

HOW DOES SOCIAL MEDIA MARKETING THROUGH CELEBGRAM PROMOTION AFFECT THE GROWTH OF MSMEs IN INDONESIA?

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ABSTRACT

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The purpose of this study is to determine whether or not there is an effect of marketing costs on net profit with sales volume as an intervening variable in culinary and fashion businesses in the Cirebon City area that use celebrity promotion services. This research uses field research (Field Research) with a quantitative approach. For data collection techniques carried out, namely through questionnaires. The population in this study is all culinary and fashion business actors in the Cirebon City area with a sampling technique using probability sampling, namely with a simple random method, which is as many as 44 business actors. The test tool used in this study is with path analysis techniques using the help of IBM Statistic SPSS software version 26. Based on the results of the channel analysis carried out, the results were obtained: (1) Marketing cost variables do not have a direct effect on net income, (2) Marketing cost variables have a direct and positive

effect on sales volume, (3) Sales volume variables have a direct and positive effect on net income, (4) Indirect marketing cost variables through sales volume have a positive effect on net profit.

Keywords: *Marketing Costs, Net Profit, Sales Volume*

INTRODUCTION

Business competition in the era of information disruption is getting tighter, marked by more creative and innovative business actors in developing their business, especially to increase maximum profits. Business success cannot be separated from the development of science and technology where these things require the right media to convey information to consumers. With the technology that is increasingly developing at this time makes our understanding wider and more open so that distance is no longer an obstacle in marketing products to increase sales volume.

Today there are various ways and methods in marketing a product or service because

technology has become more advanced and this makes it easier and more innovative for business actors to market or promote their products. Unlike the case before there was technology, where it used to use old methods that were troublesome so that it required greater promotional costs. In the past, business actors doing marketing still used traditional methods. The traditional method in question is the conventional marketing method. Conventional marketing such as newspaper ads, television commercials, radio ads, and billboards are the main tools for targeting potential customers (Salendar, 2023). Although arguably popular, these tools have limitations in segmentation and effectiveness measurement. The costs

incurred in making strategies and using conventional marketing methods will be greater and this makes it difficult for small business people to compete with large competitors.

As one of the leading print media of the era, newspapers allowed businesses to reach a wider audience. However, newspapers are less effective at understanding individual consumer preferences and behaviors. Television and radio also cannot provide very detailed segmentation, although they can reach many people. Print ads and billboards that are often installed in strategic locations provide good visibility, but cannot measure results directly and require large costs. Therefore, traditional marketing processes often require businesses to spend a lot of time and money to reach their target customers.

With the advancement of technology, the development of modern marketing methods and marketing models has undergone significant changes. As it is today, there are many ways to market and promote a product, one way is through social media. Social media is a group of internet-based applications that use Web 2.0 ideology and technology, where users can create or share various information in the application, and the community is empowered by social media as a means of disseminating information (Nasution, 2021). Social media has a huge impact on business development because it has advantages, one of which is the large number of users and does not need to spend money to create an account on social media. Therefore, social media is considered the best promotional and communication tool.

The use of online media that has been recorded at the Central Statistics Agency (BPS) reached 71.74%. While other media did not reach 50%. Such as promotion through the use of banners only 36.64%, the use of brochures only 30.16%, the use of TV / radio by 8.65%, the use of newspapers / magazines only reached 7.41%, and other media by 10.07%. With an overview of the percentage of the use of promotional

facilities, it is concluded that currently online media is the most used promotional tool by business actors in Indonesia. The online media in question is in the form of social media.

Using social media to share and disseminate information is certainly easier and faster than other media. The large number of users who create accounts on social media because creating accounts on social media does not need to cost money, this allows small companies, startups, and people who want to start a business to enter the world of online marketing without having to build a significant technology infrastructure.

There are various types of social media that exist today, including Whatsapp, Facebook, Instagram, Tiktok, Twitter, Line and many more. According to the Global Web Index (GBI) survey states that one of the social media favored by generation Z (16 – 23 years) is Instagram. This is demonstrated by the high number of active users belonging to this generation and the benefits generated by this platform to meet the needs of interacting, communicating, and sharing information.

There are several methods that can be done by business actors to maximize their business profits. One of them is by increasing sales volume and reducing costs to be used (Sari, 2020). Profit will occur if product sales are greater than the costs incurred. Therefore, business actors must be selective in selling products to consumers. Thus, business actors can achieve well-planned sales volume targets within a predetermined period of time.

Sales volume is the total amount obtained from product sales activities in a certain size and in a certain time (Fadhila, 2023). The larger the product sold, the greater the profit that will be obtained. Therefore, sales volume is one of the important factors that need to be evaluated so that the business does not experience losses. The level of sales volume achieved within a certain period of time can be one of the indicators of successful marketing of a product

(Sujana, 2018). If the sales volume increases, it can be said that the marketing strategy has been successful and the product gets a positive response from consumers. Conversely, a decrease in sales volume indicates a challenge or expansion in marketing strategy.

The existence of Instagram today is certainly very important for business people to be used as a marketing medium. In addition, it can also be a place to interact between consumers and producers online and have an impact on increasing sales volume (Goddess, 2018). Social media platforms like Instagram have enabled individuals with large numbers of followers to become digital thought leaders capable of influencing consumer tastes and buying behaviors.

In the marketing industry, one of the striking phenomena is the growth of influence from celebrities (Instagram celebrities). Celebrities are individuals or Instagram account users who have a large number of followers and have a significant influence on customer choices and purchase actions. They often work closely with businesses to create potential marketing opportunities by promoting their goods or services.

Given the popularity of celebrities with thousands to millions of followers, this strategy can expand access to markets and encourage economic growth in the Cirebon region. They also realize that generation Z, who make up most of their consumers, tend to be active on these social media platforms. In other words, businesses in Cirebon are tapping into the region's economic growth potential by using innovative marketing strategies, such as collaborating with celebrities to increase their competitiveness in emerging markets. This strategy allows them to reach a wider audience, promote their products in an engaging way, and build a strong brand image among generation Z.

But the use of celebrities also has a negative impact (Nasih et al., 2020). This negative impact can arise if the chosen celebrity does

not match the brand or product image, so that cooperation looks unnatural. Sometimes celebrities also abuse review content in promoting a product. Reviews given by celebrities are sometimes not entirely honest. In other words, the use of celebrities in promoting products can allow a celebrity to deceive his followers (Qiarasyifa, n.d.). It's also important to stay selective when involving celebrities in product marketing strategies. This is due to the fact that the reputation of a celebrity will affect the credibility of the product. For example, if the celebrity is exposed to negative news, public perception of the product represented by the endorser may decrease its positive image.

On the other hand, the use of celebrities in marketing is also inseparable from the cost. Business actors have to face significant costs associated with using celebrity promotion services. This fee includes fees for celebrity services, products or services provided to celebrities, and other costs related to promotional activities. Celebrities with a large number of followers usually set certain rates to promote products or services. This can be a considerable investment, depending on how famous and influential the celebrity is. Some celebrities may also ask for free products or discounts that can affect the company's profit margins. Therefore, it is necessary to do careful calculations to understand the financial impact of this aspect. Other costs associated with promotional activities also need to be considered. These costs include the cost of producing special content for celebrities, product delivery costs, and additional costs that may arise during promotional cooperation. All of this can be an additional financial burden that must be faced by business actors.

Business actors often have difficulty allocating their marketing budget if they have limited resources (Ariescy et al., 2021). Therefore, it is important to understand the impact of marketing costs on the sales volume of products or services

promoted through celebrities. This understanding allows businesses to determine when to allocate more resources to celebrity promotions, depending on business goals and conditions. The relationship between marketing costs with sales volume and profit is said to be good if the marketing or promotional activities carried out will generate high sales volume and generate high profits for business actors. However, there are still many business actors whose sales volume has increased significantly but the profit obtained is not significant enough compared to the movement of sales volume.

The objectives of this study include (1) to measure the effect of direct marketing costs on net profit in culinary and fashion businesses that use celebrity promotion services in the Cirebon City area, (2) to measure the effect of marketing costs on sales volume in culinary and fashion businesses that use celebrity promotion services in the Cirebon area, (3) to measure the effect of sales volume on net profit in culinary and fashion businesses that use celebrity promotion services in the Cirebon area, (4) to analyze the effect of indirect marketing costs on net profit through sales volume in culinary and fashion businesses that use celebrity promotion services in the Cirebon City area.

LITERATURE REVIEW

In carrying out their business activities, every business actor generally hopes to expand and improve their business activities to achieve their goals, namely benefiting from the income obtained. To make a profit, a business needs a marketing strategy, one of which is promotion (Yusuf Saleh et al., 2019). This strategy includes the implementation of marketing activities and also the implementation of promotional activities to influence consumers to be interested and continue to make purchases in the hope of achieving the desired sales. Marketing costs are costs incurred to market a product (Mulyadi, 2015).

Marketing costs include advertising costs, promotional costs, transportation costs from the company's warehouse to the buyer's warehouse, salaries of employees who specialize in carrying out marketing activities, sample costs. The main factor in marketing is by promoting products or services. Effective promotion can influence potential buyers to get to know the product being promoted, so that they become interested and there is a desire to try the product.

In this study, marketing costs became the basis for increasing sales volume. In line with Philip Kotler's statement translated by Benjamin Molan (2007) that in general if the marketing budget increases then the number of sales also increases. A business, of course, requires a sufficient budget to achieve goals in a business. Market-oriented businesses are always motivated to achieve maximum profits by prioritizing customer satisfaction. To achieve this goal, an efficient approach by means of promotion is needed.

From the description above, it can be concluded that marketing costs have an important influence on increasing sales. Because with this promotion, a business determines various promotional elements to increase public awareness of its products and create demand. The greater the allocation of promotional costs, the greater the potential increase in sales volume that can be achieved by a business (Firdaus, 2011).

Sales volume is the total amount of sales generated from sales activities (Rangkuti, 2013). The higher the sales achieved by a business, the greater the chance of profit. Sales volume is an important criterion to evaluate to prevent company losses. Therefore, the main focus of the business should be on profitable sales, not just on increasing the number of sales themselves. A very important factor in determining sales volume is through evaluation of distribution channels to identify market opportunities to generate maximum profits. In general, the wider the distribution

channel, the higher the costs incurred, but the wider the distribution channel, the more known a product will be and will help increase sales volume (Anjayani & Febriyanti, 2022). If there is strong competition in the market, a business must come up with an even better marketing strategy. An effective marketing strategy can help businesses increase sales (Sampe et al., 2023).

An increase in sales volume will affect the achievement of profits indirectly and the costs incurred to market a product. Therefore, sales volume serves as an intervening variable between marketing costs and net income. In this context, sales volume acts as an intervening or mediation variable, so that the amount of marketing costs does not have a direct effect on net profit but is mediated by sales volume.

Hypothesis Development

Several previous studies have tested and measured the effect of marketing costs on profit as conducted by Pranajaya et al. (2021), Nurawaliah et al. (2020) and Sembiring & Siregar (2018). The results state that marketing costs have a positive and significant effect on net income. The purpose of marketing is to make a profit by using marketing concepts in improving consumer relationships which will then benefit a business. This can be concluded the provisional hypothesis as follows:

H1: Marketing costs have a positive effect on net profit for culinary and *fashion* businesses that use celebrity services in the Cirebon City area

While the research conducted by Pebriani & Mulyadi (2022), Suastriani & Haryati (2021) shows that promotional costs have a positive and significant effect on increasing sales volume. Promotional costs are one of the variables that affect the level of sales. Thus can be concluded the provisional hypothesis as follows:

H2: Marketing costs have a positive effect on sales volume for culinary and fashion businesses that use celebrity services in the Cirebon City area

As for previous research conducted by Lisna & Hambali (2020) suggests that sales volume has a positive effect on net profit. A business will make a profit if product sales are greater than the costs incurred. Thus can be concluded the provisional hypothesis as follows:

H3: Sales volume has a positive effect on net profit for culinary and fashion businesses that use celebrity services in the Cirebon City area

Based on previous research conducted by Setyawati & Priyastiwati (2020) shows the result that promotional costs affect net income indirectly through sales. Promotional costs, sales volume, and profit have a strong relationship but promotional costs and profits cannot be directly linked, therefore there needs to be mediation from sales volume. This can be concluded the provisional hypothesis as follows:

H4: Marketing costs positively affect net profit through sales volume for culinary and fashion businesses that use celebrity services in the Cirebon City area.

RESEARCH METHODS

The research approach used in this study is a quantitative approach to describe the influence between variables. This type of research is field research (*Field Research*). The population in this study is all culinary and fashion business actors in the Cirebon City area, but in this study, it is further narrowed down to culinary and fashion business actors who use celebrity promotion services. In this study, the sampling technique used was the technique *probability sampling* by method *Simple random sampling*. Simple random sampling is a technique of selecting a sample of members of a population without taking into account the strata present in the population (Sugiyono, 1999).

This study uses sample determination based on tables according to Krejcie & Morgan (1970) to take samples of business actors, so that in a population of 50 business actors, 44 business actors were obtained. The analysis model in this study is as follows:

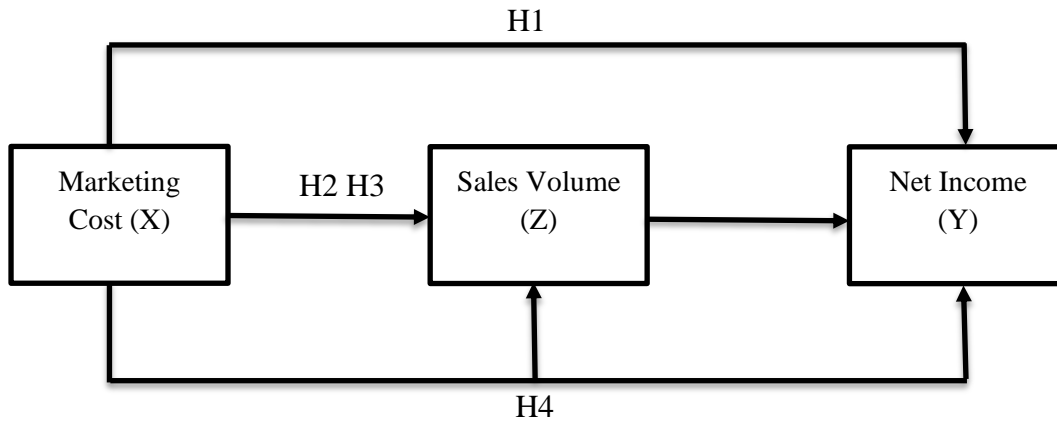


Figure 1. Research concept framework

In this study, data analysis used Path Analysis (*Path Analysis Method*). Path analysis is a modification of multiple regression. Path analysis uses intermediate variables to identify the indirect influence of the relationship between two variables (Sarwono, 2007). The purpose of path analysis is to analyze the data by establishing the model equation first.

RESULTS AND DISCUSSION

The respondents in this study are culinary and fashion business actors in the Cirebon City area who use celebrity promotion services. This study used an instrument in the form of a questionnaire that was distributed *online* or *offline* to each respondent. Researchers distributed questionnaires to each respondent for approximately two weeks. Business actors in the Cirebon City area can be reviewed based on age, gender, type of business field, and monthly business income.

Based on research data, business actors who became respondents with the female

sex amounted to 29 people or 66% more than the male gender which amounted to 15 people or 34% with a vulnerable age of < 30 years with a percentage of 66%, which is as many as 29 people. This shows that many among the younger generation are interested in developing a business either in the culinary or fashion fields. Based on the perspective of monthly business income obtained, most show that they are on a good income, which is an average of Rp. 1,000,000 – Rp. 10,000,000 per month with 28 business actors or 64%. Income with the amount of Rp 1,000,000 – Rp 10,000,000 can almost be achieved by most business actors in Cirebon City, either business in the culinary or fashion fields. Seeing the development of such a good business income, it is true that the current development of the business world of Cirebon City will be a good motivation for the development of the business world in the future.

Path Analysis Test Results

1. Regression Model I

Table 1. Regression-Model Test Results Summary I

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.697a	.486	.474	2.35835

a. Predictors: (Constant), X

Source: Data Processing (2024)

In table 1 above, it is known that the R Square value is 0.486. This shows that

the amount of influence of Marketing Cost (X) on Sales Volume (Z) is 48.6%

while the remaining 51.4% is contributed by other variables that are not contained in this study. Meanwhile, for the regression value of model I (e_1)

can be found by the formula: $\sqrt{(1 - 0,486)} = 0.716$.

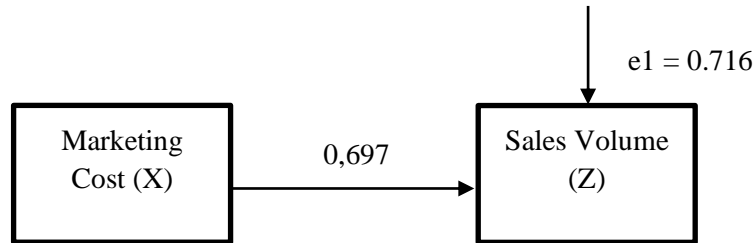


Figure 2. Results of Structure I

2. Regression Model II

Table 2. Regression Test Results- Coefficients II
Coefficients

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16.228	4.712		3.444	.001
	X	.217	.139	.259	1.564	.125
	Y	.850	.318	.443	2.676	.011

a. Dependent Variable: Z

Source: Data Processing (2024)

Table 3. Regression Test Results- Model Summary II
Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651a	.423	.395	4.85333

a. Predictors: (Constant), Y, X

Source: Data Processing (2024)

The regression equation can be explained as follows:

1. The value of the marketing cost coefficient of 0.259 shows that the variable marketing cost does not have a positive effect on net profit.
2. The value of the sales volume coefficient of 0.443 shows that the

sales volume variable has a positive effect on net income.

Based on the magnitude of the R Square value contained in table 3 of 0.423, this shows that the amount of influence of Marketing Costs (X) and Net Profit (Y) on Sales Volume (Z) is 42.3% while the remaining 57.7% is a contribution from other variables that are not contained in this study.

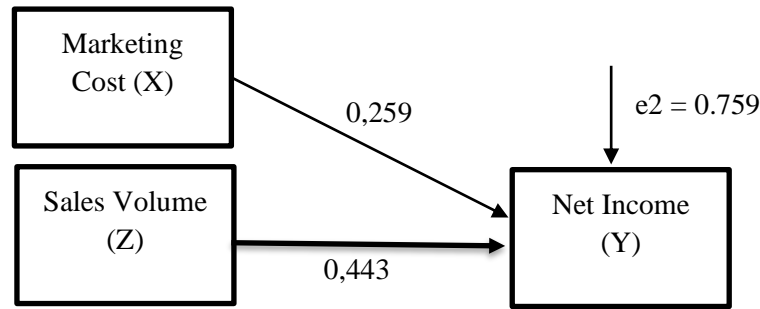


Figure 3: Structure Results II

Test the hypothesis

1. Direct Influence Path Analysis

a. The Effect of Marketing Costs on Net Profit

To test the effect of marketing costs on the net profit variable, the hypothesis can be seen in table 2 that the significance value is 0.125 where $0.125 > 0.05$ with a *Standardized Coefficients Beta* value of 0.259. So every direct effect given by Marketing Cost (X) on Net Profit (Y) is 0.259. Thus, H_1 Marketing Cost (X) directly has a positive effect on Net Profit (Y) for culinary and fashion business actors who use the services of celebrities in the Cirebon City area are rejected.

b. The Effect of Sales Volume on Net Profit

To test the effect of the sales volume variable on the net profit variable, the hypothesis can be seen in table 2 that the significance value

is 0.011 where $0.011 < 0.05$ with the value *Standardized Coefficients Beta* 0.443. Then any direct effect exerted by Sales Volume (Z) on Net Income (Y) amounted to 0.443. Thus, H_3 Sales Volume (Z) directly positively affects Net Profit (Y) in culinary and fashion businesses that use celebrity services in the Cirebon City area received.

2. Indirect Influence Path Analysis

To determine the effect of variable marketing costs on net profit indirectly through sales volume, namely by multiplying between the amount of direct influence of marketing costs on sales volume and the amount of direct influence of sales volume on net profit, which is $0.697 \times 0.443 = 0.309$. The amount of total influence given by the variable Marketing Cost (X) on Net Profit (Y) is the sum of direct and indirect influences, namely: $0.259 + 0.309 = 0.568$.

Discussion

Marketing costs theoretically have an influence on net income. This influence is generally a negative influence because indirectly this marketing cost reduces revenue so as to reduce profits. The results of this study show compliance with the principles of legal economics, such as the legal concept of profit reduction or the Law of Diminishing Returns in the context of marketing that has been adapted and applied by various experts and business practitioners.

Based on the results of this study, it shows that partially Marketing Costs (X) do not have a direct and negative effect on Net Profit (Y) in culinary and fashion businesses that use celebrity services in the Cirebon City area. Evidenced by the value of the Marketing Cost coefficient (X) of 0.259 with a significance of $0.125 > 0.05$. The value of the coefficient shows that when Marketing Costs (X) increase, it can decrease Net Profit (Y). This can happen because of the high marketing costs incurred by business actors, especially in

spending promotional costs for the use of celebrity services, but this is not effective in increasing their net profit. Then H_1 is rejected, meaning that the variable Marketing Cost (X) does not partially affect Net Profit (Y).

Several economists, such as Adam Smith and Alfred Marshall, have contributed to the understanding of economies of scale and their relationship to net income. A theory states that net income can be positively affected by sales volume generally associated with the concept of economies of scale. The theory indicates that the greater the sales volume, the more efficient the cost per unit, which means it can increase net profit.

The results of this study show that it is in line with this theory, where in this study that partially Sales Volume (Z) has a direct and positive effect on Net Profit (Y) in culinary and fashion businesses that use celebrity services in the Cirebon City area. Evidenced by the value of the Marketing Cost coefficient (X) of 0.443 with a significance of $0.011 > 0.05$. The value of the coefficient shows that if the sales volume increases, it tends to be able to obtain a high net profit. Then H_3 is accepted, meaning that the variable Sales Volume (X) partially affects Net Profit (Y). Looking at the results of the t test, it can be seen that Marketing Costs (X) do not have a direct and negative influence on Net Profit (Y), then Marketing Costs (X) have a direct and positive influence on Sales Volume (Z), and Sales Volume (Z) has a direct and positive influence on Net Profit (Y).

Based on the results of the t test for H_4 is accepted, because there is a positive influence given by Marketing Costs (X) on Net Profit (Y) through Sales Volume (Z) with a significance value of $0.125 > 0.05$ and $0.011 < 0.05$ with a calculation value of 0.309. Thus, there is an indirect effect of Marketing Costs (X) through Sales Volume (Z) on Net Profit (Y) of 0.309. So it can be concluded that sales volume mediates the effect of marketing costs on net profit in

culinary and fashion businesses that use celebrity services in the Cirebon City area.

CONCLUSION

Based on the findings and results of the analysis, it shows that in the regression test model 1 variable Marketing Cost (X) does not have a positive and significant effect on Net Profit (Y) interest in culinary and fashion businesses in Cirebon City, as evidenced by a significance value of $0.123 > 0.05$ so that it is concluded that H_a is rejected H_0 is accepted. Thus, there is directly no significant influence of the variable Marketing Cost (X) on Net Profit (Y). While the test results for the variable Sales Volume (Z) show that there is a positive and significant effect on Net Profit (Y) in culinary and fashion businesses in Cirebon City as evidenced by a significance value of $0.011 < 0.05$ so that it is concluded that H_a is accepted H_0 is rejected. Thus, there is a significant influence of the variable Sales Volume (Z) on Net Profit (Y).

Then in the final stage of the test using mediation variables, it was seen that there was an indirect influence of the Marketing Cost (X) variable on Net Profit (Y) through Sales Volume (Z) with significance values of $0.125 > 0.05$ and $0.011 < 0.05$ and with a calculation value of *Standardized Coefficient Beta* 0.309. Thus, there is an indirect influence of Marketing Costs through Sales Volume on Net Profit of 0.309 which means that Sales Volume mediates the influence of Marketing Costs on Net Profit on culinary and fashion businesses that use celebrity services in the Cirebon City area.

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