MARKETING MIX OF LOCAL DISTRO CLOTHING PRODUCTS SCRAMBLE WITH FOREIGN CLOTHING CONVERSE SHOPS IN JAMBI CITY: A COMPARATIVE STUDY

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Abstract: This research is on the marketing mix of local clothing products for outerwear products. This type of research uses qualitative data analysis methods. This research obtained information about the marketing mix to increase clothing sales. This research aims to discover the marketing strategy used by local clothing products, Distro Scramble, to overcome competition from Converse outerwear stores and the obstacles and solutions for Distro Scramble in marketing clothing products. The study results show that 1) the product strategy sold is suitable quality clothing according to consumer needs. 2) The strategies price clothes according to production prices are not high and not low. 3) The location of the Distro Scramble is strategically close to the Siginjai Museum. 4) Promotion strategies are creating good relations with consumers and implementing discounts on major holidays. Obstacles in marketing clothing faced by scramble distribution, namely competition between foreign and domestic clothing products, the breaking of materials from factories is a problem that causes limited supply of apparel, and the effects of COVID-19 have impacted. People are more interested in choosing foreign clothing products because they think they are more attractive with well-known brands, quality materials, and unique innovations that have their pride, such as being more elegant when wearing foreign clothes.

Keywords: marketing mix, clothing products, local disto

A. INTRODUCTION

The realm of fashion in the apparel industry is expanding. At the moment, the number of clothing entrepreneurs in Jambi City is immense; given the economic prospects that allow companies to obtain stable sales, clothing entrepreneurs are
expected to be able to rely on companies to manage sales so that with the confidence that consumers can always be at ease buying the products being sold, clothing entrepreneurs are expected to be able to rely on companies to manage sales so that with the optimism that consumers can always be easy buying the products being sold. The market level at the moment, especially Jambi, who has practically become a clothes entrepreneur, has a great plan to attract consumers.

A good marketing strategy is to serve market segments that the company targets to achieve a company goal. In addition, there are many ways to carry out marketing strategies, using the SWOT (strength, weakness, opportunity, and threat) method; this aim is to determine the company’s capabilities, resource capabilities, and options and constraints that occur within the company.¹

In Indonesia, it is challenging for local products, especially clothing, to develop because our people are prouder and like to wear clothing from abroad than domestic products. Many local products are no less attractive than foreign products. Many people still think that the quality of products made in the country is lower than that of foreign products.

One reason why people prefer foreign products is that it is easier for consumers in Indonesia to obtain imported products. Hence, domestic producers face increasingly fierce competition from domestic and foreign producers. The freedom to import goods that can be produced domestically is a challenge that we must face. Understanding the characteristics of consumers who will become the target market is one of the essential keys. Domestic entrepreneurs must find their way to win the competition.

The emergence of competition in the business is unavoidable. The company faces various opportunities and threats from outside and within the country. Therefore, every company must always understand what is happening in the market, what buyers need, and various changes around its business to compete with other companies. The clothing industry needs to explore, recognize, and be able to determine precisely the source of its advantage over the competition. The company’s continuity will be maintained by maintaining and developing sources of competitive advantage.²

Local products in Indonesia are necessary for every citizen so Indonesians can compete in the global market. However, they tend to feel more elegant when using products with foreign labels. They prefer clothing products from abroad rather than domestic ones because most consumers carry out their consumption activities to determine their identity. They follow trends and models developing in society, and this self-status can only be achieved by consuming products that are considered to elevate their identity.³

An increasingly modern lifestyle greatly influences consumer decisions about clothing products. One of the products loved by today’s young generation is clothing with a unique design and a limited number of products. Ways of distribution and clothing among young people are familiar and familiar. Distros are currently

²Meike Supranoto, “statergi menciptakan keunggulan bersaing produk melalui orientasi pasar, inovasi, dan orientasi kewirausahaan dalam rangka meningkatkan kinerja pemasaran” (Semarang, Diponegoro, 2009), p. 87.
becoming a trend that offers youth fashion styles with various uniqueness and advantages. Distribution can be defined as a place or shop dedicated to selling and collecting deposits from various brands of local clothing companies that manufacture their products. Distros are exclusive or sell only a few things under their brand. Clothing is classified according to the brand of the clothing product. These garments are bundled in shirts before being transformed into accessories such as clothing, bags, shoes, caps, glasses, wallets, watches, and other items. The items sold are made locally and result from the creativity of the nation’s children.

Distributions have spread to various places in the country, and distribution and clothing have spread to major cities in Indonesia. This proves that youth working in sales and apparel are becoming more creative and allowing young people to develop positively. The demand from buyers also shows that local fashion products can compete with foreign products.

Therefore, researchers are interested in conducting more in-depth research on "Marketing Mix Local Distro Clothing Products Scramble with Foreign Clothing Converse Shops in Jambi City (Comparative Study)."

B. LITERATURE REVIEW

1. Definition of Strategy
The word strategy comes from the Greek strategos (startus = military and ag = lead), which means "generalship or something that war generals do in making plans to win the war. This definition was also put forward by an expert named Clauswitz, who stated that strategy is the art of fighting to win a war. Strategy is generally defined as a means of achieving goals. The strategy consists of essential activities needed to achieve goals. Strategy refers to the measures a company must take to attain its goals. Some problematic and torturous steps must be taken, but some are relatively straightforward. Aside from this, various difficulties or challenges must be overcome to attain the goal. As a result, every attempt must be made with care and precision.

2. Definition of Marketing
Marketing is one of the main activities carried out by entrepreneurs in their efforts to maintain the viability of their business, to develop the company, and to get the maximum profit or profit. Success or failure in achieving business goals depends on these entrepreneurs' expertise in marketing, production, finance, and other fields.

Marketing is planning and executing plans for pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

Marketing activities are intended so that the product can be accepted and liked by the market. Products received by the market mean these products sell well or are often called best-selling. Not all products can be obtained from the market; many cannot be sold. The market does not accept products like this. Every company operates in a complex and changing marketing environment; if the company wants to continue to live on an ongoing basis, it must produce and offer goods and services.

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of value to specific consumer groups in its environment. The company gets back what it needs to survive through the exchange process: income and resources.  

3. Marketing Strategy

A marketing strategy is a comprehensive plan of activities to achieve the company’s marketing objectives. In other words, a marketing strategy is a set of goals, guidelines, and rules that guide a company’s marketing efforts over time at every level, reference, and position.  

Marketing strategy is decision-making in the marketing mix, financing, and locations related to competitive environmental conditions. The marketing strategy is expected to win the market competition, which includes a planning arrangement in a business plan to bind consumer interest in the products being marketed. The marketing strategy must be innovative so that the sales every day are higher than the previous day. Therefore, the marketing strategy is essential in advancing the business for the future.

4. Marketing Mix

The marketing mix is the set of controllable, tactical marketing tools the company blends to produce the response it wants in the target market. The marketing mix consists of everything a company can do to influence the demand for its product.  

The marketing mix is several marketing tools the company uses to convince the marketing object or target market. Entrepreneurs can implement product, price, place, and promotion policies to support this need. The marketing mix is a set of interrelated activities structured to know consumer needs, develop the goods needed, determine the price, distribute it, and promote it.  

5. Marketing Mix Elements

a. Product

Something that can be presented to a market for consideration, purchase, use, or consumption to satisfy a desire or need. In this case, the product strategy is to determine the approach and supply the proper product for the target market to assist its consumers and raise the company’s profits over time by increasing sales and market share. A product is a collection of goods and services a firm provides its customers. A product’s marketing mix includes variety, quality, design, features, packaging, and brand name. The company creates products with certain benefits that can compete in the market. Products are produced by the company and created with certain advantages that can compete in the market. Booming sales in a competitive market are determined by the goods and services provided and their ability to meet the wants and needs of consumers.

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b. Price
Price is the amount of money demanded for a product or service. Generally, price is the total value consumers exchange for a product or service. When setting a price, it is necessary to consider the factors that directly or indirectly affect it. The factors directly influencing it are raw material prices, production costs, marketing costs, and government regulations. Factors that affect price are the price of the same product sold by competitors, the impact of price on the relationship between substitute products and prices on credit, and discounts.\textsuperscript{13}

Price is a variable that can be controlled, determining whether consumers accept a product. Prices depend solely on company policies, but various things are considered. "Cheap" or "expensive" is the price of a very relative product. It is necessary first to compare the prices of similar products that other companies manufacture or sell.

That is, companies must constantly monitor prices set by competitors so that fees charged by these companies are reasonable and vice versa. In this case, the marketing department, through its salespeople, has a vital role in finding and gathering helpful information for pricing because they are the ones who deal directly with consumers.\textsuperscript{14}

c. Location
Place is another problem the company faces when processing the product. This concerns the delivery of products to consumers. Marketing management has a role in evaluating performance and dealers. When the company plans a particular market, the first thing to consider is who will be appointed as a supplier in that area.

Determining the number of dealers is also an important issue to be considered carefully and adjusted to the nature of the offered product. Goods for daily necessities require many dealers, while large goods, industrial equipment, and machinery do not. Errors in determining the number of distributors will bring new problems to the company. If the amount is less than it should be, it will result in less widespread product distribution, thus providing opportunities for competitors. If the number of distributors is more significant than it should be, it will waste time, attention, and costs.

The dealers can be a tool for the company in getting feedback from consumers in the market. The more active the dealer is in collecting opinions and comments from consumers of a product, the greater the benefits that can be reaped by the producer of the product in question. The opportunity to develop products according to consumers’ needs is also increasingly open.\textsuperscript{15}

d. Promotion
Advertising is a presentation and non-personal promotion of ideas, goods, or services by an identified sponsor. Forms of advertising include brochures, posters, leaflets, billboards, audiovisual forms through television media, logos/symbols, and so on. Public relations and publicity are programs designed to promote or protect the image of a company or individual company products. The form, for example, is through seminars, annual reports, sponsorship of donor activities, and so on.

Direct marketing uses mail, telephone, and other non-personal means of contact to communicate with or solicit a response from customers or specific customers or prospects. The forms include catalogs, mail, electronics, shopping through TV, and so on. Short-term intensive sales promotion to encourage trial or purchase of a product. The forms include giving samples, coupons, prizes, demonstrations, etc.\textsuperscript{16}

Its product promotion is a form of marketing communication. This marketing activity is trying to spread information, influence/persuade, and remind the company’s target market to be willing to accept, buy, and be loyal to the products the company offers.\textsuperscript{17}

e. Trademark
A trademark is a name, code, symbol, design, or combination used first to identify the goods or services of a group of sellers and differentiate them from those of competitors.\textsuperscript{18}

Kotler argues that constructing the notion that six meanings can be conveyed through a trademark such as a) An identification tool to facilitate product management or traceability processes for companies, b) Forms of legal protection of unique features or aspects of the product, c) Quality level signals for satisfied customers so they can easily select and buy again next time, d) This means creating unique associations and meanings that differentiate the product from competitors e) Sources of competitive advantage, primarily through legal protection, customer loyalty, and a unique image that resides in the minds of consumers, f) The sources of financial returns are primarily related to future earnings.\textsuperscript{19}

According to Simamora, brands have several functions and benefits, including 1) Loyalty allows for repeated purchases/transactions, or when the consumer is a committed buyer, not only does it stop at repeat purchases, but consumers can also recommend or provide recommendations to others, 2) Allows companies to set higher prices (premium), which means higher profits, 3) Give credibility to other products that use the brand, 4) Allows a higher return, 5) As a relative differentiator with competitors that is valuable and sustainable, 6) Obvious internal focus, 7) Creating consumer tolerance for product or company errors through high loyalty to the brand, 8) Become a factor that attracts qualified employees and also retains loyal employees, 9) Attract consumers to only use brand factors in making buying decisions.\textsuperscript{20}

f. Brand
Philip Kotler argues that the role of brands in implementing marketing strategies is multidisciplinary in the fields of culture, politics, and economics. Space development includes cities, regions, and states. A brand’s definition, function, and benefits relate to an organization, whether a company or a product.\textsuperscript{21}

\textsuperscript{17} Alma Buchari dan Ratih Hurriyati, Manajemen Corporate Strategi Pemasaran Jasa Pendidikan (Bandung: Alfabeta, 2008), p. 162.
\textsuperscript{19} Saida Zainurosalamia, Manajemen Pemasaran (Lombok: FP. Aswaja, 2020), p. 70.
\textsuperscript{20} Saida Zainurosalamia, Manajemen Pemasaran (Lombok: FP. Aswaja, 2020), p. 70.
Keller argues that branding has seven main benefits for consumers: identification of product sources, assignment of responsibility to specific manufacturers or distributors, quality signals, tools to project self-image, specialties with producers, suppression of internal and external search costs, and risk reduction.

Because products are relatively easy to imitate, product competitiveness is the strength of the company’s brand. Brand goals include enhancing company investment relations and promoting general economic and social development. Branding plays a vital role, especially for consumers. To complete this strategy, a branding strategy is needed. Brand strategy is part of the concept of brand management to achieve product development, which requires marketing management, which includes planning, analysis, strategy, and brand development.22

C. RESEARCH METHOD

1. Location and Research Object

The object of research to be carried out by researchers in the strategy of local clothing products at Scramble Distro towards foreign clothing products at Converse stores, located in 2 (two) places, namely at Scramble Distro and second branded Converse clothing stores. Scramble distro is located on Jl. Major General HM Yusuf Singdedekane, Sungai Putri, Kec. Telanaipura, Jambi City, and a second branded Converse clothing store located on Jl. Rina, Gg. Santai, Pickaxe, Kec. New Town, Jambi City. The author chose this research location because of its strategic and convenient location, making it easier for the writer to collect data and obtain the information needed during this research.

2. Types of Research

This study employed qualitative research methods. Qualitative research use scientific logic to examine inductive thinking processes concerning the dynamics of observable correlations. The goal of qualitative research is to create conceptual sensitivity to the subject matter under a consideration, to apply the reality associated with theory-based decisions, and to develop a knowledge of one or more of the phenomena under study. This study seeks to comprehend how local clothes marketing tactics compete with imported products.

3. Data Collection Techniques

a. Observation

Making direct observations in the field to comprehend the problems and circumstances being researched is what observation is all about. The authors use this technique to make observations on a variety of subjects relating to the research topic and the data to be collected23. At this stage, the researcher gathers data through observation, direct observation, and sales activities.

b. Interview

A qualitative approach is in-depth. Interviews and observations can be carried out simultaneously. Interviews can be used to dig deeper than the data obtained

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from Word. Thus, there is a clear connection of information between what is seen and what is heard and recorded. In-depth interviews are carried out to obtain information directly by asking questions to sources to get in-depth sources. Communication between the interviewer and the interviewee is intensive and goes into detail. The aim is to obtain detailed information and understand the background attitudes and views of the informants. The interview method was by asking direct questions to Scramble distro owners, Converse store owners, Scramble distro employees, Converse store employees, clothing consumers at Scramble distros, and Converse store consumers.

c. Documentation
Documentation of a research has two meanings especially for inexperienced researchers. First, documents are meant as evidence, including notes, photos, video recordings, or anything researchers make. In this case, records in this module are more accurately called activity notes or memorabilia.

Second, documents related to past events, moments, or activities that can provide the desired information, facts, and data for research. In contrast to the first data, comments are evidence of research activities; in the second form, documents are sources that provide data or information or facts to researchers, be it notes, photos, video recordings, or others. Therefore, this second form will be discussed in more detail in subsequent articles of a data collection technique. One of the data collection techniques in qualitative research is to understand several important things, namely, the meaning and use of comments, the nature of documents, and the value of documents in research. At this stage, the researcher collects authentic evidence from the events at the research location, namely the activities of selling clothes at ‘Scramble Distro’ and ‘Convers Stores’.

D. RESEARCH RESULTS

1. Scramble Distro Product Strategy
Based on the results of an interview with Muhammad Riski, the owner of the Scramble Distro, he stated that The Scramble distribution sells t-shirts, shirts, jackets, hats, jeans, shoes, belts, socks, and waist bags. Their store uses combed cotton 30s, 24s, and 20s for the t-shirts, depending on the type of design; for the screen printing, they use rubber screen printing, which is safe when ironed and discharged with screen printing material that is durable and free from fading or cracking. Uppercut, survival, dictated, coach, and voigas are five local firms that have entrusted their store with the products. They generally produce garments once, but if there is a high demand, they can produce up to two times. Consumers become bored if it is produced too frequently. This also eliminates ready-made apparel products that appear advertised or often worn.

2. Scramble Distro Pricing Strategy
Based on the results of an interview with the owner of the Scramble Distro, Riski stated: What he sells is adjusted to rising production costs, therefore he sells these clothes at prices that are neither too high nor too low. Setting a lower selling price

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is, indeed, a challenge for other brands. It is distinct, but differences in quality and design; normally, those with lower prices are manufactured on a huge scale, so production costs are lower; of course, big companies employ production like this.

3. Scramble Distro Location Strategy
Based on the results of an interview the owner of the Scramble Distro, he stated that the location for the scramble distro itself is very strategic compared to the old one, which used to be next to Restaurant of Wong Solo. If the daytime looks dark, lack of street lighting, and also the little place is what makes the Scramble Distro moves to its current location, namely in front of the Siginjei Museum where the area is crowded, the site is spacious, and the lighting is sufficient. These factors make it easier for consumers to shop.

4. Scramble Distro Promotion Strategy
Based on the results of an interview with the owner of the Scramble Distro, he stated that Distro Scramble typically promotes its brand through events such as BMX (bicycles), skateboarding, and bands. They occasionally utilize solely photographs from the clothes catalog. The scramble distro also promotes indirectly, which means that promotions in selling these clothes come solely from consumers, so the customers who have subscribed to buy clothes with them will indirectly recommend them to friends and family to obtain clothes at the store which provides the best service to consumers who buy clothes. The service makes the customers who shop feel comfortable as they appear kind and friendly. Customers are eager to buy for clothes again, and with included discounts for major events such as the holidays and the new year in their promotions.

5. Barriers to Marketing Apparel Faced by Distro Scramble
Based on the results of an interview with the owner of the Scramble Distro, he stated that the obstacles that Distro Scramble faces are, of course, competition between foreign and domestic clothing products, which is a challenge. The breaking of materials from factories is also a problem that causes clothing supplies to be limited. If the market suddenly booms, as it did recently, clothes can highly be purchased by consumers. The store sometimes run out of collections of clothes to sell, which of course hampers sales and consumer demand; the next obstacle occurred when sales have decreased dramatically in sales, and government policies that enforce restrictions such no events taking place during the corona.

6. The impact of foreign clothing on Distro Scramble
Based on the results of an interview with Mr. Muhammad Riski, the owner of the Scramble Distro, he stated: “It is true that people now prefer to use foreign clothing products, especially now that there are second branded products, we have to face competition from within and outside the country. I hope for the people, especially in Jambi, always to support domestic products and use household products because the quality of domestic products now is not much different from foreign ones, not just because of the prestige of domestic products; they cannot compete.

7. Converse Store Product Strategy
Based on the results of an interview Effy Rambe, an employee of the Converse shop, she stated that the Converse store sells t-shirts, shirts, jackets, hats, pants, shoes, and waist bags. The clothes, of course, fit to wear and clean. They wash the clothes by themselves every time they come from the market. If they are sent to the laundry,
they are not good enough and they have to be separated from other clothes to avoid frequently get clothes faded between colors. Additionally, the clothes are second branded and there is a slight difference from new items. Irma Pangaribuan, an employee also added that the second branded products is something called a ball or balls coming from abroad which are collected in one ball and then exported to Indonesia. The contents are of course different, the balls are not the same between one ball and another. One ball is usually 1 sack seen in shops. Other terms are like head brand (Dickies, Adidas, Nike, and New Balance), body brand (Zara, Uniqlo, and Giordano), and foot brand, and there are some products rejected or not suitable to sale.

8. Converse Store Pricing Strategy
Based on the results of an interview with Effy Rambe, a converse shop employee, she stated that the price of clothes is based on the type of brand and the items can be bargained until they are agreed to be sold or bought.

9. Converse Store Location Strategy
Based on the results of an interview with Effy Rambe, an employee of a converse store, she stated that the location of the Converse store is quite strategic and the place is quite large and busy because it is near a mall and schools (SMA 12 and SMA 4). These factors make it easier for consumers to shop at the shop.

10. Converse Store Promotion Strategy
Based on the results of an interview with Ms. Effy Rambe, an employee of the Converse shop, she stated that the converse stores usually utilize social media applications such as Instagram as the media of the promotion strategy. Photos of clothing catalogs are to post on social media with applicable discounts for holidays and New Year.

11. Barriers to marketing clothing faced by Converse stores
Based on the results of an interview with Effy Rambe, an employee of the Converse shop, she stated that the obstacle that Converse stores face is, of course, in terms of competition between second branded clothes at other stores. Another obstacle is that the second branded is in a different form for sure, each content is different, some may contain more branded content, some may contain zonk or items are not good enough such as a rejected product with holes, damaged and lots of stains.

E. Discussions
The strategy used by Distro Scramble to increase clothing sales is to provide various types of fashion products, which certainly make it easier for consumers to meet their needs in terms of appearance; the clothing materials used are of good quality and suitable to consumer needs.

1. Pricing Strategy
The price of the items is not high or low. Scramble Distro could have set a lower price by carrying out large-scale production to make production costs cheaper than big clothing brands. However, due to limited funds and avoiding the risk of unsold sales, the Scramble Distro still chose to use regular production.
2. **Location Strategy**
To increase the sale rates, a strategic place with a large area is beneficial located in Telanai right in front of the Siginjei museum. It is a busy place which coincides with an *angkringan*. It is certainly easily accessible by consumers who want to buy clothing products.

3. **Promotion Strategy**
The strategy used by Distro Scramble to increase clothing sales results in a promotional system is through social media applications such as Instagram and Tokopedia. The shop assistants indirectly maintain and create good relationships with consumers. Additionally, their customers who have subscribed to buy clothes recommend the products with their friends and family. They also often promote the brand through events such as BMX (bicycles), skateboards and bands, and also apply discounts for major holidays such as holidays and new year.

4. **Barriers to Marketing Apparel Faced by Scramble Distro**
Distro Scramble faced obstacles in marketing clothing, namely competition between foreign and domestic clothing products; the breaking up of materials from factories became a problem, which caused a limited supply of apparel, and the effects of yesterday's corona are still being felt.

F. **CONCLUSION**
The study concludes that the marketing mix used by Scramble Distro Facing external clothing products in product strategy, namely by providing various types of fashion products, makes it easier for consumers to fulfill their needs. In terms of appearance, the clothing materials used are of good quality and sound quality according to consumer needs. The second clothing pricing strategy is clothing sold according to price production, both high and low. The third location strategy, with ample space and sales of Scramble distro clothing at Telanai, is right in front of the Siginjei museum, a busy location easily accessible to consumers who want to buy clothing products. The fourth promotional strategy is through applications on social media such as Instagram and Tokopedia; Distro Scramble also uses promotions indirectly by maintaining and creating good relationships with consumers, so Distro Scramble customers who have subscribed to purchase clothes indirectly recommends the clothes to their friends and family. Distro Scramble also often promotes the brand through events such as BMX (bikes), skateboarding, and bands, and also applies discounts for major holidays such as holidays and the new year. However, barriers in marketing clothing faced by distributors Scramble include competitions between outer and inner clothing products countries, dropping out of materials from factories is a big problem, causing limited ready-to-wear supplies, and the effects of yesterday's corona are still felt. People are more interested in choosing foreign clothing because they consider foreign products more attractive with well-known brands, quality materials, and unique innovations, which are their pride, such as being more elegant when wearing foreign clothing.

F. **Implications**
1. The presence of second-hand branded clothing can influence the growth of local clothing products in MSME businesses.
2. Local MSME entrepreneurs need help understanding people's love for foreign brand products.
3. With the marketing mix strategy used by the perpetrator, local clothing businesses can undoubtedly compensate for foreign products in the country.

G. Suggestion
1. Scramble Distro should look for additional investors’ business capital to develop further and open other distro branches outside the city. Distro Scramble must be sensitive to various changes in fashion trends over time and what buyers need so they can compete with other companies.
2. Future researchers should be more specific, such as identifying factors that could influence distribution revenue. Marketing strategies are exciting to research, and researchers can also understand more deeply about marketing strategies they can apply directly.

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