



# The Impact of Promotion Strategy to Buying Decision At UMKM Raja Sosis Bekasi

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## ABSTRACT

This study aims to determine and analyze the effect of promotional strategies on consumer buying interest at UMKM Rojo Sosis in Bantar Gebang Cikiwul rw 006. The sampling technique is determined by random sampling by distributing 105 questionnaires to consumers who come and buy. The analytical method used is the statistical analysis method consisting of simple linear regression analysis, simultaneous significance testing (f test), partial significance testing (t test) and testing the coefficient of determination (R<sup>2</sup>). The results of this study indicate that there is a positive and significant influence of the Promotion Strategy variable (X) on Buying Interest (Y) UMKM Rojo Sosis in Bantar Gebang Cikiwul RW 006.

**Keyword: Marketing Mix, Promotion Buying Decision**

## RESEARCH BACKGROUND

To achieve the expected business goals, business actors certainly try to design effective and efficient promotional strategies (Wahyuni et al., 2022). One of the goals of this effective and efficient promotion is to attract the attention of consumers so that they are interested in buying products offered by business actors (Wahyuni et al., 2022). This is called a marketing strategy. To capture consumers optimally, there are several factors that influence the success of market strategies. One of the most important factors of market strategy is the selection of the right media and promotional means to market a product (Katsikeas, Leonidou, & Zeriti, 2020).

We observed MSMEs located in Bantar Gebang District. So we chose to observe the Rojo Sosis MSMEs located in Bantar Gebang, Cikiwul Village. When we made a business visit to MSMEs Rojo Sosis. It is known that his business was established in 2017 until now. There is information from MSME business actors that during running their business, the products that have been provided on the day are sold, although the sales of the products are not too high and have an impact on sales turnover.

Just like a business that is experiencing growth and development, Rojo Sosis MSME business actors certainly also face various challenges, one of which is the existence of fairly tight business competition, related to the high business activities carried out by Rojo Sosis business actors in terms of promotional strategies carried out by Rojo Sosis MSMEs, which are classified as ineffective in increasing sales and in attracting consumer buying interest.

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This is because Rojo Sosis MSME business actors are too focused on sales only. Meanwhile, in terms of finding consumers, it is a little neglected. and this makes Rojo Sosis MSMEs still weak in terms of business promotion. This is influenced by several factors, including the low understanding of Rojo Sosis MSME business actors on supporting factors outside of production, one of which is marketing strategy. Lack of understanding of the right marketing strategy, especially in terms of business promotion, makes the promotion less effective to attract consumers. Many promotional steps have not been optimized by business actors to introduce their products to the wider community.

Based on this background description, researchers are interested in conducting research on the influence of promotional strategies on consumer buying interest with the research title "The Influence of Promotional Strategies on Consumer Buying Interest in Rojo Sosis MSMEs".

### **Problems Statements**

How does the promotion strategy affect consumer buying interest in Rojo Sosis MSMEs?

### **Research Objectives**

In accordance with the background of the problems previously described, the author's purpose in conducting this study is to determine the influence of promotional strategies on consumer buying interest in Rojo Sosis MSMEs.

## **LITERATURE REVIEW**

### **Marketing**

Marketing according to Kotler (2000: 4), marketing is generally seen as a task to create, introduce, and deliver goods and services to consumers and companies (Naveed & Ahmad, 2020). Indeed, marketing people do marketing from 10 different types of forms: goods, services, enrichment of experiences, events, people, places, possessions, organizations, information and ideas (Saunders, Mann, & Smith, 2007). According to Indriyo Gitosudarmo (1999: 13), the marketing process is about how entrepreneurs can influence consumers so that these consumers become known, happy then buy the products they offer and finally become satisfied so that they will always buy the company's products (Leclercq-Machado et al., 2022).

Through the above definition, it can be concluded that marketing is a system of whole and business activities aimed at satisfying the desires and meeting the needs of business people through the creation and mutual exchange of products.

### **Marketing Mix**

According to Indriyo (1999: 111), what is meant by marketing mix or Marketing Mix is a propaganda tool used by entrepreneurs in order to influence consumers to become familiar with the products marketed, then like and finally willing to make purchase transactions, then feel satisfied with the products they buy (Ansari & Kashif, 2020).

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### **Promotion Strategy**

Kotler (2000: 91) mentions the notion of strategy. Strategy is defined as a game plan that is applied to achieve the desired goals of a business unit. According to promotion strategy (Lamb et al, 2009:146), "a promotion strategy is a plan for optimal use of promotional elements: advertising, public relations, personal selling, and sales promotion" (Krupskyi & Kuzmyska, 2020).

### **Promotion Indicators**

Promotion is part of a marketing plan in the form of the introduction of information and advantages of products marketed by a company through various media, both print and electronic, which are carried out as often as possible to build closeness between the products marketed with consumers who are the target market which ultimately makes consumers interested in buying the products offered (Zulu, Pretorius, & Lingen, 2022).

Promotion is closely related to how a company is able to communicate the difference in value offered to the market with other similar products. This market communication expansion activity will produce social messages that can attract consumer sympathy. Today promotion can be done with a variety of methods, both utilizing audio, visual, and audio-visual to provide information to the general public about a product being marketed (Goutam, Ganguli, & Gopalakrishna, 2022).

Arnold (1996: 173) states that promotion can run in various different ways, has a long-term effect, and can affect consumer perception, and can build the image of the brand. According to Kotler (2000: 550) that promotion is an effort to persuade, influence, remind, and encourage consumers to buy and position their products in the target market (Et. al., 2021).

From the definition above, it can be concluded that Promotion is an effort made by the company to provide information and introduce the advantages of a product to consumers, through various media both print and electronic, which is done as often as possible in order to build closeness between the products offered and the intended consumers with the hope that consumers will be interested in buying the products offered. According to Kotler and Keller (2009), there are several indicators in promotion, including (Machogu & Okiko, 2015):

1. Advertising.  
Advertising is defined as a form of non-personal promotion and presentation, which in its implementation requires capital in the form of costs as a budget for ideas, goods, or services with clear sponsorship.
2. Sales promotion  
Sales promotion is in the form of short-term incentives given to encourage the purchase or sale of a product or service.
3. Public relations  
Public relations or public relations is a way of promotion carried out by building good relations with the public through various means, in order to obtain favorable publicity, form a good image of the company and straighten out various unfavorable rumors.

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#### 4. Personal selling

Individual sales is a form of personal presentation made by individual salespeople with the aim of generating more massive and widespread sales transactions and building closer relationships with customers.

### **Buying Interest**

In general, interest is defined as a person's pleasure in something that is considered interesting. Sutikno (2009: 17) defines interest as a sense of liking or interest in something or activity without any coercion in the form of orders or demands. Interest will always be followed by a sense of pleasure which leads to satisfaction if successfully done well (Martín-Martín, García, & Romero, 2022). Interest is a sense of pleasure in something that he thinks is interesting to learn. According to Sutikno (2009: 17), stated that interest is a sense of preference and a sense of attachment to something or activity without anyone telling it, interest is always followed by a feeling of pleasure which eventually gets satisfaction.

According to Durianto et al (2003: 109) what is meant by buying interest, which is something related to the consumer's plan to buy a product, as well as how many products are needed during a certain period (Fauziana & Muhammad, 2022).

### **Consumer Buying Interest Indicator**

Ferdinand (2006) formulated the indicators of consumer buying interest as follows (Sumeliani, 2022):

1. Transactional interest.  
Transactional interest is a person's tendency to buy a product.
2. Referential interest  
Referential interest is a person's tendency to refer products to others.
3. Preferential interests  
Preferential interests are interests that describe the behavior of a person who has a primary preference for the product. This preference can only be replaced if something happens to the product of his preference.
4. Exploratory interest  
Namely buying interest that describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

### **RESEARCH METHODOLOGY**

In this study, researchers used quantitative research using survey methods with a correlational approach. The data used by researchers is quantitative data that is widely presented and described in the form of numbers (Soegiyono, 2011). While the type of data used is primary data. Primary data is obtained by distributing questionnaires to respondents who are consumers who come and customers who buy Rojo Sosis products. While secondary data are obtained from books, literacy, online articles and previous studies that are used as references to support the theories contained in this study

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### Population & Sample

The population data in this study is customers who purchased Rojo Sosis products starting from March 31, 2021 to April 6, 2021 which were carried out for 1 week from Wednesday to Tuesday, as described in the following table:

**Table 1 Data on the Number of Consumers/Buyers for the Period 31 March to 6 April 2021**

No.	Date	Day	No. of Customer per-day	Percentage
1	31-Mar-21	Wed	15	14.29%
2	1-Apr-21	Thurs	13	12.38%
3	2-Apr-21	Friday	16	15.24%
4	3-Apr-21	Saturday	21	20.00%
5	4-Apr-21	Sunday	17	16.19%
6	5-Apr-21	Monday	12	11.43%
7	6-Apr-21	Tuesday	11	10.48%
Total			105	100.00%

Sources: Primary data processed from SPSS 25 (2021)

The sampling technique in this study was carried out using the Slovin formula with a tolerable error rate percentage of 1% and a confidence level of 99% which is shown by the following formula:

$$n = \frac{N}{1+N(e)^2}$$

Remarks:

- N: Population
- n: Sample
- e: Critical Value

So, the number of sample for those population are as follows:

$$n = \frac{N}{1+N(e)^2} = \frac{105}{1+105(0,01)^2} = \frac{105}{1+105(0,001)} = \frac{105}{1+0,000} = \frac{105}{1,000} = 104,99 = 105$$

Based on the calculation in the formula above, the sample size (n) obtained in this study was 105 consumers who came to buy MSME Sosis Rojo products at Bantar Gebang Cikiwul RW 006.

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### Data Collection Techniques

Data collection techniques were obtained by distributing questionnaires to consumer respondents who came to buy MSME Sosis Rojo products in Bantar Gebang. Questionnaires were created using questionnaire sheets, and then measured using Likert scales.

**Table 3 Research Instrument Grid**

Variable	Indicator	No. of Items in Questionnaire
Promotion Strategy (X)	Advertising	1
	Direct Selling	2
	Sales Promotion	3
	Public Relation	4
Buying Decisions (Y)	Transactional	5
	Referential	6
	Preferential	7
	Explorative	8

Sources: data from Author (2021)

**Table 4 Likert Scale Scoring**

No.	Questions/Statements	Score
1	Totally Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Totally Disagree	1

Sources: (Soegiyono,2011)

## RESULTS AND DISUCUSSIONS

### Validity Test Result

The table below shown the validity test result from SPSS 25:

**Table 5 Validity Test Result for Variable Promotiom (X)**

No.	No. Item Questionnaire	Error	r table	Result		Remarks
				Sig.	r count	
1	Item 1	0,01	0,100	0,007	0,261	Valid
2	Item 2	0,01	0,100	0,001	0,390	Valid
3	Item 3	0,01	0,100	0,001	0,358	Valid
4	Item 4	0,01	0,100	0,001	0,665	Valid

Sources: from SPSS 25 (2021)

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**Table 6 Validity Test Result Buying Interest Variable (Y)**

No.	No. Item Questionnaire	Error	r table	Result		Remarks
				Sig.	r count	
1	Item 1	0,01	0,100	0,001	0,524	Valid
2	Item 2	0,01	0,100	0,001	0,532	Valid
3	Item 3	0,01	0,100	0,124	0,151	Valid
4	Item 4	0,01	0,100	0,001	0,318	Valid

Sources: Primary Data processed by SPSS 25 (2021)

Based on the table above from the data that has been processed with SPSS 2021, it can be concluded with a significance of 1% or equal to 0.01 and a rtable value of 0.100, then the calculated value  $>$  rtable. So it can be concluded, that all X and Y variable instruments used in this study are declared valid. In this case, instruments on variables X and Y can be included in further tests.

### Reliability Test

Reliability testing in this study was carried out using the Cronbach alpha formula. Where the minimum Cronbach alpha ( $\alpha$ ) value is 0.6.

**Table 7 Reliability Test Results**

No.	Variable	r alpha	Min. Alpha Score	Remarks
1	Promotion Strategy	0,467	0,6	Reliable
2	Buying Interest	0,708	0,6	Reliable

Sources: Primary Data processed by SPSS 25 (2021)

Based on the data above, it is obtained that the alpha value ( $\alpha$ ) of the two variables is greater than the Cronbach alpha value ( $\alpha$ ), which is 0.6. Therefore, it can be concluded that all instruments in the variables Service (X) and Purchase Interest (Y) are Not accepted / Non-Reliable.

### Normality Test

The following are the results of statistically tested data using the help of the SPSS 2021 program:

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**Table 8 Data Normality Test Results  
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		105
Normal Parameters <sup>b</sup>	Mean	,0000000
	Std. Deviation	,62213787
Most Extreme Differences	Absolute	,272
	Positive	,209
	Negative	-,272
Test Statistic		,272
Asymp. Sig. (2-tailed)		<b>,001<sup>c,d</sup></b>

Sources: Primary Data processed by SPSS 25 (2021)

Based on the results of the Kolmogorov-Smirnov test data, it is known that the normality test results show a significance value of 0.001 where this number is greater or equal to the significance value of 0.001. Thus it can be concluded that the research data are normally distributed and declared valid.

### Linierarity Test

The linearity test is carried out to determine whether or not the relationship between each research variable is linear, with the criterion if the significance value is greater than 0.01, it can be said that there is a linear relationship between each variable so that the linearity test can be accepted / fulfilled.

**Tabel 9 Linearity Test Result  
 ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
PromotionStrategy * Buying Interest	Between Groups	(Combined) Linearity	2	,806	1,728	,183
		Deviation	1	,613	1,315	,254
		from Linearity	1	,999	2,141	<b>,146</b>
	Within Groups		102	,467		
Total			104			

Sources: Primary Data processed by SPSS 25 (2021)

Based on the table above, it is known that the significance value of service quality is 0.146 where the value is greater than 0.01. So it can be concluded that there is a significant linear relationship between promotional strategies and buying interest.

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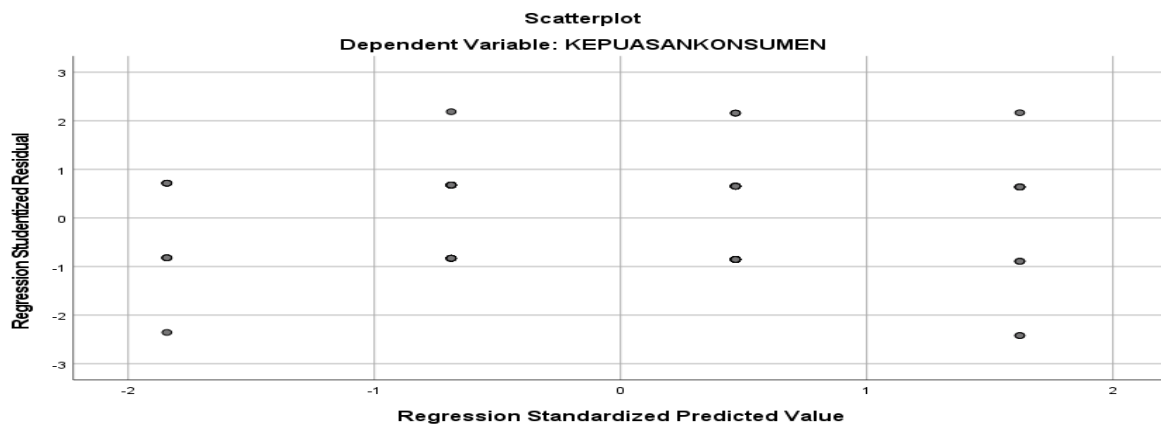
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### Heteroscedasticity Test

The heteroscedasticity test is performed to test and find out whether in the regression model there is an inequality of variance of residual values. This can be tested using a scatter plot graph on the basis of the following decisions:

1. When there is a certain pattern such as dots forming a certain regular pattern, heteroscedasticity occurs.
2. If there is no clear pattern such as spreading points above and below 0 on the Y axis, heteroscedasticity does not occur.



**Figure 1 Heteroscedasticity**

Sources: Primary Data processed by SPSS 25 (2021)

Based on the figure above, it can be seen that the points do not form a clear pattern and spread above and below the number 0 on the Y axis thus it can be concluded that there is no heteroscedasticity in the regression model.

### Simple Regression Analysis

**Table 10 Simple Linear Regression Analysis Test Results Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	20,843	1,659		12,564	,000
Promotion Strategy	,102	,089	,112	1,140	,257

a. Dependent Variable: Buying Interest

Sources: Primary Data processed by SPSS 25 (2021)

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Based on the table above, it is shown the similar regression formed below:

$$\hat{Y} = 20,843 + 0,102X$$

Where Y is buying interest and X is buying interest. So based on the equation above, it can be described as follows:

1. Constant (a) of 20,843 states that if there is no promotional strategy value, the value of buying interest is 20,843.
2. The X regression coefficient of 0.102 states that every addition of 1 value of the promotional strategy, the value of buying interest increases by 0.102.
3. In the column Sig. The values obtained are 0.000 and 0.257 which means less than 0.01. Thus can be concluded strategy

Promotions have a significant effect on buying interest.

Test F (Simultaneous Test)

The hypotheses proposed in this study are as follows:

- Ha: Promotion strategy  
 Influential simultaneous to buying interest.
- H0: Promotion strategy  
 does not simultaneously affect buying interest.

The basis of this decision making is, if the significance value is less than 0.01 (<0.01) or T Count is greater than Ftable (Fcalculate > Ftable), then H0 is rejected. Conversely, if the significance value is greater than 0.01 (>0.01) or T Count is smaller than Ftable (Fcalculate < Ftable), then H0 is accepted.

**Table 11 F Test Result ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	,514	1	,514	1,302	,257 <sup>b</sup>
	Residual	40,246	102	,395		
	Total	40,760	103			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Promotion Strategy

Sources: Primary Data processed by SPSS 25 (2021)

Based on the table above, a significance value of 0.000 > 0.01 and Fcalculate of 1.302 is obtained. The value of Ftable is obtained at 6.89. So that Fcalculate > Ftable (1.302 > 6.89), it can be concluded that H0 is rejected and Ha is accepted. Which means the promotional strategy has a positive and significant (simultaneous) effect on buying interest.

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### T Test (Partial Test)

The hypotheses proposed in this study are as follows:

Ha: Promotion Strategy has a partial effect on Buying Interest.

H0: Promotion Strategy has no partial effect on Buying Interest.

The basis of this decision making is, if the significance value is less than 0.01 ( $<0.01$ ) or tcount is greater than ttable ( $tcount > ttable$ ), then H0 is rejected. Conversely, if the significance value is greater than 0.01 ( $>0.01$ ) or tcount is smaller than ttable ( $tcount < ttable$ ), then H0 is accepted.

**Table 12 T Test Result (Partial Test)  
Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	20,855	1,669		12,494	,001
Promotion Strategy	,102	,090	,112	1,141	,257

a. Dependent Variable: Buying Interest

Sources: Primary Data processed by SPSS 25 (2021)

Based on the table above, the significance value of service quality is  $0.000 < 0.01$  and the calculated value is 1.141, with the table value obtained at 1.659. So that  $t_{calculate} < t_{table}$  ( $1.141 < 1.659$ ), then H0 is accepted and Ha is rejected. Which means the promotional strategy has no positive and significant (partial) effect on buying interest.

### Coefficient Determination ( $R^2$ )

**Table 13 Results of the Coefficient of Determination Value  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,112 <sup>a</sup>	,012	,081	,033

a. Predictors: (Constant), Strategi Promosi

b. Dependent Variable: Minat Beli

Sources: Primary Data processed by SPSS 25 (2021)

Based on the table above, it shows that, the R value is 0.112 and the R square value is 0.012, which shows that the independent variable, namely the promotion strategy, can explain the dependent variable, namely buying interest of 0.12%. Thus the promotion strategy variable was able to explain the buying interest variable by 0.12%, while the rest was explained by other variables that were not contained in this study.

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## CONCLUSSIONS AND SUGGESTIONS

Based on the description and results that have been described in Chapter IV, it can be concluded as follows: among others, there is a positive and significant influence between promotional strategies on buying interest in MSME Sosis Rojo products in Bantar Gebang Cikiwul rw 006 (survey of consumers who come and customers who buy). Where in the F test the significance value is  $0.000 < 0.01$  and the  $F_{\text{calculate}}$  value is  $> F_{\text{table}}$  ( $1.302 > 6.89$ ). Furthermore, in testing the coefficient of determination ( $R^2$ ) obtained results of 0.013 or 0.12%, which means that the promotion strategy variable can be explained by the variable of buying interest. The other 99.88% was explained by other variables not addressed in the study.

From the results of research that has been stated that the promotion strategy has a positive effect on buying interest in MSME Sosis Rojo products in Bantar Gebang Cikiwul rw 006, it is hoped that MSMEs can correct the shortcomings that still exist, improve the promotional strategies needed by consumers. As well as continuing to maintain the performance that has been formed so that consumers will be more enthusiastic and continue to shop at Rojo Sosis UMKM at Bantar Gebang Cikiwul rw 006..Because research is far from perfect and only limited to promotional strategies for buying interest, it is expected for further research to further expand the research variables that will later be observed such as product quality, price, promotion, trust, and so on. So it is hoped that the results of further research will be better.

For further research, author suggests to enlarge the respondents and comparing the marketing mix variables from other similar restaurants nearby. Using mix methods analysis in order to have deeper conclusion.

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