

# Analysis of Marketing Mix Strategy in Increasing Sales Volume

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## ABSTRACT

*The purpose of this research is to find out whether the marketing strategy is the marketing mix which consists of products, prices, promotions, places, people, processes and physical evidence applied by PT. Kharisma Sentosa Kendari can increase the sales volume of Daihatsu Xenia cars. This research is a qualitative study using a phenomenological approach, data collection using observation interview techniques with samples of employees and customers of PT. Kharisma Sentosa Kendari Branch. The results showed that the marketing strategy adopted by PT. Kharisma Sentosa Kendari in the form of a marketing mix which consists of products, prices, promotion of places, people, processes, and physical evidence has an impact on increasing Daihatsu Xenia's sales. For PT. Kharisma Sentosa Kendari, should pay more attention to the existing HR resources that are friendly and agile in offering products to customers will provide additional value so that customers are affected to buy Daihatsu Xenia cars at PT. Kharisma Sentosa Kendari Branch.*

**Keywords:** *Marketing Mix and Sales Volume*

## I. INTRODUCTION

In the marketing strategy there is the term Marketing Mix. The marketing mix is a way in which entrepreneurs can influence their consumers which requires careful planning and supervision and concrete actions need to be taken (Gitosudarmo, 2001:203). For this purpose, entrepreneurs can take actions consisting of 4 types, namely actions regarding the product (product), price (price), distribution or product placement (place) and promotion (Gitosudarmo, 2001: 240).

In carrying out marketing activities there are several goals that will be achieved both short term goals and long term goals. In the short term it is usually to attract consumers, especially for newly launched products, while in the long term it is done to maintain existing products so that they exist (Kasmir, 2003: 168). In order to achieve this goal, the company must be able to attract the attention of its consumers through the products it offers. This can be done by way of promotion.

In marketing its products, companies must determine effective ways that can be used as a strategy to attract consumers to buy the products offered. This will determine the success of a company as well as the first step in understanding market conditions and demands. The more goods that are able to reach the market, the more developed a company will be. It is believed that the development of the automotive industry will continue because the sales volume of national vehicles continues to increase. Along with the increase in people's purchasing power, the demand for goods or services also increases both in quality and quantity. This is what encourages producers to compete in marketing the goods and services they have. Various ways and marketing strategies are also carried out by producers in order to increase sales results.

The marketing strategy is the starting point for the success of production on a large scale and is a means of dealing with consumers. The competition in the four-wheeled automotive business in Indonesia is still controlled by Japanese brands, namely Toyota, Daihatsu, Honda, Suzuki and Mitsubishi which every year always rank in the top 5 of the most car sales in Indonesia. This is because cars made in Japan already have a good brand and image for the people of Indonesia. In the field of sales, Daihatsu brand cars have several competitors from other companies such as Toyota, Honda and Suzuki.

## II. LITERATURE REVIEW

### 2.1 Marketing

#### 2.1.1 Definition of Marketing

Marketing comes from the word market or can also be interpreted in the traditional context of "where people buy and sell" (Kasmir, 2010:51). Marketing is the process of planning and executing thoughts, pricing, promotion, and channeling ideas, goods and services to create exchanges that meet individual and organizational goals (Sunarto, 2004:4). Marketing according to Kotler and Armstrong is a managerial social process, in which individuals and groups obtain what they need and what they want, through the creation and exchange of products and value with other parties (Kotler and Armstrong, 2004: 7).

#### 2.1.2 Marketing Strategy

John A. Byrne defines strategy as a fundamental pattern of ongoing and planned goals, the distribution of resources and the organization's interaction with markets, competitors, and environmental factors. (Hasan, 2010:29). The marketing strategy is a form of plan that is decomposed in the field of marketing. To obtain optimal results, this marketing strategy has a broad scope in the field of marketing including strategies for dealing with competition, product strategy, price strategy, place strategy and promotion strategy (Assauri, 2007:199). Marketing strategy can be understood as a marketing logic by which business units hope to achieve their marketing objectives (Kotler and Armstrong, 2007:199). So, marketing strategy is a company planning process in marketing and introducing products or services offered to consumers to achieve a goal with all the risks that will be faced.

#### 2.1.3 Marketing Strategy Components

The marketing strategy has three components namely segmentation, targeting and positioning (Kotler and Armstrong, 2006:59):

- a) Segmentation: The market has many types of customers, products and needs. Marketers must be able to determine which segments can offer the best opportunities. Consumers are grouped and served in various ways based on geographic, demographic, psychographic, and behavioral factors. The process of dividing a market into different groups of buyers who have different needs, characteristics or behaviors, who may require separate products or marketing programs is called market segmentation (Kotler and Armstrong, 2006:59)
- b) Targeting: After segmenting, the company then selects the segments to target or also called targeting and by implementing this targeting means an effort to place company resources efficiently, therefore, this targeting is called a fitting strategy or accuracy (Ginting, 2011: 293)
- c) Positioning: After mapping and positioning the company must ensure its presence in the minds of customers in the target market. Therefore, this strategy is called being strategy or existence strategy (Ginting, 2011: 293).

#### 2.1.4 Marketing Mix

Assauri (2019: 198) says one of the elements in the marketing strategy is the marketing mix namely the strategy implemented by the company in determining how the company presents and offers products to certain market segments which are its target market.

##### 2.1.4.1 Product

Product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. Furthermore, products in a broad sense include physical objects, services, ways, people, places, organizations, ideas or a mix of these entities (Kotler and Armstrong, 2008: 266).

##### 2.1.4.2 Price

Price is the amount required to obtain a number of combinations of goods and services. Pricing is very important to note, considering that price is one of the causes of the behavior of the products and services offered. Wrong in determining the price will be fatal to the product offered and can result in the product not selling well in the market (Swastha, 2002: 147).

##### 2.1.4.3 Promotion

Promotion is an activity to influence consumers so that they know and are familiar with the products offered by the company to them and then they are interested in trying and then buying these products (Gitosudarmo, 2000: 237). This promotional activity the company seeks to promote all of its products and services, either directly or indirectly. Without promotion, don't expect customers to get to know the product or service being offered. Therefore promotion is the most powerful way to attract and retain consumers. One of the company's promotional goals is to inform all types of products offered and try to attract new potential customers (Hermawan, 2002:12).

##### 2.1.4.4 Place

Place is a company activity that makes the product available to the target. Place is a distribution channel, namely a series of interdependent organizations that are mutually visible in the process of making a product or service ready for use or consumption. Location means relating to where the company should be headquartered and conduct operations. Companies should choose places that are easy to reach, in other words strategic (Kotler, 2006:63).

##### 2.1.4.5 Human (People)

Namely people who are involved either directly or indirectly in the service process itself. Elements of humans are company employees, consumers, and other consumers. All attitudes and actions taken by employees will affect the success of service delivery.

#### 2.1.4.6 Physical Facilities (physical evidence)

Real things that influence consumer decisions to buy and use the products or services offered. Examples of environmental situations and conditions, buildings, geography, room decorations, emitted light, sounds and smells, weather, which are used as objects of stimuli (Kotler and Armstrong, 2012: 62).

#### 2.1.4.7 Process

Process is the flow of activity or workflow of a product or service. Process in services is a major factor in the marketing mix of services such as service customers will be happy to feel the service delivery system as part of the service itself (Kotler and Armstrong, 2012: 62).

### 2.2 Sales Volume

#### 2.2.1 Definition Of Sales Volume

According to Kotler (2008: 8) "Selling is a managerial social process by which individuals and groups obtain what they need and want, create, offer, and exchange products of value with other parties". Sales are human activities directed at fulfilling or satisfying needs and wants through an exchange process (Assauri, 2002; 5). A dynamic business entity consisting of various parts that are related regularly and try to achieve a goal is the notion of a system. So the meaning of the sales system is a business unit for the transfer of rights to objects that are directed at satisfying the needs and desires of buyers in order to gain profit or profit.

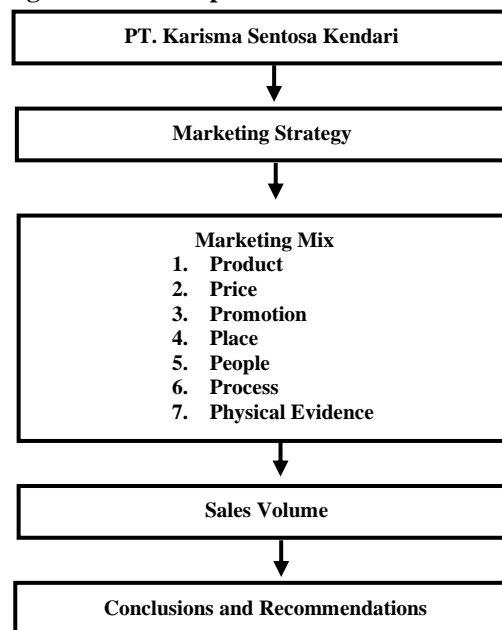
#### 2.2.2 Factors Affecting Sales Volume

The factors that affect sales volume include:

- 1) Quality of Goods,
- 2) Consumer taste,
- 3) Service to customers and
- 4) Competition lowers the selling price.

### 2.3 Conceptual Framework and Hypothesis

Figure 2. 1. Conceptual Research Framework



#### 2.3.1 Research Hypothesis

Based on previous research and the literature review above, the authors formulate the following hypothesis:

- H1.** The marketing mix strategy consisting of product, price, promotion, distribution, people, process and physical evidence is able to increase the sales volume of Daihatsu car products at PT. Kharisma Sentosa Kendari Branch.
- H2.** The marketing strategy that should be carried out by PT. Karisma Sentosa Kendari is a marketing mix strategy that is oriented towards product quality and affordable prices.

## III. RESEARCH METHODS

### 3.1 Object of Research

This research was conducted at PT. Kharisma Sentosa Kendari which is located at Jl. Mt. Haryono No. 105 - 107, Bende, Wua – Wua Kendari Southeast Sulawesi.

### 3.2 Data Source

Primary data, namely data obtained from the first source, from individuals such as the results of interviews or the results of filling out questionnaires that can be done by researchers (Siagian and Sugiarto, 2000: 16). In this study, primary data was obtained directly from PT. Karisma Sentosa Kendari obtained from direct interviews and requests for sales data. And secondary data is data other than the data that the authors obtained directly through interviews and observations at PT. Karisma Sentosa Kendari. The secondary data that the writer will use is in the form of books and literature related to this research.

### 3.2 Data Analysis Techniques

The data processing techniques in this study used a qualitative descriptive method. Namely the data collected in the form of pictures, words and not numbers (Basrowi and Kelvin, 2008:28). Data analysis in qualitative research is the process of arranging data sequences, organizing them into a pattern, category and basic description. This definition provides an illustration of how important the position of data analysis is in terms of research objectives. The main principle of qualitative research is finding theory from data (Moleong, 2011: 103).

## IV. RESEARCH RESULTS AND DISCUSSION

**Table 4.1 Daihatsu All New Xenia Car Prices Various Variants in 2021-2023**

No	Product	2021	2022	2023
1	Daihatsu Xenia 1.3 M MT	190.900.000	216.900.000	219.950.000
2	Daihatsu Xenia 1.3 X MT	193.900.000	220.100.000	223.150.000
3	Daihatsu Xenia 1.3 X CVT	209.200.000	237.500.000	240.550.000
4	Daihatsu Xenia 1.3 R MT	204.000.000	237.500.000	234.150.000
5	Daihatsu Xenia 1.3 R MT ADS	213.000.000	240.200.000	243.250.000
6	Daihatsu Xenia 1.3 R CVT	219.300.000	248.600.000	251.650.000
7	Daihatsu Xenia 1.3 R CVT ADS	228.300.000	257.600.000	260.650.000
8	Daihatsu Xenia 1.5 R MT	221.000.000	248.300.000	251.350.000
9	Daihatsu Xenia 1.5 R MT ADS	230.000.000	257.300.000	260.350.000
10	Daihatsu Xenia 1.5 R CVT	233.700.000	262.700.000	265.750.000
11	Daihatsu Xenia 1.5 R CVT ADS	242.700.000	271.800.000	274.850.000
12	Daihatsu Xenia 1.5 R CVT ASA	242.000.000	272.600.000	275.650.000

### 4.1 Research Result

#### 4.1.1 Product Quality Strategy In Accordance With Consumer Desires

From the results of the interviews obtained, one of the employees of PT. Kharisma Sentosa Kendari Branch explained what product strategy they implemented, namely prioritizing product quality with its advantages in accordance with the price offered, as well as providing guarantees in the form of guarantees and proven product strategies, namely brand and product quality and guarantees (Warranty) can increase sales of Daihatsu Xenia cars at PT. Kharisma Sentosa Kendari Branch. Meanwhile, 2 other informants, namely Daihatsu Xenia customers, said that they chose Daihatsu Xenia because the Daihatsu brand is very well known for the quality of its products, in terms of engine, engine durability, body design, wider footrests and quite complete features as well as warranty guarantees, which is offered.

Based on this, it can be concluded that the strategy carried out by PT. Kharisma Sentosa Kendari Branch has succeeded in increasing the sales volume of Daihatsu Xenia Car products because every year the sales volume of Daihatsu Xenia cars always increases.

#### 4.1.2 The Right Price Strategy That Matches The Quality Of The Product

From the results of the interviews, it was found that one of the most important factors to support the achievement of the profit that the company wanted was the determination of the right product selling price in the sense that it was in accordance with the quality and economic or market conditions, five informants wrote that three of them were employees of PT. Kharisma Sentosa, Kendari Branch, explained that the price strategy is very important, the price that the company offers is very cheap among family cars, the Daihatsu Xenia strategy does offer prices that are easy to reach because of this pricing strategy, our Daihatsu Xenia sales have increased.

While two customer informants explained their reasons for buying Daihatsu Xenia apart from the fact that the product has many advantages but the price offered is quite cheap and affordable, the quality of the product is good according to the selling price offered. Statements from the interview results also prove that the pricing strategy, namely setting prices according to the products offered, is a factor that can increase sales of Daihatsu Xenia at PT. Kharisma Sentosa Kendari Branch. Based on this, it can be concluded that the pricing strategy carried out by PT. Kharisma Sentosa Kendari Branch has succeeded in increasing the sales volume of Daihatsu Xenia Car products because every year the sales volume of Daihatsu Xenia cars always increases.

## 4.2 Discussion

### 4.2.1 Marketing Mix Strategy in Increasing Sales Volume of Daihatsu Xenia Cars at PT. Kharisma Sentosa Kendari Branch

#### 1) Product

From the explanations obtained from the informants, it can be concluded that the product strategy prepositions are product quality brands, and guarantees (guarantee) can increase sales of Daihatsu Xenia cars at PT. Kharisma Sentosa Kendari Branch. From the results of the interviews that took place in the field, the answers were obtained:

- a) According to the head of the branch, Rasul Ramli (46), stated that the product strategy for Daihatsu Xenia is to offer the latest generations of All New Xenia which meet the needs of car users in the current era. Daihatsu All New Xenia was officially launched on 2021. This car comes with a new look and is equipped with a number of advanced features. Unlike the previous model, the All New Xenia comes using a new platform, namely DNGA (Daihatsu New Global Architecture). Daihatsu Xenia Prioritizing product quality according to the price offered. Daihatsu Xenia is featured with the latest generation, namely Daihatsu All New Xenia X, Daihatsu All New Xenia M, Daihatsu All New Xenia R which guarantees more comfortable riders, and is also equipped with a design designed with a new model so that the exterior appearance already looks modern, luxurious design equipped with the best interior materials used in every corner of the Daihatsu Xenia makes it look classy and comfortable to use the car.
- b) Kiki (28) As a salesperson, I felt myself when I launched the Daihatsu All New Xenia X, Daihatsu All New Xenia M, and Daihatsu All New Xenia R generations with superior features, the exterior looks modern, luxurious design equipped with the best interior materials which is used in every corner of the Daihatsu Xenia makes it look classy and comfortable to use the car. A good product strategy by offering well-known brands, namely Daihatsu and quality Daihatsu Xenia cars which have many advantages compared to other cars, has resulted in an increase in our sales target.

#### 2) Price

According to Kotler and Keller (2016: 48) price (price), is a company management system that will determine the appropriate base price for a product or service and must determine a strategy involving price discounts, payment of freight costs and various related variables. From the explanations obtained from the informants, it can be concluded that the price strategy preposition is penetration pricing which launches products at prices that are not too expensive but with good enough quality so that they can increase sales of Daihatsu Xenia cars at PT. Kharisma Sentosa Kendari Branch. From the results of the interviews that took place in the field, the answers were obtained:

- a) According to Rasul Ramli (48) stated that the pricing strategy implemented by PT. Kharisma Sentosa Kendari, namely by providing prices that can be reached by the people of Kendari City in accordance with the quality of the car products offered and not much different from competitors' products.
- b) According to Kamil (50), who is a consumer of the Daihatsu Xenia Car product, stated that the price offered by PT. Kharisma Sentosa Kendari Branch is as expected and easy to reach by consumers, the product quality and car facilities offered are also comparable to the price offered.

Based on the results of these interviews it can be concluded that the price offered by PT. Kharisma Sentosa Kendari Branch is as expected and easy to reach by consumers so that the volume of car sales also increases every year due to the increasing number of requests from consumers.

#### 3) Promotions

The promotion strategy carried out is in the form of personal selling which uses marketing sales to approach potential customers. Public Relations, is one element of the promotion mix that evaluates public attitudes or society, PT. Kharisma Sentosa Kendari Branch carried out various programs to approach the community by opening exhibitions and conducting car demonstrations to introduce the advantages of the Daihatsu Xenia. To introduce Daihatsu Xenia to the public, all sales promotion employees work directly in the field by distributing brochures to the public, making person to person offers so that the public feels close to the employees. Apart from that, they also opened exhibitions such as at Lippo Plaza Kendari. The right promotion strategy can increase sales of Daihatsu Xenia.

#### 4) Place (Place/Distribution)

According to Kotler and Keller (2016: 48) distribution (place), is choosing and managing trade channels used to distribute products or services and also to serve target markets, as well as developing a distribution system for physical product delivery and trade. Prospective customers who want to buy Daihatsu Xenia can come directly to PT. Kharisma Sentosa Kendari Branch which is located at Jl MT. Haryono No, 105-107 Wua-Wua Kendari. A good place strategy where PT. Kharisma Sentosa Kendari Branch is in front of the main road, easy for vehicles to access and is in the city center, making it easy for consumers to access PT. Kharisma Sentosa Kendari Branch. In Kendari there is only one PT. Kharisma Sentosa office.

#### 5) People

According to Kotler and Keller (2016: 48) people are all actors who play an important role in providing services so that they can influence buyer perceptions. Elements of people are company employees, consumers, and other consumers. All attitudes and actions of employees, how to dress employees and employee appearance have an influence on the success of service delivery. The results of interviews with the head of the branch number of employees owned

by PT. Kharisma Sentosa Kendari Branch has 43 permanent employees. They all have their respective parts in the successful sale of Daihatsu Xenia. Most of them graduated from SMK and university.

#### 6) Process

To buy a Daihatsu Xenia car, customers can come directly to PT. Kharisma Sentosa Kendari Branch which is located at Jl MT. Haryono No, 105-107 Wua-Wua Kendari. As for the process of purchasing credit bias by leasing in collaboration with PT. Kharisma Sentosa Kendari Branch such as Adira, Mandiri Tunas Finance, BCA, BII, and BRI or direct cash bias.

#### 7) Physical Evidence

PT. Kharisma Sentosa Kendari Branch provides waiting room facilities with comfortable temperatures, chairs and tables for consumers, sufficient parking space for consumers, toilets and a clean environment. There is also a display of all types of Daihatsu car products. There is also a car service place for those who want to service their Daihatsu vehicles, apart from selling spare parts for all types of Daihatsu cars. Physical buildings that support accommodating incoming customers.

## V. CONCLUSIONS AND RECOMMENDATIONS

### 5.1 Conclusion

Based on the results of the analysis and discussion in this study, it can be concluded that: 1) Product strategy, namely brand and product quality as well as guarantees (Warranty) can increase sales of Daihatsu Xenia cars at PT. Kharisma Sentosa Kendari Branch. 2) The pricing strategy, namely pricing can increase sales of Daihatsu Xenia at PT. Kharisma Sentosa Kendari Branch. 3) Promotional strategies namely Advertising, Sales promotion, Public relations and publicity, Personal selling, and Direct marketing can increase sales of Daihatsu Xenia at PT. Kharisma Sentosa Kendari Branch. 4) Location strategy, namely easy access or easy to reach, visibility, ample parking space and security, Expansion can increase sales of Daihatsu Xenia at PT. Kharisma Sentosa Kendari Branch. 5) Process, namely fast processing in service can increase sales of Daihatsu Xenia at PT. Kharisma Sentosa cars, Kendari Branch. 6) The role of people can increase sales of Daihatsu Xenia at PT. Kharisma Sentosa Kendari Branch. 7) Physical evidence of physical facilities such as store exteriors, store interiors, and store environments can form a store image and buyer atmosphere so as to increase sales of Daihatsu Xenia cars at PT. Kharisma Sentosa, Kendari Branch.

### 5.2 Suggestion

Daihatsu Xenia at PT. Kharisma Sentosa Kendari Branch must properly maintain the marketing mix that has been implemented. The strategy used by the Daihatsu Xenia company at PT. Kharisma Sentosa Kendari Branch is already doing well, but it would be better if the company continues to improve its strategies, seeing that currently there are many other competitors who have issued MPV products, this is a threat to the company to increase sales of Daihatsu Xenia cars. Companies can promote through social media and always participate in exhibitions. Companies must pay attention to existing resources. Friendly and agile human resources in offering products to customers will provide additional value so that customers are also influenced to buy Daihatsu Xenia cars at PT. Kharisma Sentosa Kendari Branch.

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