

IMPLEMENTATION OF THE PROMOTIONAL MIX STRATEGY IN AN EFFORT TO INCREASE SALES VOLUME ON MSMEs IN THE TIME OF THE COVID-19 PANDEMIC

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Abstract (11 pt)

This study aims to reveal and describe how the implementation of the promotional mix strategy applied to the Zakiah Hijab Solution Boutique MSME in increasing sales volume during the Covid-19 pandemic. This research method uses descriptive qualitative research methods. The results of this study indicate that during the Covid-19 pandemic, MSME Boutique Zakiah Hijab Solution was more focused on promotion in digital media (online) to increase boutique sales. The online strategy applied to MSMEs Zakiah Hijab Solution Boutique has 2 methods, namely free promotion methods such as Instagram, Facebook, TikTok and paid methods such as Shopee and OLX. The existence of promotions and bonuses carried out in the online market can increase sales volume. The personal selling strategy implemented by UMKM Boutique Zakiah Hijab Solution prioritizes service, namely when communicating with consumers. MSME Boutique Zakiah Hijab Solution in promoting its products, namely boutiques get sales and increase sales by implementing three promotional strategies, namely advertising, sales promotion, and personal selling letters.

INTRODUCTION

The Covid-19 pandemic is an event that spreads the 2019 coronavirus disease (Covid-19) throughout the world. The Covid-19 pandemic has an impact not only on public health, but also on economic conditions, education, and the social life of people in Indonesia. The pandemic caused many losses that had an impact on the Indonesian economy. The government has made a policy in dealing with the Covid-19 pandemic, with the enactment of the PSBB as stated in Government Regulation No. 21 of 2020. All activities that are usually carried out have been forced to stop with the PSBB.

During the Covid-19 pandemic, many MSMEs went out of business and suffered significant losses due to the very small purchasing power of the community, resulting in a drastic decrease in sales volume. As the development of communication and information technology is so rapid, it has a big influence on the business world. With the existence of digital media, has given birth to a new way of marketing for marketers. Marketing through digital media or often known as digital marketing is an attempt to market or promote a brand or product through digital media or the internet. The business aims to reach a wider market to develop its business. During the Covid-19 pandemic, the role of digital marketing is very helpful for business actors in marketing and promoting their brand or product and being able to reach a wider market without being hindered by geographical or time restrictions.

Promotion can be done by spreading information about the product through all social media with interesting pictures and words. Always remind old consumers about products with all attractive offers such as discounts or discounts. And always providing a very high quality service will be a very appropriate form of promotion, it aims to support the existence of positive word of mouth promotion of consumers. Digital marketing through social media such as Facebook, WhatsApp, Instagram, and so on is the best promotional media because it can display and share images through the media to the community and society. Information updates can be done at any time. And most importantly an average increase in sales volume of 100%.

Research Kurniawati et al. (2021), entitled Digital Transformation of MSMEs In Indonesia During The Pandemic, shows that marketing innovation is a priority used by MSME actors as a strategy to survive during the Covid-19 pandemic. The majority of Indonesian MSMEs are very receptive to the application of e-commerce in developing their business. MSME actors have realized that technology is a major need in

developing business in the current digital era. However, most MSME actors are still difficult in this technological transformation. So MSME actors combine online and offline marketing methods to be able to survive the Covid-19 pandemic to achieve the effectiveness of the transformation process.

Based on research Hasanah et al. (2021) with the title *Analysis Of Marketing Communication Strategies In Increasing Sales Volume Of Rini's Cake During The Covid-19 Pandemic* showed that Kue Rini developed a marketing strategy communication to increase sales volume during the Covid-19 pandemic as a culinary sector UMKM trying to survive and continue to provide the best service for consumers. Based on the analysis, Rini's Cake sells products to consumers through two marketing methods, namely marketing on social media and offline marketing to carry out various interesting promotions, so that consumers can order online and offline and products are directly sent to their destination safely..

Research conducted by Trawnih et al. (2021) entitled *Focus Influencing Social Media Adoption Among SMES During Covid-19 Crisis* pointed out that most businesses today work remotely using different technologies and platforms, social media has become vital to increase business viability and enhance online customer relationships. Applying social media can overcome challenges by increasing competitive advantage, increasing customer base, and increasing sales (Salamzadeh, 2020).

Based on the explanation of the background above, the formulation of the problem in this study is *How to apply the promotion mix strategy in an effort to increase sales volume at the Zakiah Hijab Solution Boutique UMKM during the Covid-19 pandemic?* Based on the formulation of the problem, this study aims to reveal and describe the implementation of the promotional mix strategy applied to the Zakiah Hijab Solution Boutique UMKM in increasing sales volume during the Covid-19 pandemic..

RESEARCH METHODS

This research uses descriptive qualitative research method. The location of this research was carried out at the MSME Boutique Zakiah Hijab Solution. The subjects of this research are the Owner, Manager of the Internal Marketing Team, Loyal Consumers, and Senior Consumers of the Zakiah Hijab Solution Boutique UMKM. The data used is primary data obtained from interviews and secondary data obtained from documents, observations,

photos, data and relevant previous research. The informants in this study were Mrs. Nuril as the owner of Zakiah Hijab Solution Boutique, Ms. Fibriani Awaliah Ramadhani as Manager of the Internal Marketing Team, Ms. Jani as Loyal Consumers, and Ms. Zana and Ms. Vida as Senior Consumers. The data analysis used is

1) Data reduction is summarized and the data that is the focus of the research are taken and then analyzed according to the research objectives. 2) Data presentation is also carried out by looking at sales data during the Covid-19 pandemic in 2020. The conclusions drawn in this study are by describing the results of the promotion mix strategy applied to MSME Boutique Zakiah Hijab Solution in increasing sales volume during the Covid-19 pandemic.

RESULTS AND DISCUSSION

Zakiah Hijab Solution boutique is an MSME engaged in Muslim women's fashion. Zakiah started to pioneer her boutique business in early 2013. In 2015 due to frequent imbalances between market demand and the products offered, Zakiah widened her boutique units into several boutiques so that currently Zakiah has 4 branches which are divided into several regions. Some of the branches are in Mojokerto, Sidoarjo, Pandaan and Pasuruan.

The Situation of Zakiah Hijab Solution Boutique MSMEs During the Covid-19 Pandemic

During the Covid-19 pandemic, many MSMEs went out of business and suffered significant losses due to the very small purchasing power of the community, resulting in a drastic drop in sales volume. Zakiah Hijab Solution is one of the MSMEs affected by the Covid-19 pandemic, so the internal management of the Zakiah Hijab Solution Boutique must rack their brains by using the right strategy in order to survive the Covid-19 pandemic. Next, the researcher asked Mbak Fibriani Awaliah Ramadhani as the Marketing Manager of the Zakiah Hijab Solution Internal Team about the condition of the Zakiah Hijab Solution Boutique MSME during the Covid-19 pandemic. Mbak Fibriani revealed that:

"Because right now is the Covid-19 pandemic, so there are still people who are anxious, especially at the beginning of the Covid-19 attack yesterday, roads were closed, restrictions were everywhere, how do you want to move? Malls are also limited in terms of the number of visitors, for example when the day is fasting and Eid ends. Let alone shopping for Eid clothes at the store, people who want to

visit relatives' homes, we can't. Indeed, during the early 2020 pandemic, the impact was very large on our clothing sales, which usually the turnover obtained during Eid increased by 110%, during this pandemic, we actually decreased by around 60%."

Then the researcher asked Mother Nuril as the owner of the Zakiah Hijab Solution Boutique about the condition of the boutique during the Covid-19 pandemic. Mother Nuril explained:

"What is certain is that during the Covid-19 pandemic, because there is a PSBB policy, roadblocks are everywhere, store operating hours must be limited, there must be a maximum of employees who have to work. This has a huge impact on our sales."

The researcher asked Mbak Jani as a Loyal Consumer of Zakiah Hijab Solution Boutique regarding the condition of the Boutique during the Covid-19 pandemic, Mbak Jani answered:

"In my opinion, the service at this boutique is very satisfying. Before and when I was affected by covid, I was still loyal to shopping at this boutique, the service was friendly, I was also able to immediately get the clothes I wanted even though for now (the Covid-19 pandemic) I had to go by phone to order. The ladies who serve are also patient and kind, maybe it's just lacking in terms of time because they have to take detailed photos of the clothes, so in my opinion during the pandemic for me there are no obstacles and problems that interfere."

The conclusion drawn by the researcher from the existing informants is that the Zakiah Hijab Solution Boutique in dealing with the impact of the Covid-19 pandemic uses media both offline and online, but due to the Covid-19 pandemic, offline media used is less than optimal in getting results because there are some government regulations that must be carried out in business. Both the Large-Scale Social Restrictions (PSBB) as well as from the people themselves who are still wary of traveling so that it has an impact on boutique sales results which have decreased by up to 60%. So in a situation like this, the Zakiah Hijab Solution Boutique UMKM focuses more on promotions on digital media (online) to increase boutique sales.

Digital Marketing Strategy Using Social Media

In some literature from various journals, especially scientific journals, there are several discussions and analyzes regarding the implementation of digital marketing in the purchasing decision process. The existence of an online market in a modern era like this has many positive sides, business people can be closer to consumers, can make time more effective, and social media optimization strategies are very influential on consumer purchasing decisions. In addition, promotions with digital marketing using social media are also very influential on consumer purchasing decisions. The most widely used social media for promotion are Instagram, TikTok, Facebook, and Twitter. The use of websites for MSME business owners is very small and very few users. Because to have a website the costs incurred are not small. Even to the point of being very expensive and unaffordable. Which causes minimal / reduced profit for the seller. The boutique owners state that doing marketing through digital marketing requires a slightly cheaper cost than having to buy a website. Digital marketing utilizes social media for promotion, for example the use of promotions through Instagram, Facebook, Tiktok, and Twitter accounts, business owners can communicate, through comments, suggestions, and responses with consumers. So it is very profitable for business owners to evaluate what is lacking in the eyes of consumers for the future. Almost all MSMEs use social media as a tool to promote their products. Social media is an effective means of communication by means of which MSME actors can increase market share and assist activities in doing business. By using social media and updating information every day, MSME actors can increase sales volume by more than 100% (Priambada (2015) and Pakpahan (2020)).

In the fashion business sector, digital marketing strategies are really needed by using influencers through Instagram social media, it really supports sales performance for several reasons that underlie the transfer of marketing strategies from conventional methods to Instagram marketing marketing strategies. The first reason for switching this marketing strategy is because of technological advances, consumers are more inclined to use Instagram social media. The second reason is that using social media marketing (instagram) can reduce costs in marketing financing. The third reason is that using influencers can improve marketing performance and have a positive impact on business progress (Handika et al., 2018).

Implementation of Digital Marketing Strategy in an Effort to Increase Sales Volume at MSME Boutique Zakiah Hijab Solution 1. Advertising

Advertising is a promotional strategy carried out by providing information related to products and companies to consumers in one direction and has a broad reach. This is done to attract consumers to buy our products. In this case, MSME Boutique Zakiah Hijab Solution uses media such as electronic media and social media. Products advertised through the social media of Zakiah Hijab Solution's MSME Boutique are various types of robes, mukenah, and other Muslim women's fashion.

Next, the researcher asked Mbak Fibriani as Marketing Manager of MSME Boutique Zakiah Hijab Solution on the advertising aspect in an effort to increase sales volume during the Covid-19 pandemic. Then Mbak Fibriani revealed that:

"Alhamdulillah, we have been given smooth running for advertising issues, so during the Covid-19 pandemic we were very aggressive in doing advertising on social media. Especially on Instagram, Facebook, and Marketplaces like OLX, Shopee, and others. In addition to social media, we also put up billboards like that on the streets, such as on the road to Sidoarjo, the city, heading to Mojokerto, and the road heading to Malang from Sidoarjo City. The most effective at this time to increase sales is through advertising. Indeed, at this time the impact is very significant, yes, through Instagram, yes. Because maybe currently the most existent in the world of social media today is Instagram. So consumers are interested in advertising our products on Instagram. For example, last month when we started a promotion/advertising on Instagram, sales that normally had around 20 pairs of clothes now went up to 50 pairs of clothes sold after advertising."

Then the researcher asked Mother Nuril as the owner of the Zakiah Hijab Solution Boutique about the advertising strategy carried out through social media, Mother Nuril explained that :

"In terms of advertising, it's okay, if it's advertising, we will definitely do it because now people are playing on social media, so advertising is very important to support our sales. For advertising, we use Instagram, TikTok,

Facebook, OLX, and Shoppe, the main thing is that we follow trends so we don't miss out."

The researcher also asked Ms. Zana as a Senior Consumer at MSME Boutique Zakiah Hijab Solution about the implementation of marketing strategies carried out on social media from the advertising aspect. Ms. Zana said that:

"It's good, Mas Zakiah's advertisements posted on social media such as Instagram and others. I'm one of the consumers who always stares at Zakiah's Instagram. After Zakiah posted that my desire to buy increased. Want to buy again and again want it a lot, everything wants to be bought. I'm also surprised that my desire increased to want to buy everything after Zakiah posted it on Instagram. After I get the clothes I want. I immediately contacted Minza to ask about the details. The price, the promo, the real picture and more. Fortunately, Minza is friendly and very patient. Because I am a fussy consumer when it comes to buying clothes. But I am always satisfied when I buy at this Zakiah Boutique."

The conclusion from the interview conducted by the researcher with the informant above regarding advertising at Zakiah Hijab Solution during the Covid-19 Pandemic is that the marketing strategy carried out in an effort to increase sales volume during the pandemic is carried out online or offline with the focus of the strategy being carried out online (social media).). Online advertising is using social media such as Instagram, Facebook, TikTok, and other social media. In offline media, it is like putting up billboards on the streets. Focusing on online media because in the current pandemic, there are many social restrictions that require us to move online.

Based on the findings of the researcher, the online strategy applied at the Zakiah Hijab Solution Boutique MSME has 2 methods, namely non-paid promotional methods such as Instagram, Facebook, TikTok and paid methods such as Shopee and OLX. Because during the pandemic there are so many restrictions, even large-scale restrictions, it is very important to focus research on online promotion.

1. Sales Promotion

Sales promotions carried out by UMKM Boutique Zakiah Hijab Solution are by providing purchase bonuses, as well as providing convenience in paying in order to attract the attention of consumers to make purchases. Next, the researcher asked Mother Nuril as the owner of the Zakiah Hijab Solution MSME Boutique about the

implementation of promotional strategies in the sales promotion aspect in an effort to increase sales volume during the Covid-19 pandemic.

"So to attract consumers or users, if we promote sales at the Zakiah Hijab Solution Boutique UMKM, we give bonuses. So if you get a bonus at the Zakiah Hijab Solution Boutique, there is a program to buy clothes for free, bros, cashback, then there is free shipping for all of Indonesia. Now, apart from bonuses, we also provide convenience to consumers, namely consumers or users can directly pack the same day for us and send the clothes immediately."

The researcher asked Ms. Zana as a Senior Consumer of MSME Boutique Zakiah Hijab Solution to implement promotional strategies in the sales promotion aspect in an effort to increase sales volume during the Covid-19 pandemic, and Ms. Zana explained that:

"These are the promos, there are lots of promos, there are free clothes and a scarf, discounted prices and free shipping too."

Then the researcher asked Mbak Vida as a Senior Consumer of MSME Boutique Zakiah Hijab Solution about the implementation of promotional strategies in the sales promotion aspect in an effort to increase sales volume during the Covid-19 pandemic, and Mbak Vida answered:

"The promo at Zakiah is quite big, bro, I was also confused at first whether it really was or not, because the bonus is big, the shipping is free, even the duration is very long. I've been told that the product is really good, so it's really good, bro."

From the results of interviews conducted by researchers with research informants, it can be concluded that with promotions and bonuses carried out in the online market, it can increase sales volume.

2. Personal Selling

Personal selling or personal selling is a promotional strategy in the form of direct communication with consumers in offering products. Salespeople in this case are used optimally to encourage communication that results in transactions from consumers. Personal selling activities consist of providing information to consumers and then

persuading consumers to buy. Therefore, the activities of personal selling are carried out in two directions, namely getting feedback from consumers, so that in the personal selling promotion process, salespeople must have qualified skills to communicate. MSME Zakiah Hijab Solution uses personal selling as one of its promotional tools, because the clothes sold by MSME Zakiah Hijab Solution have many models at various prices. So to boost sales, personal selling is needed with salespeople who are able to provide information and communicate well with consumers.

Furthermore, the researcher asked Mother Nuril as the owner of the Zakiah Hijab Solution MSME Boutique about the implementation of promotional strategies in the personal selling aspect in an effort to increase sales volume during the Covid-19 pandemic. Then, Mother Nuril revealed that:

"For personal sales, from the marketing division promotion program there is a schedule for Walk In (WI) or picket guard at the boutique. For a marketing kid who doesn't have a guard schedule, he has to canvassing to find buyers on social media or their friends, it can be in public places where promotions are allowed to be free. In addition, many of our marketing friends have references, usually references from past jobs, acquaintances, and references from friends. So from there, usually communication by phone, or usually coming to the boutique directly."

The researcher asked Mrs. Zana as a Senior Consumer of MSME Boutique Zakiah Hijab Solution about the implementation of promotions on the personal selling aspect in an effort to increase sales volume during the COVID-19 pandemic, and Pak Suryo answered:

"Personal selling is good, what I chatted at that time was Ms. Fibriani, she was a cool person to chat with and share. The person is also fast when giving out information, if in chat, the answer is fast. That's quick to respond to what I want to make a deal right away."

Based on the results of researcher interviews with informants about promotional strategies in the personal selling aspect in an effort to increase sales volume during the Covid-19 pandemic, it can be concluded that personal selling applied by MSME Boutique Zakiah Hijab Solution prioritizes service, namely when communicating with consumers. The communication carried out in personal selling from the salesperson is to foster a sense of trust from consumers. Consumer trust is grown from salespeople who

convey product information clearly, complete, easy to understand, with their respective communication styles.

Based on the research results, consumers feel that the salespeople they meet or contact can explain the product well and can be understood, besides that in communicating with salespeople, consumers feel comfortable because in communication there is a good response from both parties.

Based on the explanation above, there is conformity with the theory according to Tjiptono (1997: 222) that personal selling is direct communication (face to face) between marketers and consumers to introduce a product to consumers and form an understanding of the product so that they will then try and buy it. Personal selling traits include personal confrontation, which is a live, direct, and interactive relationship between 2 or more people, cultivation, which is a trait that allows all kinds of relationships to develop, ranging from just buying and selling relationships to a more intimate relationship. that is, a situation that ostensibly requires the customer to hear, pay attention, and respond to the marketer.

In communicating according to an Islamic perspective, there are ethics and morals that must be embedded in it. According to Qardhawi (1997: 173) that marketers must be honest with consumers and based on the desire to convey all product information. An example is explaining to consumers about hidden product defects or deficiencies that are not known to consumers because they are not visible except after some time of checking. Huda et al. (2017: 132) emphasizes that basically promotion from the point of view of sharia marketing must have ethics and transparently explain the advantages and disadvantages of the products offered by prioritizing the truth as a form of marketer responsibility for the products offered.

Positive Implications Of Implementing Promotional Strategies In An Effort To Increase Sales Volume At Zakiah Hijab Solution Boutique MSMEs During the Covid-19 Pandemic.

MSME Boutique Zakiah Hijab Solution has a big impact on sales even during the Covid-19 pandemic. MSME Boutique Zakiah Hijab Solution shows that during the Covid-19 pandemic the promotion strategy is still carried out optimally so that sales can increase. In contrast to the reality, which shows that during the pandemic, many MSMEs experienced a decline in sales because people's purchasing power fell. The

following is sales data for the Zakiah Hijab Solution Boutique UMKM in 2020 during the Covid-19 pandemic.

Tabel 1
Sales Data During the Covid-19 Pandemic In 2020

Month	Sale
January	1022
February	1045
March	245
April	500
May	1002
June	500
July	1200
August	780
September	600
October	1002
November	980
December	1001
Total	9877

The positive implication of the implementation of promotions using digital marketing promotions is the achievement of sales. With the success of the promotion applied, the increase in sales will also be achieved. MSME Boutique Zakiah Hijab Solution in promoting its products, namely Boutique getting sales and increasing sales by implementing three promotional strategies, namely advertising, sales promotion, and personal selling.

CONCLUSION

Based on data exposure and discussion of research results related to the implementation of the Zakiah Hijab Solution MSME digital marketing strategy in an effort to increase sales volume during the Covid-19 pandemic, the researchers concluded that:

The Covid-19 pandemic has had an impact on the decline in sales volume at the Zakiah Hijab Solution Boutique MSME. However, the Covid-19 pandemic did not reduce the intention and performance to continue implementing strategies to increase sales volume. In its implementation, using a digital promotion strategy, including advertising, sales promotion, and personal selling, integrated with each other and in contact with the sales force or marketing team of the Zakiah Hijab Solution MSME

Boutique. During the Covid-19 pandemic, the implementation of a digital marketing strategy to promote clothes and other Zakiah products was carried out using electronic, online (internet) and offline media. However, in its application the Zakiah Hijab Solution Boutique UMKM focuses on strategies based on using the internet or online media such as social media and marketplaces.

SUGGESTION

Based on the results of the research that has been done, the researchers would like to provide the following suggestions:

1. For MSMEs Boutique Zakiah Hijab Solution

The implementation of the digital promotion strategy carried out by the Zakiah Hijab Solution Boutique MSME has a big influence in increasing sales volume. Therefore, it is better if the Zakiah Hijab Solution Boutique MSME continues to carry out the digital promotion strategy even though the Covid-19 pandemic ends by redeveloping the steps in its promotional mix strategy considering the dynamic market conditions that require more effective and efficient strategies.

2. For Further Researchers

For further researchers who will examine the Zakiah Hijab Solution Boutique MSME in the future, it is hoped that they can reveal other factors or strategies so that the Zakiah Hijab Solution Boutique MSME is able to increase sales volume.

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