

Implementation of Marketing Mix and Relationship Marketing on PD Karya Bearing Motor, Bekasi

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Abstract

Companies in doing marketing need proper strategy so as to be firms operating in the fields of services of non-services develop and occupying a position is best to maximize resources. Marketing mix is marketing strategy used by PD Karya Bearing Motor in developing their business, covering product, price, place and promotion. The implementation of marketing mix and relationship marketing activity can support the development of each other all of the company business. In its implementation PD Karya Bearing Motor has implemented the mix marketing strategy in the marketing of spareparts motor vehicle although there are still not maximum such as the implementation of the high promotion only rely on word of mouth and system users online that has not yet been optimized used. In their relation marketing PD Karya Bearing Motor to provide the best service and supplies, the factors that must be taken care of by the company in relationship marketing is the belief, commitment, communication and the handling of conflict. These factors have applied. PD Karya Bearing Motor in enhancing good relations with customers. This methodology applied qualitative research methodology approach a case study. The purpose of this research is wanting to know how the implementation of marketing mix and relationship marketing at PD Karya Bearing Motor. The result is PD Karya Bearing Motor marketing continue to grow as proven from customers using the product PD Karya Bearing Motor already reached to Sulawesi, PD Karya Bearing Motor to provide Products and services tried to satisfy customers, In the hope of PD Karya Bearing Motor product can serve or reach the whole country and international.

Keywords: *marketing mix, relationship marketing, PD Karya Bearing Motor*

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INTRODUCTION

The impact of the COVID-19 pandemic affects all sectors of the economy, industry, tourism and so on. The pandemic has also resulted in a decline in automotive sales, it will affect the sales of spare parts. "Car sales in 2021 are projected to increase slightly from 2020." (Gaikindo, n.d.) Sales of spare parts will increase if the people's purchasing power, government policies that provide convenience and the right marketing strategy.

The hope of every company is that the company continues to grow. Expectations must of course be supported by various factors such as the company's vision, human resources and the right marketing strategy. Companies must be able to read the growing market situation to maximize the company's ability so that its products can continue to be in demand. "The marketing process is combining the various elements contained in the marketing mix or marketing mix into a cohesive and effective marketing program" (Morissan, 2015). It can be explained that marketing is an important part of a business or business.

The benefits of implementing a marketing strategy can facilitate the process of promoting products and services. The right strategy will help the company obtain target customers quickly expand market reach, of course, can increase or support the company's growth in the future. Companies in implementing marketing strategies must be able to follow existing developments, as currently entering the digital era of marketing that is not limited by space and time. The development of a business is also influenced by the number of customers of the product. Therefore, in implementing a marketing strategy, it is necessary to study, involve customers in the hope that customers will be able to continue to help the development of the company. According to (Morissan, 2015) "Relationship Marketing is an effort to involve, create, maintain,

and encourage long-term relationships with customers and also other parties for the common good".

PD Karya Bearing Motor is a business entity that concentrates on selling various kinds of bearings and spare parts for cars and motorcycles. The products sold have been spread in several areas in Java and several cities on the island of Sulawesi.

This research finds out how to implement the marketing mix and relationship marketing PD Motor Bearing Works.

The car and motorcycle spare parts industry continues to grow in line with the increasing needs of the community. PD Motor bearings must have a planned and measured design. According to Kotler (2004) in (Mahardhika et al., 2015) "Marketing is a social process in which individuals and groups obtain what they need and want through creating, offering and freely exchanging products of value with others". According to (Yusuh & Said, 2019) Marketing is a series of organizational activities in creating, communicating and providing assessments in managing customer relationships that provide benefits for the organization. It can be concluded that marketing is an organizational activity that involves individuals or groups to establish good relationships by offering, communicating so that they can provide benefits for the organization.

Marketing Mix

Marketing Mix or marketing mix According to Kotler & Armstrong, 2018 in (Nawari & Ulfa, 2020) "To get a target market, companies need tactical marketing to combine marketing tools using product, price, place and promotion. According to (Tjiptono, 2014) the marketing mix is a set of tools that marketers can use to shape the characteristics of the services offered to customers. These tools or tools can be used to develop long-term strategies and also to design short-term tactical programs.

Marketing facilitates every activity related to developing customer relationships by observing customer needs and wants. The marketing mix includes developing a product (product), offering the product at a distribution price so that it is available in places (place) and it is necessary to implement a promotional program (promotion). According to Kotler & Armstrong, 2018) in (Nawari & Ulfa, 2020) Marketing mix consists of everything a company can do to engage customers "including:

1. Product

According to (Sudarsono, 2020) Every company tries to direct its business activities so that it can produce products that can provide decisions to customers so that for a certain time and a certain number of targeted products, profits can be obtained. The important elements in the product (Sudarsono, 2020) are:

- Diversity of products, the more varied a company's products, the more companies will serve various customer desires
- Quality is important in getting customer attention, good quality will lead to customer loyalty and is supported by other things.
- Design is the form (design) of a product is a factor that must be considered. Considering that many customers also pay attention to the design of the product they are going to buy.
- Form is part of the design; both must be able to make attention.
- Brand is the logo of a product that distinguishes one product from another.

2. Price

According to (Morissan, 2015) the price of a product is determined not only based on production costs but also other factors, such as the level of demand for the product in question, the level of competition, and customer perceptions of the product. In determining the price, there are two factors that are considered according to (Sudarsono, 2020), namely internal factors and the external environment. Internal factors include:

- Marketing objectives
- Marketing mix strategy
- Price
- Organizational considerations

The external environmental factors include:



- The nature of the market and demand
- Competition
- Other elements of the external environment

3. Place

The choice of place can affect the success of a company or business. According to (Anjani, Irham and Waluyati, 2019) in (Wijaya et al., 2021) a place is a location or market area for traders to sell and distribute their products.

According to (Kotler, P. & Keller, 2012) distribution (place) is choosing and managing trade channels used to distribute products or services and also to serve target markets, as well as developing distribution systems for the physical delivery and commerce of products.

4. Promotion (Promotion)

Promotion is a form of conveying information in the form of communication between traders and customers with the intention of influencing, persuading the dissemination of information so that the target market can be achieved according to (Wijaya et al., 2021). Promotional activities are important activities in companies, both large and small companies. For large companies, they allocate a large amount of promotional funds with the aim that the market is constantly reminded of their products. For small or new companies, limited promotional funds according to (Hermawan, 2012) funds are not everything, limited funds can be overcome by making smart and appropriate innovations, such as analyzing product advantages and analyzing target market segments. Promotional activities that can be carried out such as personal selling, advertising, publicity and sales promotion according to (Wijaya et al., 2021)

Relationship Marketing

Customers are company assets in the company's sustainability so that customers are important things that must be considered and implemented so that customers remain loyal customers. According to (Lollen Regina Santoso, 2016) relationship marketing is a set of strategies and methods implemented to create and establish good relationships to satisfy and maintain customer loyalty. It is important to have a good relationship between the company and its customers. According to (David C.E. Lisapaly, 2021) in order for a company to be able to make loyal customers, it is necessary to implement relationship marketing so that with the application of relationship marketing it seeks to extend the life span of customers as individuals who transact and can maintain customer loyalty. The purpose of relationship marketing according to Gronroos (1994) in (Mu'ah & Masram, 2014) is to build mutually satisfying long-term relationships with parties who have major interests (customers, suppliers and distributors) in order to obtain and maintain preferences and business continuity. long-term. According to Zeithmal and partner, 2003:138 in (Mu'ah & Masram, 2014) the purpose of relationship marketing is to build and maintain a committed customer base and generate profits for the organization. To achieve this goal, companies should focus on attracting, satisfying, and retaining customers and improving customer relationships. From the two theories, it can be concluded that relationship marketing is building and extending the relationship between the company and its customers, the company emphasizes satisfying, attractive service to be able to retain customers and mutually committed to each other. The factors that influence relationship marketing according to Sivesan, 2012 in (Kolang et al., 2021) are:

1. Trust

Trust is an important element in the success of relationship marketing. Trust is a factor that determines the formation of commitment including trust and sacrifice factors. Commitment will not be formed without trust.

2. Commitment

Commitment is the ability to align personal behavior with organizational needs, priorities, and goals which essentially prioritizes the organization's mission over personal

interests (Soekidjin, 2009) in (Komang et al., 2021). It can be concluded that commitment is the ability and willingness of individuals to the needs, priorities, and interests of the organization.

3. Communication

Communication is communication that occurs between the communicant and the communicator and there is feedback. Companies must be able to manage good communication, failed communication can cause losses. Communication can be used as a tool for establishing relationships between companies and customers, so that good relationships will be established.

4. Conflict Handling

Handling conflicts between companies and customers are dependent on each other, this dependence can cause conflicts due to several things, such as conflicts related to products, services, friendliness, attitudes, and caring attitudes of company or service employees. According to Sivesan, 2012 in (Komang et al., 2021) if a company can be trusted, is committed to providing good service and can communicate with customers, and can solve problems well, then customers will tend to be loyal to the product.

The components of relationship marketing according to Gordon, 1998 in (Mu'ah & Masram, 2014) include:

1. Human or people's assessment includes performance, attitude, professionalism, ability, skill, teamwork, crossselling and relationship orientation.
2. Knowledge or knowledge includes services and technology, environmental products including customers, customer needs and wants, and competitors.
3. The process of a company's business in the business or activity of satisfying customers includes the customer service activity process, customer investment, and online system procedures.
4. Technology is a tool used by humans to facilitate, support services, including customer information files tool of technology, and ability of technology full file requirements of customers.

The spare parts business is a promising business to pursue, we know that the number of vehicles in our country is very large. The development of the spare parts business is very promising, the use of motorcycles must be balanced with regular service, these activities require the replacement of new spare parts. The annual activity of our society that is never left behind is going home and forth during the holidays. Thousands of motorized vehicles carry out homecoming activities which certainly require everyone to service and replace spare parts.

PD Karya Bearing Motor is a business entity that concentrates on selling various kinds of bearings and spare parts for cars and motorcycles. The products sold have also been spread in several areas in Java and several cities on the island of Sulawesi. PD Karya Beariang Motor uses a marketing mix strategy and relationship marketing so that its products can be known to the public from Sabang to Merauke and also to foreign countries.

RESEARCH METHODS

This research method uses qualitative research methods with a case study approach to find out how to implement the marketing mix and relationship marketing PD Bearing Motor's work according to (Sugiyono, 2016) "qualitative research methods are used for research on the condition of natural objects based on post-positivism philosophy, with the key instrument being the researcher. The paradigm of this research is constructivism paradigm. The constructivism paradigm views science or truth as relative. Not only singular, but can change depending on the interpretation of each individual or group according to (Hani et al., 2021). The types of data in this study include secondary data and primary data according to (Sugiyono, 2012) are:

1. Secondary data in the form of journals, books, previous researchers. Secondary data in the research is needed as supporting data in analyzing the implementation and relationship marketing of PD KBM
2. Primary data in the form of information conducted by interviewing key informants. Key informants are people who are directly involved and can provide sources of evidence of



information and also provide information about something to researchers. Meanwhile, informants are research subjects who are people who are and are involved in the research environment according to (J. Maleong, 2014).

In data collection techniques, the main goal is to obtain data. In addition, researchers must have the ability to know about data collection techniques according to the specified criteria. According to (Sugiyono, 2012) some of the data collection techniques included are:

1. Observation
2. Documentation
3. Interview

According to (Helaludin & Hengki Wijaya, 2019) qualitative data analysis techniques require researchers to be carried out. Data analysis is used for various purposes such as, at the beginning of the research the data is analyzed for the purposes of formulating the problem and research focus. After the research was carried out, data analysis was used to sharpen the focus and check the validity of the data. Next in the final stage of the study, data analysis was carried out to make final conclusions.

The data validity technique according to (Helaludin & Hengki Wijaya, 2019) is checking the researcher's data using a data validity checking technique, namely triangulation. Triangulation is checking or re-checking or in other words checking and rechecking. Re-examination in three ways, namely:

- Triangulation of sources, triangulation that requires or requires researchers to seek or use more than one source in understanding data or information.
- Triangulation technique, triangulation that uses more than one method in checking.
- Time triangulation, the triangulation used by researchers is more on in-depth observation

RESULT AND DISCUSSION

This study discusses how to PD Karya Bearing Motor (KBM) implement marketing mix and relationship marketing strategies which is located in Bekasi, West Java, is located in the self-service dragon shop area. Products marketed by PD KBM are local and imported products. The development of the automotive industry in Indonesia makes many companies offer similar automotive products, this creates competition among sellers. To be able to attract customers or customers, the company will prioritize the quality and quality of the products sold and pay attention to customer service or relationship marketing.

1. Product

In increasing sales of PD KBM always provides quality products, one of which is by providing a guarantee in the form of a guarantee that the goods sold are always original. The following is an excerpt from an interview with a PD manager. KBM Cynthia Magdalena "For the quality of our products, it's original, right... because we take it from the distributor directly,"

The elements that are considered in PD products. KBM

- Availability of complete products from domestic to foreign products, from small to large spare parts.
- PD Product Quality. KBM is always maintained, as evidenced by customers who say that products from PD KBM is original and always maintains product quality.
- PD KBM in the supply of products takes from the distributor so that the shape and design of the product is not considered.

According to customers or customer's PD KBM Alvis Novianto "the products offered are quite complete, all available products from various brands or brands".

2. Price

In setting the price of a product will affect the profits obtained by the company. According to (Hermawan, 2012) "setting low prices is not the right strategy, what is needed is smart pricing". Of course, the selling price requires a mature marketing strategy so that the company does not suffer losses". PDKBM in determining the price pays attention to three things, namely the cost of goods, operational costs and selling prices in the market. Studying the price in the market with a



survey, it is expected that the price set by PD KBM can be comfortable in the pockets of customers and the hope is that customers will not complain about the price of PD products. KBM because the price is already competitive in the market according to the owner or PD owner. KBM Jose Ferdinand.

3. Place

Place or location of PD KBM is located at Ruko Naga Swalayan, on the edge of the Bekasi highway, the location is quite strategic. According to Indra Wijaya, one of PDKBM's customers, "the location of the store is strategic, the shop is on the side of the road and its position is on the hook, so it's easy for customers to find the shop". According to the owner PD KBM's strategic location facilitates product distribution to customers and from distributors to PD KBM.

4. Promotion (Promotion)

PD Strategy. KBM in marketing is to maintain the advantages or advantages they have. Promotional activities carried out by PD KBM such as:

- Personal Selling conducted by PD KBM is to involve a sales force or sales. These sales are placed in areas in Indonesia in offering PD products. KBM. In marketing products to new customers sometimes there are obstacles that do not believe in PD For that purpose, the job of the salesperson is to try or try to make the shop owner believe in PD products. KBM by marketing their products. PD KBM also informs customers what customers and potential customers want and need. Make contact by telephone to remind customers of PD's products. KBM. Next is word of mouth, which is an effective activity in marketing marketed products, and is easier to trust by customers or customers who get testimonial information directly from customers who have purchased goods. It is evident from the comments of Alvis Novianto, one of PD's customers. KBM "I know KBM from a close relative of mine, he suggested buying it because he is satisfied with the product". Other activities carried out by PD KBM in marketing is to provide discounts or rebates for old customers and provide free shipping.

- Advertising

PD KBM has not touched advertising in its marketing strategy. PD KBM has already made sales online, but has not yet done online advertising or advertisements in newspapers. For the future according to the owner or the owner of the PD KBM will use advertising in its marketing strategy.

- Publicity

PD KBM in carrying out sales is more on personal selling activities. To hold the event has not been done, because the budget for the promotion is not large. PD KBM prioritizes the quality of goods and competitive prices. According to the owner of PD KBM funding is more emphasized on product completeness, product quality. This is done with the expectation of more customers or customers

- Sales promotion

Activities carried out by PD KBM in sales promotion is to make product catalogs, price lists, making it easier for buyers or customers to find and find out the product they are looking for or want. PD KBM also provides discounts for existing customers or customers because old customers spend more and to keep loyal customers. With the implementation of these activities PD KBM can be an option for consumers or customers in buying spare parts products.

Relationship Marketing

PD KBM in Relationship marketing tries to provide products, competitive prices with the hope that customers feel the benefits of shopping at PD KBM. There are several factors that influence relationship marketing, namely:

1. Trust

The products provided by PD KBM prioritizes product quality and has been selling spare parts for a long time. PD customers. KBM has acknowledged that the products in PD KBM quality guaranteed original goods. For the new market PD KBM puts sales in introducing and convincing

its products. It was PD KBM is carried out sometimes having difficulty in forming trust for new customers. By placing sales - sales promotions can help foster trust. To foster customer trust or PD customers. KBM strives to always keep promises related to the products purchased, besides that also PD KBM tries to establish good relationships with customers or customers

2. Commitment

PD KBM's commitment to always prioritize product quality, affordable prices makes PD KBM always gets new customers and the retention of old customers. The above is in line with the mission of PD KBM consists of:

- a. Welfare of Employees
- b. Improve product quality
- c. Improve the quality of goods
- d. Increase sales turnover

Many PD customers. KBM recommends to friends and relatives about the quality of PD products. KBM. The following is an excerpt from a PD customer interview. KBM Mr. Lewis Christanto:

"The service provided by PDKBM is satisfactory, I always recommend it to my friends". Word of Mouth activities conducted by PD KBM is quite successful. Customer statement Alvis Novianto said "I know KBM from my relatives that the spare parts are of good quality".

3. Communication

Forms of Communication PD KBM with two-way communication that is mutually responsive from seller to buyer in other words communication between PD KBM with customers has been very good. Communication in relationship marketing is to maintain good relations with PD customers. KBM tries to communicate proactively if a problem occurs, in other words, it is immediately resolved so that the customer is noticed or responded to quickly. Good communication between PD KBM with customers will result in PD customer loyalty. KBM.

4. Conflict Handling

The development of the company cannot be separated from the role of the owner (owner), employees and customers. PD KBM considers employees as company assets that must always be considered, given knowledge such as marketing training, and excellent service. According to Magdalena as manager "training activities really help employees and are more confident in serving customers". Excellent service training provides employees with knowledge about techniques in dealing with customers, solving problems that arise so that customers feel happy to be cared for. Conflicts that occur can be from employees to employees, employees to owners and employees to customers. Knowledge and experience of employees are needed in order to minimize conflicts that will result in losses. That's what PD is for. KBM provides training and sharing experiences to keep the business running.

Building good relationships between companies and customers must be done, by maintaining good relationships between companies and customers will have the effect of increasing customers and customer loyalty. The components of relationship marketing that must be considered are:

- Humans or people's judgments. In PD activities. KBM is the sale of motor vehicle spare parts. In sales, several things are considered, such as the performance of PD KBM is good in the eyes of customers because the products are of guaranteed quality, the attitude that is displayed by PD employees. KBM is good, for example the services provided by PD employees. KBM is very good, such as providing snacks for customers who come to the store so they don't get bored waiting, and relationship orientation, good quality goods and good service will increase the number of customers so that relationship orientation is very necessary.
- Knowledge or knowledge of employees on PD products. KBM is very necessary in providing information to customers. Provide the best service to customers, Provide a fast response if there are customers who complain about PD products or services. KBM
- Process, is an activity carried out by PD KBM in satisfying customers includes developing procedures for purchasing goods, involving customers in asking for

testimonials related to products and services at PD KBM and an online system that makes it easier for customers to get goods. The process is carried out so that PD customers. KBM becomes loyal and increases.

- Technology is a tool used that can provide benefits or advantages for customers and companies. PD KBM prepares technology that makes it easier for employees to provide services to consumers. Like the spare parts stock availability system, it can make it easier for employees to see the availability of goods, online ordering systems to see how many sales per day. The existence of technology is expected to provide convenience to humans or owners, employees and customers.

CONCLUSION

The application of the marketing mix is a method used by companies to achieve business goals, besides that it is necessary to avoid a decrease in the number of customers. Marketing mix includes product, price, place and promotion (promotion). PD products. KBM sells motor vehicle spare parts, both local and imported products, the quality of the products is guaranteed so that customers have acknowledged the truth. Price or price greatly affects a product offered, the application of a low price is not necessarily an attraction for buyers or customers but a smart price is needed. PD KBM in pricing is very careful considering that there are many competitors out there who also have competitive prices. PD KBM provides prices that are safe in the pockets of buyers and customers. Place or place PD KBM is very strategically located on the side of a major road, it provides advantages in the ease of delivery of goods and makes it easier for buyers or customers to come to or visit the store. Promotion is an important marketing strategy because promotional activities are closely related to conveying information to customers or consumers. In providing information to customers and consumers PDKBM with personal selling or personal selling with these activities there is communication between sellers and buyers, both customers and consumers. In these activities, the company's complaints or strengths can be immediately identified. PD KBM in promotional activities has not used advertising either in online media or in newspapers, according to the owner of PD In the future, KBM will conduct online advertising and provide attractive promotions for customers or consumers.

Relationship marketing is needed in marketing to avoid a decrease in the number of customers due to dissatisfaction or disappointment due to the product, price or service provided. Important factors in relationship marketing in meeting customer needs are trust, commitment, communication and conflict handling Trust, PD KBM tries to provide or provide products with guaranteed quality, competitive prices. This is supported by customer testimonials that convey the advantages of the product and the price of PD KBM to relatives is known as word of mouth. This is an advantage that PD KBM has that must be improved. Commitment is an important thing that must be done and maintained by the company PD KBM is committed to providing original quality goods and providing safe prices in the pockets of its customers, not only that the best service is always provided so that customers feel happy and satisfied shopping at PD KBM. Communication is no less important, if there is a misunderstanding, be it a small or big thing, it can cause problems. PD KBM tries to provide explanations to its employees in communicating with customers. Because good communication is a message conveyed by the communicator that is received and understood by the communicator and feedback is carried out with the aim of whether the communication conveyed is understood or not, that is the communication activity carried out by the PD KBM. Handling conflict, conflict can be minimized or no conflict if communication is done well. PD KBM provides training for its employees with excellent service with the aim of positioning themselves as part of PD This KBM is carried out with the aim that employees can wholeheartedly work. Either provide information to customers, serve shopping for goods or be friendly in handling problems. PD KBM hopes that all employees can apply excellent service to their customers.

PD KBM realizes that there are still many shortcomings in the implementation of the marketing mix and relationship marketing, for that the owner stated that he would increase his knowledge regarding marketing strategies in order to develop the company.

Suggestions for PD KBM based on this research, the researcher gives suggestions, namely:



- a. PD KBM uses publications in online media more in informing its products with the hope that more people will know and become customers
- b. PD KBM can give gifts to regular customers or collect points, these points can be exchanged for attractive merchandise.
- c. PD KBM gives bonuses to employees who can provide good service and customers shop regularly, with the hope that employees will be more enthusiastic in providing services.
- d. PD KBM can further improve relationships with customers and can evaluate the services that have been provided by distributing questionnaires to customers.

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