruit salad contribute to the research sample. Purposive sampling was used to choose the study's sample, which involves choosing participants who fit specific requirements, including customers who had bought the product more than once in the previous three months.
- c) Respondent Criteria: Customers between the ages of 18 and 50 who can offer feedback on their satisfaction with King Queen Fruit Salad goods were chosen as respondents.

2.3. Research Instruments

The research instrument used by the author is a questionnaire distributed via Google Form online using a Likert scale or scoring consisting of 5 levels.

- a) Score 1 = Strongly Disagree
- b) Score 2 = Disagree
- c) Score 3 = Neutral
- d) Score 4 = Agree
- e) Score 5 = Strongly Agree

2.4. Research Methods and Analysis Technique

- a) Validity and Reliability Test

To make sure every item on the questionnaire was trustworthy and appropriate for additional analysis, it was first checked for validity using the Pearson correlation approach and for reliability using Cronbach's Alpha method.

b) Data Collection Technique

Questionnaires were sent directly to a sample of King Queen Fruit Salad customers to collect data. Furthermore, the study is supported by secondary data, including theoretical references and earlier research findings.

c) Multiple Linear Regression Analysis

Data analysis was carried out using multiple linear regression methods to determine the effect of Product, Price, Location, and Promotion variables on customer satisfaction.

d) Hypothesis Test

Hypothesis testing is carried out to facilitate understanding of the relationship between variables in this study in accordance with the stated research objectives. In addition, it also aims to test the relationship between the statements tested using the analysis of the data that has been collected.

e) Partial test (t-test)

A partial test or t-test is used to test the effect of each independent variable (Product, Price, Place, Promotion) on the dependent variable separately or individually.

f) Simultaneous test (F-test)

The F-test, also known as the simultaneous test, is used to determine how the four independent factors together affect the dependent variable. The purpose of this test is to ascertain whether customer satisfaction is significantly impacted by the four variables taken together.

3. Results and Discussions

3.1 Validity and Reliability Test

The purpose of the validity test is to determine how well each indicator question in the survey captures the characteristics of the variable under investigation. This test's objective is to confirm that the indicators being employed truly gauge the study's intended themes. The quality of indicators can be verified in the following ways:

- 1) The indicator is considered valid if the value of r count is greater than the value of r table.
- 2) The indicator is deemed invalid if the value of r count is less than r table.

The r table value for $N-2 = 198$ with Alpha 0.05 is 0.1388, and as all of the computed r values for each product dimension question item are higher than 0.1388, it can be said that all of the product variable (X1) question items are valid. It shown in [Table 1](#).

Table 1. Product Dimension Validity Test Results

Product Dimension Validity Test Results (X1)			
Question Item Number	r Count	r Table 5% (198)	Criteria
1	0,860	0,1388	Valid
2	0,829	0,1388	Valid
3	0,819	0,1388	Valid
4	0,796	0,1388	Valid

Source: processed primary data (2024)

Each question item in the price dimension has a calculated r value greater than 0.1388, which means that all question items in the Price (X2) variable are declared valid. It shown in [Table 2](#).

Table 2. Validity Test Results of Price Dimension

Validity Test Results of Price Dimension (X2)			
Question Item Number	r Count	r Table 5% (198)	Criteria
1	0,828	0,1388	Valid
2	0,822	0,1388	Valid
3	0,788	0,1388	Valid
4	0,835	0,1388	Valid

Source: processed primary data (2024)

Each question item in the price dimension has a calculated r value greater than 0.1388, which means that all question items on the Place (X3) variable are declared valid. It shown in [Table 3](#).

Table 3. Place Dimension Validity Test Results

Place Dimension Validity Test Results (X3)			
Question Item Number	r Count	r Table 5% (198)	Criteria
1	0,824	0,1388	Valid
2	0,763	0,1388	Valid
3	0,729	0,1388	Valid
4	0,707	0,1388	Valid

Source: processed primary data (2024)

Each question item in the promotion dimension has a calculated r value greater than 0.1388, which means that all question items on the Promotion variable (X4) are declared valid. It shown in [Table 4](#).

Table 4. Validity Test Results of Promotion Dimension

Validity Test Results of Promotion Dimension (X4)			
Question Item Number	r Count	r Table 5% (198)	Criteria
1	0,823	0,1388	Valid
2	0,847	0,1388	Valid
3	0,799	0,1388	Valid
4	0,832	0,1388	Valid
5	0,831	0,1388	Valid

Source: processed primary data (2024)

Each question item in the Consumer Satisfaction dimension has a calculated r value greater than 0.1388, which means that all questions of the Consumer Satisfaction variable (Y) are declared valid. Testing the reliability of each question utilized as an indicator in this study comes after passing the validity test. The purpose of the reliability test is to evaluate the degree to which the research instrument yields consistent and dependable results while measuring the variable under consideration, as well as the consistency and fixity of the responses provided by respondents. To put it another way, the purpose of the reliability test is to make sure that the tool being used can generate accurate and consistent data while measuring the research variables. The researcher refers to Cronbach's Alpha when doing the reliability test. Cronbach's Alpha ≥ 0.600 is the qualifying dependability rating as a researcher's indicator. The degree of trust that each question item is consistently measured increases with the value. It shown in [Table 5](#).

Table 5. Results of the Consumer Satisfaction Dimension Validity Test

Results of the Consumer Satisfaction Dimension Validity Test (Y)			
Question Item Number	r Count	r Table 5% (198)	Criteria
1	0,859	0,1388	Valid
2	0,863	0,1388	Valid
3	0,863	0,1388	Valid
4	0,857	0,1388	Valid
5	0,854	0,1388	Valid

Source: processed primary data (2024)

Based on the reliability test results, all dimensions in this study have met the specified requirements. All values obtained exceed the minimum Cronbach Alpha standard, which is 0.600. Thus, it can be concluded that each question item on the questionnaire used is reliable. It shown in [Table 6](#).

Table 6. Research Dimension Reliability Test Results

No	Dimensi Penelitian	Cronbach's Alpha ($\geq 0,600$)	Justification
Variable Strategy 4P			
1	Product Dimensions	0,844	Reliabel
2	Price Dimensions	0,834	Reliabel
3	Place Dimensions	0,730	Reliabel
4	Promotion Dimensions	0,884	Reliabel
Customer Satisfaction Variable			
1	Costumer Satisfaction	0,910	Reliabel

Source: processed primary data (2024)

3.2 Regression Analysis

The association pattern between each of the variables in this study is explained via regression analysis. The degree of simultaneous and partial influence of the independent variables on the dependent was assessed in this study using multiple linear regression analysis. The 4P Strategy, which has four components—Product, Process, Place, and Promotion—is the independent variable. Customer satisfaction is the dependent variable under analysis. Based on the coefficient value (R) listed in [Table 7](#), it can be concluded that there is a very strong relationship strength between variables, which is 0.836. Since this number is positive, there is only one direction of relationship between the variables. This implies that the degree of consumer satisfaction produced increases with the value of the product, price, location, and promotion variables.

Table 7. Table Model Summary^a of research variables Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of The Estimate
1	,836 ^a	,698	,692	,1.31555

Predictors: (Constant), Product, Price, Place, Promotion
Dependent Variable: Customer Satisfaction

Source: processed primary data (2024)

The percentage of the dependent variable that may be simultaneously explained by the independent variables is shown by the R square value. According to Table 7, the 4P strategy—which consists of product, price, place, and promotion—influences 69.8% of consumer satisfaction, as indicated by the R square value of 0.698. The remaining 30.02%, however, is impacted by additional variables that King Queen Fruit Salad did not investigate in this study.

3.3 Hypothesis Testing

The significant values indicated in the ANOVA test results table are used to test hypotheses. The hypothesis is tested using a significance value cutoff of 0.05. The hypothesis can be accepted if the significance value is less than 0.05, and conversely. Main H: The 4P Strategy (product, pricing, place, and promotion) may have an impact on King Queen Fruit Salad customers' satisfaction. Based on the results of data processing, the result of the significant value in this study is 0.000, which means that the main hypothesis can be accepted. This states that there is an influence of the 4P Strategy (product, price, place, and promotion) on King Queen Fruit Salad Consumer Satisfaction. In addition to testing the main hypothesis, multiple linear regression analysis was also conducted to identify the relationship between each dimension of the independent variable and the dependent variable. It shown in [Table 8](#).

Table 8. ANOVA^b

Model	Sum of Square	Df	Mean Square	F	Sig.
1 Regression	781,275	4	195,319	112,858	,000 ^a
Residual	337,480	195	1,731		
Total	1118,755	199			

Dependent Variable: Customer Satisfaction

Predictors: (Constant), Product, Price, Place, Promotion

Source: processed primary data (2024)

3.4 Partial t-Test

The following are the derivative hypotheses proposed in this study.

H1: There is an influence between Product (X1) on Customer Satisfaction (Y).

H2: There is an influence between Price (X2) on Customer Satisfaction (Y).

H3: There is an influence between Place (X3) on Customer Satisfaction (Y).

H4: There is an influence between Promotion (X4) on Customer Satisfaction (Y).

It shown in [Table 9](#).

Table 9. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,213	,376		,567	,571
Product	,654	,084	,499	7,785	,000
Price	,293	,079	,245	3,726	,000
Place	,142	,068	,126	2,099	,037
Promotion	,050	,045	,060	1,131	,260

Dependent Variable: Product, Price, Place, Promotion

Source: processed primary data (2024)

The t-count value and significance value for each independent variable dimension are compared to the dependent variable (customer happiness) to perform derivative hypothesis testing. The results of multiple linear regression tests for each derivative hypothesis are explained as follows.

1. First Hypothesis

Based on Table 9, it is known that the significance value for the product variable is 0.000. This value is smaller than 0.05, which indicates that the product has a significant effect on customer satisfaction. This means that there is a significant relationship between the quality or characteristics of the products offered and the level of satisfaction felt by consumers. In the t-distribution table with a significance level of 95% and the number of respondents of 200 (with degree of freedom = n-2), the t-critical value is 1.972 at $\alpha=0.05$. When compared with the t-count value listed in Table 9 the value of the product dimension is 7.785. This means that the t-count value is greater than the t-table. With the fulfillment of these two conditions, it can be stated that the first hypothesis can be accepted.

2. Second Hypothesis

Based on the test results listed in Table 9, the significance value for the price variable is 0.000. Because this significance value is smaller than 0.05, it can be concluded that price has a significant effect on customer satisfaction. This means that changes or differences in product prices have a real influence on the level of satisfaction felt by consumers. Furthermore, in the t-distribution table with a significance level of 95% and the number of respondents of 200 (degree of freedom = n - 2), a critical t-value of 1.972 is obtained at $\alpha = 0.05$. From Table 9, it is known that the t-count value for the price dimension is 3.726. Because the t-count (3.726) is greater than the t-table (1.972), the second hypothesis can be accepted.

3. Third Hypothesis

Based on the significance for place is 0.1. If the significance value is more than 0.05, then the independent variable does not have a significant effect on the variable. In the t-distribution table with a significance level of 95% and the number of respondents of 200 respondents (with a degree of freedom = $n-2$ and $\alpha = 0.05$), the t-critical value is 1.972. When viewed from Table 9, it can be seen that the t-count value of the price dimension is 2.099. This means that the t-count value is greater than the t-table. Then, it can be stated that the third hypothesis can be accepted.

4. Fourth Hypothesis

The significance value for promotion is 0.260. Because the significance value is greater than 0.05, the independent variable does not have a significant effect on the variable. Based on the t-distribution table with a significance level of 95% and the number of respondents of 200 (with degree of freedom = $n-2$ and $\alpha = 0.05$), the t-critical value is 1.972. From Table 9, it can be seen that the t-count value of the product dimension is 1.131, which means that the t-count value is smaller than the t-table. Thus the fourth hypothesis is not accepted. This is because there are still many consumers who fill out the questionnaire who do not get promos such as existence, Friday blessing promos, buy 2 get 1, discounts with certain conditions, free shipping, discounts at events and fairs. Meanwhile, consumers who get these promos do not fill out a questionnaire from King Queen Fruit Salad.

3.5 F Test (Simultaneous Test)

Testing the effect of Product, Price, Place, and Promotion variables on customer satisfaction simultaneously is done with the F test. based on Table 8. ANOVA, it can be seen that the calculated F value (112.858) is greater than the F table (2.42), which is obtained using the formula $df = (k-1); (n-k)$, $df = (3-1); (200-4)$, so that $df = (2); (196)$ at a significance level of 0.000. Because the probability value of 0.000 is much smaller than 0.05, it can be concluded that the 4P Strategy (Product, Price, Place, Promotion) simultaneously has a significant effect on Customer Satisfaction. This means that the alternative hypothesis (H_a) is accepted, while the null hypothesis (H_o) is rejected.

Discussions

The results showed that the 4P Strategy on King Queen Fruit Salad was considered quite effective in increasing Customer Satisfaction, with an influence of 69.8%. The remaining 30.3% is influenced by other variables outside the strategy. Based on Table 9, the standardized coefficient (β) shows the change in the dependent variable for each unit change in the independent variable. The results indicate that customer satisfaction increases by 0.499 or 49.9% for each increase in value in the Product dimension. In addition, there was an increase in value of 0.245 or 24.5% in the Price dimension, 0.126 or 12.6% in the Place dimension, and 0.060 or 0.6% in the Promotion dimension.

Based on these findings, the Product dimension has the most impact (49.9%). In terms of the 4P Strategy overall, this shows that King Queen Fruit Salad has been successful in raising customer satisfaction through product. Furthermore, it may be inferred that customers are satisfied with the caliber of the goods offered by the 4P Strategy. The taste of the sauce and fruits is thought to be acceptable and delicious, the texture of King Queen Fruit Salad is excellent due to the fruit and sauce combination, the packaging looks very appealing, and the stickers on the packaging make it simple for customers to identify the products. Therefore, King Queen Fruit Salad Product is considered very effective in increasing Customer Satisfaction.

With a coefficient value of 0.245, or 24.5%, the price component has a substantial impact in addition to the product. This demonstrates that setting prices that meet customers' expectations is a key component in raising customer happiness. King Queen Fruit Salad's price is thought to be very reasonable and in line with quality, which has a big impact on customers' purchasing decisions. Furthermore, King Queen Fruit Salad's price is competitive with other products on the market. Customer satisfaction and brand loyalty will rise when prices are reasonable or consistent with the

quality of the product. Fruit salad prices are often regarded as high by some customers due to the high cost of fruit in the market.

Even though it has less of an impact (12.6%), the Place element is still important in this marketing plan. Due to being close to a very busy roadway, the Salad Buah King Queen sales site is thought to be easy to find. However, most customers feel that the Salad Buah King Queen store is too far away, thus they select "Disagree" or "Strongly Disagree" on the questionnaire. You can also find Salad Buah King Queen during bazaars and Car Free Days (CFD). Additionally, they provide delivery orders; however, because of the distance between their homes, not all clients are able to receive delivery service.

Lastly, with a score of 0.060, or 6%, promotion has the least impact. This suggests that, despite its importance, promotion is not yet the primary element influencing consumer satisfaction with King Queen Fruit Salad goods in comparison to other factors. Because the majority of customers who completed the survey never got the offered promotions. Promotions include free shipping with a minimum purchase of Rp50,000, discounts during events or bazaars, and the opportunity to purchase two cups of King Queen Fruit Salad for just one, subject to specific purchasing conditions. To market the product more broadly and keep consumers aware of the brand, this campaign still has to be improved.

All things considered, these results suggest that the primary focus for enhancing customer happiness at Salad Buah King Queen should be on the product and pricing components, with distribution location and promotional tactics coming in second and third.

4. Conclusions

Based on the presented discussion, it can be concluded that the 4P marketing strategy—comprising Product, Price, Place, and Promotion—plays a significant role in enhancing consumer satisfaction regarding King Queen Fruit Salad products. This study conducted a simultaneous analysis of the aforementioned variables, revealing that all four elements exert a positive influence on consumer satisfaction, with the Product variable demonstrating the most substantial contribution. The insights derived from this analysis can serve as a guiding framework for management in formulating a more effective marketing strategy, with a primary emphasis on the improvement of product quality. Furthermore, the research provides empirical evidence supporting the efficacy of the implemented marketing strategy, particularly in terms of elevating customer satisfaction. Another critical consideration for management is the necessity of maintaining product quality while also aligning pricing strategies with consumer expectations. Additionally, there is a need to enhance distribution and promotional strategies to successfully target and engage a wider market.

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