

Growth of UMKM in Dedap Village, Meranti District: Promotion, Location, and Product Quality

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ABSTRACT

The aim of this research is to determine the growth of MSMEs through the factors that influence it. This research was conducted in Dedap Village, Tasik Putri Puyu District, Meranti Regency, Riau Province. The data analysis method uses a quantitative descriptive approach, data collection techniques are carried out by means of field observations, questionnaires and questionnaires, library data and documentation. The number of samples in the study was 102 people. Data analysis was carried out using the results of multiple linear regression calculations assisted by the SPSS 22 analysis tool. Based on the results of data analysis, promotion and product quality had a positive and significant influence on the growth of MSMEs, while location had no effect on MSME growth. Based on the results of interviews conducted in the field, buyers do not mind the location where the MSMEs are located, but customers prefer that the product is known and the quality provided can satisfy their needs

INTRODUCTION

Economic growth currently feels very fast, many sectors are increasing due to increasing demand, both from small and large companies. In general, the improvement in the Indonesian economy has led to significant economic growth. The role of business in the development of the Indonesian economy is very intense, this is proven by the monetary crisis that hit Indonesia in 1997, at that time many companies experienced bankruptcy and even banks were threatened with closure, but at that time only MSMEs (Micro, Small and Medium Enterprises) were operating. still able to survive in these conditions (Damayanti & Nasution, 2022).

Business development does not always increase, sometimes there is also a decline which causes low income. A business is said to be independent if it does not depend on other parties, manages the business well, and can create jobs (Mashuri & Khoirin, 2024). According to Abdillah & Rufial, (2022) the problems that occur in MSMEs in Indonesia are: low access to productive resources, low quality of Human Resources, low productivity, and low competitiveness. These problems occur due to a lack of interest among MSME actors in the pre-business process. prepared, before running the business (Dicki Agusani, 2020; Masrurin, 2020; Rahmawati et al., 2021).

There are several things that must be done to maximize the business process in order to achieve the desired results. One of the most important aspects of pre-business is the location of the place of business, how to promote it and the type of product being marketed. This is in line with research from Rahmawati et al., (2021) that these factors play a role in the development of MSMEs.

Marketing in a business has a huge impact on the development and success of the business (Rosyidi et al., 2023). The American Marketing Association defines marketing as the result of the work performance of business activities related to the flow of goods and services from producers to consumers (Novaldi et al., 2023). The marketing activity process begins long before the product enters the production process. This interpretation explains that the marketing strategy has been prepared in such a way before the product is produced, such as decisions regarding the product being made, its price, suitability for the environment, target market and target goods sold (Alfiansyah et al., 2023; Harahap, 2022; Rosyidi et al., 2023).

The lack of promotions presented at a business will result in a lack of customers attending the business because promotions can affect the level of sales at a business quite significantly. Likewise, the location of the business location will affect the production process so that product prices will increase (Novaldi et al., 2023),

This problem occurs in MSMEs as research conducted shows that Indonesia is still weak in access to productive resources, it was recorded that only 0.13% export, the factors being that human resources are still low, lack of knowledge about a business, product quality is less competitive. These factors have caused business growth to slow down. Therefore, the researchers took the title "Growth of MSMEs in Dedap, Meranti Regency: which is influenced by

promotion factors, location factors and product quality factors." This research was carried out as a consideration for the progress of MSMEs in Dedap village in particular and Indonesia in general with the hope that it will provide knowledge for all of us (Khoirin et al., 2024).

LITERATURE REVIEW

Promotion

Promotion is a marketing and sales activity to inform and encourage demand for a company's products, services and ideas by influencing potential buyers to want to consume the products and services produced. Convey specifications of the form of product or service produced to the buyer for the buyer's consideration when they want to consume the product or service offered both in terms of composition and benefits and so on (Dicki Agusani, 2020; Sari et al., 2021; TUANDA, 2022; Widiyanto et al., 2021).

Location

Location is the place where a business or business activity is carried out, meaning the place where the business takes place and carries out activities as it should. One of the keys to success in trading is location placement that suits the type of product and conditions of the local community. With the right location, your business will quickly progress and develop. Determining location will affect the level of profit that a business can achieve (Abdillah & Rufial, 2022; Izzuddin & Muhsin, 2020; Masrurin, 2020).

Product Quality

Products are consumer goods that freshmart can offer to be seen, used, owned or consumed so that they can satisfy wants or needs. Product quality is a physical condition, function and nature of a product, whether goods or services, which is based on the expected level of quality such as durability, reliability, accuracy, ease of operation, product repair and other product attributes with the aim of meeting and satisfying needs. consumer or customer (Dicki Agusani, 2020; Harahap, 2022; Izzuddin & Muhsin, 2020; Masrurin, 2020; Sari et al., 2021).

MSMEs

MSMEs are independent productive business units, carried out by individuals or business entities in all economic sectors (Arwin et al., 2023; Damayanti & Nasution, 2022; Novaldi et al., 2023; Rahmawati et al., 2021; Tuanda, 2022).

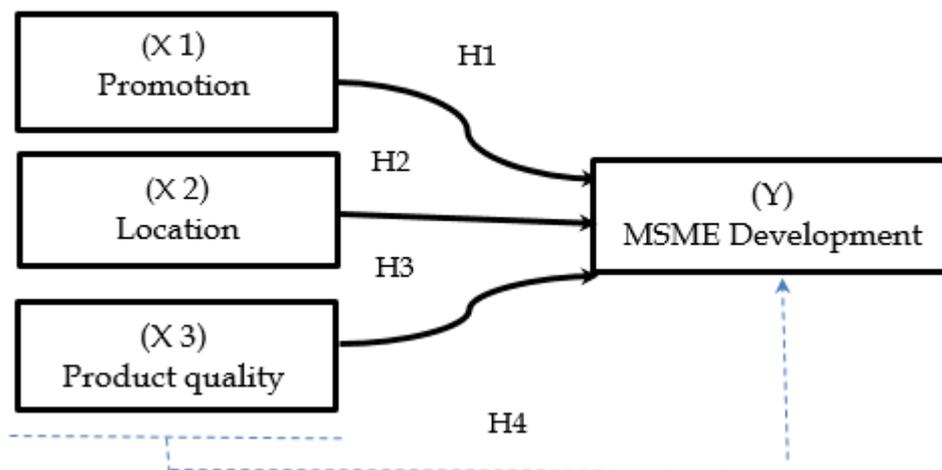


Figure 1. Conceptual Framework

METHODOLOGY

This study is a quantitative study. The data used in this study are the primary data obtained by the survey method. The data analysis method uses SPSS statistical testing, which includes:

Validity Test

Validity is a measure of the validity or validity of an instrument. The correlation test formula proposed by Pearson is known as the product moment correlation formula (Hair et al., 2010).

Reliability Testing

Reliability is a survey measurement tool that is indicative of a variable or construct. A survey is considered reliable if a person's occasional response to a statement is consistent or stable. Reliability testing can be done using the Cronbach Alpha (α) statistical test and the SPSS program. A construct or variable is considered robust if its Cronbach alpha value is >0.60 (Hamidi & Safareeyeh, 2019).

Normality Test

Before testing the hypothesis, a normality test was performed on the data. The data normality test aims to determine whether both dependent and independent variables in the regression model have a normal distribution. Normality criterion was performed using the Kolmogorov-Smirnov test.

Multicollinearity Test

This multicollinearity test aims to test whether the regression model finds a correlation between the independent variables.

Heteroskedasticity Test

This heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.

Simple Regression Analysis

The analytical method to be used in this study is to use a simple linear regression analysis method to obtain a complete picture of the relationship between one variable and the other (Ghozali, 2016).

Hypothesis Test

Hypothesis testing is a decision-making method based on data analysis, both from controlled experiments and (uncontrolled) observations. It is a statistical procedure used to draw conclusions about a population based on sample data. In simple terms, hypothesis testing can be interpreted as a process for testing the truth of an assumption or statement (hypothesis) about a population parameter. This assumption is based on existing knowledge or theory, and needs to be proven or rejected using data obtained from research.

Coefficient of Determination

The coefficient of determination (R) is an interpretation of the effect size expressed as a percentage of the ratio between the independent and dependent variables. Coefficient of determination in linear regression. In linear regression, the coefficient of determination is usually interpreted as the ability of all independent variables to explain the variance of the dependent variable. Simply put, the coefficient of determination is calculated by squaring the correlation coefficient (R) (Ghozali, 2016).

RESULTS

Validity Test

The provisions for data validity can be seen from the r value, if r calculated is greater than r table ($r_{\text{calculated}} > r_{\text{table}}$) then the data is declared valid. The following are the results of the research data validity test:

Table 1. Validity Test Results

Variable	Data	R-count	R-table	Information
X1	X1.1	0.639	0,194	Valid
	X1.2	0.750	0,194	Valid
	X1.3	0.723	0,194	Valid
	X1.4	0.653	0,194	Valid
X2	X2.1	0.637	0,194	Valid
	X2.2	0.665	0,194	Valid
	X2.3	0.578	0,194	Valid
	X2.4	0.617	0,194	Valid
	X2.5	0.536	0,194	Valid
X3	X3.1	0.282	0,194	Valid
	X3.2	0.478	0,194	Valid
	X3.3	0.297	0,194	Valid

	X3.4	0.502	0,194	Valid
Y	Y1	0.564	0,194	Valid
	Y2	0.449	0,194	Valid
	Y3	0.285	0,194	Valid

Source: processed data

Dari Table.1 diatas terlihat bahwa data X1 (promosi), X2 (lokasi), X3 (produk) dan Y (UMKM) sudah dinyatakan valid karena nilai r hitung lebih besar dari r tabel.

Reliability Test

The reliability test is measured using Cronbach's Alpha statistics which is useful for measuring the extent to which the data obtained is the same construct. Data is said to be reliable if the Cronbach's Alpha value is equal to or greater than 0.6. The following are the test data results that researchers obtained using the SPSS application:

Table. 2 Reliability Test Results

Variabel	Cronbach's Alpha	Keterangan
X1	0.850	Reliabel
X2	0.816	Reliabel
X3	0.605	Reliabel
Y	0.614	Reliabel

Source: processed data

From Table. 2 above, it is known that the Cronbach's Alpha data test results are greater than 0.6 so that each data on the variable is declared reliable.

Normality Test

In this study, normality testing used one-sample Kolmogorov-Smirnov test analysis with the following results:

Table. 3 Results of the One Sample Kolmogorov-Smirnov test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		102
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.82775643
Most Extreme Differences	Absolute	.077
	Positive	.077
	Negative	-.042
Test Statistic		.077
Asymp. Sig. (2-tailed)		.147 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

The provisions in the normality test using one sample Kolmogorov-Smirnov analysis are to compare Significant with 0.05 if the value is greater than 0.05 (Asymp. Sig. > 0.05) then the data tested is said to be normal but if the Sig value . smaller than 0.05 (Asymp. Sig. < 0.05) then the data tested is said to be abnormal. So from the table above it is clear that the value of Asymp. Sig. researchers are greater than 0.05 so the data is said to be normal.

Multicollinearity Test

This multicollinearity test aims to test whether the regression model finds a correlation between the independent variables.

Table. 4 Multicollinearity Test Results

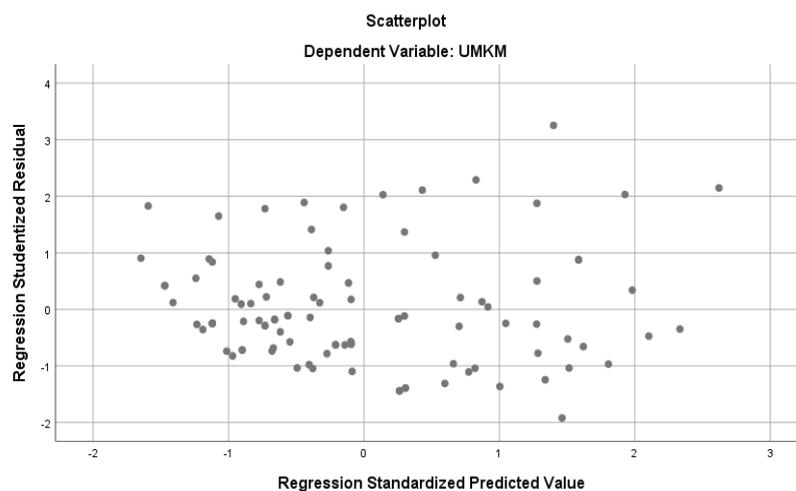
Collinearity Statistics	
Tolerance	VIF
0.753	1.328
0.992	1.008
0.748	1.337

Source: processed data

From Table 4 above, it is known that the tolerance value is greater than 0.10, namely the promotion variable is 0.753, the location variable is 0.992 and the product variable is 0.748. then for the Variance Inflation Factor (VIF) value smaller than 10, namely for promotion 1,328, location 1,008 and product 1,337. So it can be concluded that there is no multicollinearity in the data.

Heteroscedasticity Test

This heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another.



Future 2. Scatterplot

Source: processed data

The results of the heteroscedasticity test with scatterplot graphs show that the points are spread randomly and are spread both above and below the number 0 on the Y axis, provided that if the data gathers to form a certain clear pattern then the data has heteroscedasticity in the regression model, whereas if the points -The points are randomly distributed both above and below the number 0 on the Y axis, so the data does not have heteroscedasticity in the regression model, so it can be concluded that the scatterplot graph data that the researcher has does not have heteroscedasticity in the regression model.

Multiple Linear Regression Test

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis is carried out to determine how much influence the independent variable has on the dependent variable. The multiple linear test aims to test the influence of more than one independent variable (independent variable) on the dependent variable (dependent variable).

Table. 5
Coefficients Test Results

Unstandardized Coefficients		Standardized Coefficients	t	Sig.
B	Std. Error	Beta		
3.095	1.369		2.260	.026
.142	.039	.301	3.666	.000
.035	.038	.066	.930	.355
.399	.064	.513	6.235	.000

Dependent Variable: UMKM

From Table. 5 above, a multiple linear regression equation can be created as follows:

$$Y = 3.095 + 0.142 + 0.035 + 0.399$$

The test results from the research data that have been obtained can be interpreted as:

1. The constant β_0 is 3.095. This value can be interpreted as if the value of the promotion, location and product variables is 0, then the value of the dependent variable for MSME development is 3,095.
2. Coefficients β_1 is 0.142. This value can be interpreted as when the promotion variable (X1) increases by 1 unit, then the MSME development variable (Y) increases by 0.142.
3. Coefficients β_2 is 0.035. This value can be interpreted as meaning that when the location variable (X2) increases by 1 unit, the MSME development variable (Y) will increase by 0.035.
4. The coefficient β_3 is 0.399. This value can be interpreted as when the product variable (X3) increases by 1 unit, then the MSME development variable (Y) increases by 0.399.

Hypothesis Test

Parametric tests make assumptions about the population from data obtained from the sample. One of the parametric test methods is the t test which is used to compare the mean or average value of the observed sample with the average value that is normally expected from the distribution of average values. The t test compares mean values to each other to determine the presence of statistical significance.

The t test is used to find out whether the independent variable has an effect on the dependent variable or not. As for the comparison, use t table with the formula for determining it is $t \text{ table} = n - k$ with n being the number of respondents while k is the number of variables, it can be calculated as follows:

$$\begin{aligned} T_{\text{table}} &= n - k \\ 102 - 4 &= 98 \end{aligned}$$

The t table value obtained is 1.984. To determine whether a variable has an influence or not, it can be seen by comparing the t count with the t table, if the $t \text{ count} > t \text{ table}$, then the hypothesis is accepted (has an effect) but if the $t \text{ count} < T \text{ table}$ then the hypothesis is rejected. Hypothesis testing can also be seen from the significance value compared to an alpha value of 5%, provided that if the results are significant $<5\%$ then the research hypothesis has an influence.

Based on Table. 6 above, it can be seen that the promotion variable with a t count of 3.666 is compared to the t table of 1.984, so the t count is greater with a significant value of 0.000 below 0.05, meaning that promotion has an influence and is significant on the growth of MSMEs. These results are in line with research by Mustapha (2017), Kevin Alberto (2021), which states that promotion has a positive and significant effect on the growth of a business as well as MSMEs.

The existence of promotions in a business is very helpful in the implementation of the business, information that is disseminated through good and appropriate promotions will be able to introduce the business to more potential consumers. The more people know about a particular business or enterprise, the higher the consumer's income opportunities for that business will be and this will automatically increase income for the business which will help the business succeed.

Promotion in a business is now very easy to do, because promotion is currently supported by advanced technological developments where promotion can be done using applications or processes carried out using internet technology. Through social media, the spread of promotions has increased rapidly because business actors no longer need to travel around the area to distribute banners to introduce their business to the public, with internet media the dissemination of information is faster and has a wider reach than manual promotions. This increase is certainly a big opportunity for creative entrepreneurs to further increase promotions so that the opportunity to get consumers is even greater.

For the location variable, the calculated t value of 0.930 is smaller than the t table of 1.984 with a significant value of 0.355 above 0.05, which means

that the location variable has no effect on the growth of MSMEs. Rural areas are places where various forms of authenticity are still maintained because there are not many external influences or the impact of globalization that affect life in these communities, so this causes a lack of performance and business growth which is currently very fast and is supported by increasingly sophisticated technology. Dedap Village already has technology but it is only limited, network access is not yet stable and the main road still does not meet expectations because the island area is far from sources of goods. People are used to the conditions so they don't care about the location of the goods if it is important that the goods are not a problem for them to get.

In the product variable, the calculated t value is $6.235 > t$ table 1.984 and the significant value is 0.000, which is smaller than 0.05, meaning it has a significant influence on the growth of MSMEs. There is a more important factor that customers consider when purchasing products, namely halal products. This is because most of the residents of Dedap village are Muslims, only 2 percent are non-Muslims, which of course has a greater chance of selling halal products than non-halal products, plus these products are a primary need for consumers and definitely have a greater percentage of sales.

Coefficient of Determination Test

The coefficient of determination (R²) is used to measure how far the model is able to explain variations in the dependent variable. The coefficient of determination value is between zero and one. The coefficient of determination test can be used to predict how much influence the independent variable (X) will contribute to the dependent variable (Y) provided that the results of the T and F tests in linear regression analysis are significant. On the other hand, if the results in the F and T tests are not significant then the coefficient of determination (R Square) value cannot be used to predict the contribution of the influence of variable X to variable Y. The following is the determination analysis table of the research results:

Table. 6
Table R Square

R	R Square	Adjusted R Square	Std. Error of the Estimate	R	F	Sig. F
				Square Change	Change	Change
.553 ^a	.306	.299	.984	.306	44.028	.000

Based on Table 6 above, it is known that the R square value is 0.306, this shows that the development of MSMEs (Y) is influenced by promotion, location and products by 30.6%, while the rest is influenced by other variables. Simultaneously it was found that the independent variable had an effect on the dependent variable, this can be seen from the significant F Change results which were smaller than 5%. The contribution of these three variables is able to bring MSMEs to develop for the better, although the contribution of the location

variable is not as big as the others because the environmental conditions and knowledge of the village community are not yet good.

DISCUSSION

The Influence of Promotion on the Development of Msmes in Dedap Village

Referring to the results of research conducted by researchers, it is known that the promotion variable (X1) has an influence on the growth of MSMEs, in other words, H1 is accepted. These results are in line with many previous studies, including Kevin's research which states that promotion has a positive and significant effect on the growth of a business as well as MSMEs, as well as research from Izzuddin & Muhsin, (2020) which also found results that promotion variables have a positive and significant effect on growth and development. MSMEs.

The existence of promotions in a business is very helpful in the implementation of the business, information that is disseminated through good and appropriate promotions will be able to introduce the business to more potential consumers. The more people know about a particular business or enterprise, the higher the consumer's income opportunities for that business will be and this will automatically increase income for the business which will help the business succeed.

The influence of Location on the Development of MSMEs in Dedap Village

Looking at the results, the researchers stated that location had no partial effect on the growth of MSMEs in Dedap Village, meaning that the hypothesis obtained was that H1 was rejected. This is in line with previous researchers, namely Alberto, who stated that the location of a business has no partial effect on the growth and development of a business.

The influence of Products on the Development of MSMEs in Dedap Village

Taking from the results of research carried out by researchers, it is known that the product variable has a significant effect on variable Y, namely the development of MSMEs, meaning that hypothesis testing produces the result that H3 is accepted. The product variable is the biggest variable that influences the development of MSMEs in Dedap village, this is because the majority of MSME actors sell and offer products that are classified as primary products and use retail business methods where they sell a variety of primary products so that sometimes in one place of business they need Primary products are obtained directly by consumers. This result does not mean that secondary products and others do not sell well on the market, but rather that the percentage sold is smaller than primary products.

The Influence of Promotions, Location and Products on the Development of MSMEs

The results of the f test, which is the result of testing the three independent variables against the dependent variable, show that the three have a strong relationship, meaning that these three factors have a significant

influence on the development of MSMEs in Dedap village. These results also state that the hypothesis test H4 is accepted. These results are supported by Suzi Widyasari's research which states that promotion, location and products influence the running of MSMEs which of course will influence the development of these MSMEs.

The contribution of these three variables will be able to bring MSMEs to develop for the better, although it is a shame that the contribution of the location variable is not as big as the others due to environmental conditions and inadequate knowledge, which causes stable conditions but the stability is only fixed and does not develop for the better.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis, promotion has a positive and significant effect on the development of MSMEs. Keeping up with current developments in promotions carried out through various social media can increase the growth of MSMEs for business actors. Business actors do not need to travel around the village to spread information about their business products to the community. With internet media, the dissemination of information is faster and has a wider reach than manual promotion. Location has no effect on the variable development of MSMEs. People are used to conditions that are quite far away, so they don't care about the location where the goods are, if it is important that the goods are not a problem for them to get them. Necessary supplies can also be ordered via social media via the internet network even though network access is not very good. For MSMEs, business location has a significant impact on MSME growth, but in Dedap Village, business location is not a problem for customers, and what is more important for customers is that the product is known and has good quality. Meanwhile, products have a positive and significant effect on the development of MSMEs. Simultaneously, promotion, location and product have a significant influence on the development of MSMEs.

FURTHER STUDY

Based on the results of the study and discussion and some of the findings of this study, the researcher can make the following recommendations:

For Scientists and Researchers

Increase the amount of data by increasing uptime and using examples from other types of companies as additional references, particularly in the area of service and customer satisfaction, as well as adding macro variables not examined in this study service facilities work ethic and others.

For Companies

For companies, the information obtained from this study should be taken into account when making decisions to increase the profitability of the company in order to attract investors to invest in the company

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