NICEBIS: National Innovation Conference on Economics and Business
Volume I, Number I, 2025
Open Access: https://proceeding.kreatiftechinnovations.id/nicebis

ANALYSIS OF PRICE, PROMOTION, PRODUCT QUALITY, AND LOCATION ON PURCHASING DECISIONS MEDIATED BY COMPETITIVE ADVANTAGE ON STIK BAWANG TINA JAYA KEDUNGPRING STRUCTURAL EQUATION MODELING (SEM) - PARTIAL LEAST SQUARES (PLS) METHOD

Lutfia Qolbiana Sakinah
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
lutfia@unisla.ac.id

Abid Muhtarom
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
abid@unisla.ac.id

Emalia Nova Sustyorini
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
emaliaberlian@unisla.ac.id

Ratna Handayati
Faculty of Economics and Business
Islamic University of Lamongan
Lamongan, Indonesia
handayati@unisla.ac.id

Article Info

Keyword:
Price, Promotion, Product Quality, Location, Purchase Decision, Competitive Advantage.

ABSTRACT

This study aims to examine the analysis of price, promotion, product quality, and location on purchasing decisions at Stik Bawang Tina Jaya mediated by competitive advantage. The type of research used is descriptive quantitative. The population was 239 which was taken from customers of Stik Bawang Tina Jaya with a sample size of 150 customers. Data collection techniques by distributing questionnaires to respondents. The data analysis used is SmartPLS 3.0 ver. The results of this study can be concluded that Price and Location have a positive and significant effect on Purchasing Decisions and have a positive but insignificant effect on Competitive Advantage. Product quality has a positive and significant effect on Purchasing Decisions and Competitive Advantage. Promotion has a positive but insignificant effect on Purchasing Decisions and Competitive Advantage. Competitive Advantage has a negative but significant effect on Purchasing Decisions. Based on these results, it can be concluded that the main factors influencing Purchasing Decisions are Price, Product Quality and Location, while Competitiveness is not able to be a strong mediating variable in the relationship between the independent variables and Purchasing Decisions.

INTRODUCTION

Currently, business competition is felt to be increasingly fierce, where a company must create ideas in their own way to attract and meet consumer needs, including MSME actors. Micro, small, and medium enterprises have opened opportunities for post-crisis economic growth and have taken an important position in creating extensive job opportunities in Indonesia (Munthe, A, et al., 2023). UMKM are classified based on certain criteria such as turnover, assets, and number of employees, with the application of rules for each group differing according to its economic sector, in accordance with the regulations in Law Number 20 of 2008.

The consumer habits of society can become a business idea or opportunity for MSMEs in the snack culinary field. Stik Bawang Tina Jaya is one of the MSME entrepreneurs in the snack food sector, using garlic as the main ingredient processed into garlic stick snacks. They not only sell garlic sticks but also various types of snacks such as hidden peanuts, marning, dried chips, etc. Running a small home-based micro business has its own challenges, the benchmark for the success of entrepreneurs is that their products can excel compared to competitors.

This research was conducted to deepen previous research, this research is focused on the MSME sector, using different calculation methods, as well as different times, locations and case studies where each business must have various problems, as well as adding several new variables where one variable becomes a mediating variable between the independent variable and the dependent variable. Based on this background, the authors want to conduct research with the title "ANALYSIS OF PRICE, PROMOTION, PRODUCT QUALITY, AND LOCATION ON PURCHASING DECISIONS MEDIATED BY COMPETITIVE ADVANTAGE ON STIK BAWANG TINA JAYA KEDUNGPRING STRUCTURAL EQUATION MODELING (SEM) - PARTIAL LEAST SQUARES (PLS) METHOD".

RESEARCH METHODS

The type of research used is quantitative, with dependent, independent and mediating variables. Primary data is obtained through distributing questionnaires, while secondary data is obtained from record evidence or historical reports. The population in the study was 239 customers in the Kedungpring area for one month, using the purposive sampling technique. Using the Slovin formula, obtained a sample of 150 samples. This study uses the Structural Equation Modeling (SEM) - Partial Least Squares (PLS) method.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

Validity test

The validity test in this study is used to measure the validity or correctness of a questionnaire. The following are the results of the validity test using the Smart PLS 3 programme, which are as follows:

Convergent Validity

Convergent validity in SmartPLS, the same as outer loading, is said to be high if the value is > 0.7 and the average variance extracted (AVE) value. If the value is > 0.05 (Yuhana, Y. et al., 2024).

Table 1 Convergent Validity Test

Variable	Indicator	Outer Loading	AVE	Description
Price (X1)	1	0.866	0,693	VALID
	2	0.785		
	3	0.828		
	4	0.849		
Promotion (X2)	1	0.825	0,655	
	2	0.723		
	3	0.774		
	4	0.846		
	5	0.869		
Product Quality (X3)	1	0.835	0,646	
	2	0.821		
	3	0.781		
	4	0.777		
	1	0.787		

Location (X4)	2	**0.775**	**0,666**	
	3	**0.849**		
	4	**0.884**		
	5	**0.782**		
Purchase Decision (Y)	1	**0.776**	**0,634**	
	2	**0.780**		
	3	**0.848**		
	4	**0.779**		
Competitive Advantage(Z)	1	**0.728**	**0,636**	
	2	**0.767**		
	3	**0.824**		
	4	**0.873**		
	5	**0.787**		

Source: Data from SmartPLS 3.0 version (2025)

Based on table 1 above, it can be concluded that the variables Price (X1), Promotion (X2), Product Quality (X3), Location (X4), Purchasing Decisions (Y), and Competitive Advantage (Z) in this study are valid because the Outer Loading and AVE values for each variable tested have values> 0.7 and> 0.05. The variables in this study are valid.

Discrimination Validity

Discrimination validity is a construct that is judged to be different from other constructs based on empirical standards. Based on cross loading of other construct values> 0.70.

Table 2 Cross-loading

	Price	Purchase Decision	Competitive Advantage	Product Quality	Location	Promotion
X1.1	0.866	0.282	0.275	0.217	0.143	0.302
X1.2	0.785	0.198	0.266	0.174	0.007	0.272
X1.3	0.828	0.297	0.280	0.302	0.086	0.406
X1.4	0.849	0.286	0.205	0.228	0.170	0.373
X2.1	0.337	0.170	0.267	0.252	0.214	0.825
X2.2	0.257	0.218	0.162	0.162	0.152	0.723
X2.3	0.349	0.204	0.218	0.238	0.136	0.774
X2.4	0.312	0.305	0.286	0.311	0.240	0.846
X2.5	0.384	0.406	0.331	0.416	0.233	0.869
X3.1	0.244	0.297	0.644	0.787	0.048	0.346
X3.2	0.269	0.327	0.632	0.775	0.046	0.303
X3.3	0.301	0.320	0.729	0.849	0.185	0.335
X3.4	0.202	0.309	0.775	0.884	0.167	0.289
X3.5	0.124	0.240	0.660	0.782	0.113	0.208
X4.1	0.122	0.274	0.123	0.149	0.821	0.192
X4.2	0.080	0.265	0.041	0.033	0.781	0.186
X4.3	0.084	0.356	0.170	0.170	0.853	0.203
X4.4	0.114	0.335	0.061	0.080	0.777	0.215
Y1.1	0.170	0.776	0.117	0.284	0.352	0.253
Y1.2	0.201	0.780	0.256	0.309	0.248	0.227
Y1.3	0.357	0.848	0.282	0.367	0.323	0.343
Y1.4	0.265	0.779	0.179	0.287	0.313	0.256

Z1.1	0.350	0.211	0.728	0.696	0.040	0.314
Z1.2	0.301	0.252	0.767	0.579	0.037	0.230
Z1.3	0.273	0.212	0.824	0.631	0.173	0.237
Z1.4	0.184	0.237	0.873	0.767	0.176	0.303
Z1.5	0.132	0.146	0.787	0.673	0.081	0.198

Source: Data from SmartPLS 3.0 version (2025)

The cross-loading data in Table 2 shows that the correlation values of the constructs with their indicators are greater than the correlation values with other constructs. all constructs or latent variables have strong discriminant validity. The construct indicators are superior to the indicators in other blocks, demonstrating very good discriminant validity.

Reliability Test

Contruct reliability is said to be reliable if the composite reliability value is> 0.70, while cornbach alpha> 0.60.

Table 3. Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Description
Price	**0.852**	**0.900**	**Reliabel**
Promotion	**0.871**	**0.904**	
Product Quality	**0.874**	**0.909**	
Location	**0.819**	**0.880**	
Purchase Decision	**0.809**	**0.874**	
Competitive Advantage	**0.856**	**0.897**	

Source: Data from SmartPLS 3.0 version (2025)

Table 3 shows the results of composite reliability and Cronbach's alpha values according to the criteria, namely the variables Price, Promotion, Product Quality, Purchase Decision, and Competitive Advantage. Competing shows a value > 0.7 for composite reliability and > 0.60 for Cronbach's alpha. Thus, all the tested variables meet the criteria and are considered reliable.

Measurement Model (Inner Model)

The Inner Model test includes the Coefficient of Determination (R-square) while the dependent variable and the Path Coefficient for the independent variable. These coefficients are analysed for their effect using the T-Statistics value (Sihombing, P. R., 2022). This model is useful for describing events that occur to be observed.

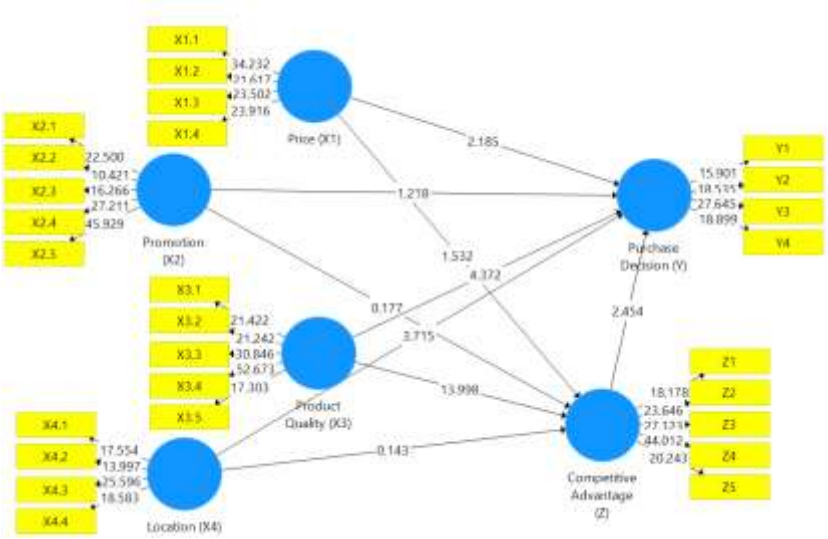

Image 1. Structural Model SmartPLS (2025)

R-Square

The R-Square value is the coefficient of determination of the Endogenous structure applied to observations to facilitate the acquisition of solutions and solutions. Accordi, I. (2006), A., et al (2022). the R-Square value of > 0.67 is said to be strong, > 0.33 is said to be moderate and > 0. 19 is said to be weak.

Table 4. R-Square Value

Variable	R Square	R Square Adjusted
Purchase Decision (Y)	0.321	0.289
Competitive Advantage (Z)	0.721	0.713

Source: Data from SmartPLS 3.0 version (2025)

In Table 4 of the above test, the Price Variable (X1), Promotion (X2), Product Quality (X3), and Location (X4) against Purchase Decision (Y). obtained an R-Square value of 0.312 and an Adjusted R-Square value of 0.289. That can be considered weak.

In Table 4 of the test above, the Price Variable (X1), Promotion (X2), Product Quality (X3), and Location (X4) against Competitive Advantage (Z). obtained an R-Square value of 0.721 and an Adjusted R-Square value of 0.713. That can be considered strong.

Goodness of Fit

Goodness of Fit is a measure used to assess how well a statistical model can explain the observed data. According to Ghozali, I. (2015) in Andini, A. (2020). If the value of 0.10 is considered small, 0.25 is considered moderate, and 0.36 is considered large.

Table 5. Goodness of Fit

	Saturated Model	Estimated Model
SRMR	0.088	0.088

Source: Data from SmartPLS 3.0 version (2025)

The results can be seen in Table 5 above, where the SRMR value of 0.088 is considered fit because it is less than 0.10.

Mediation Test (Path Coefficient)

The mediation test produces a mediation factor (intervening) and is beneficial in mediating between independent and dependent variables, as can be seen when the P-Value on the Specific Indirect Effect > 0.05, it is said to be Negative and vice versa. (Baron, et al 1986) in (Muhtarom, A., et al 2022).

Table 6. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Price -> Purchase Decision	0.191	0.199	0.088	2.157	**0.031**
Price -> Competitive Advantage	0.082	0.087	0.054	1.511	**0.131**
Competitive Advantage -> Purchase Decision	-0.219	-0.217	0.095	2.322	**0.021**
Product Quality-> Purchase Decision	0.415	0.425	0.099	4.183	**0.000**
Product Quality-> Competitive Advantage	0.825	0.826	0.056	14.796	**0.000**
Location -> Purchase Decision	0.307	0.311	0.083	3.685	**0.000**
Location -> Competitive Advantage	0.006	0.005	0.037	0.148	**0.882**

Promotion -> Purchase Decision	0.111	0.110	0.086	1.284	**0.200**
Promotion -> Competitive Advantage	-0.009	-0.006	0.056	0.161	**0.872**

Source: Data from SmartPLS 3.0 version (2025)

In the Path Coefficient table above, it can be concluded that the variables Price, Product Quality, and Location towards the Purchase Decision variable show a positive relationship with the original sample value (below 0.000) and a significant value (P value < 0.05).

In the Path Coefficient table above, it can be concluded that the Promotion variable towards the Purchase Decision variable shows a positive relationship with the original sample value (below 0.000) and an insignificant value (P value > 0.05).

In the Path Coefficient table above, it can be concluded that the Promotion variable towards the Competitive Advantage variable shows a negative relationship with the original sample value (above 0.000) and an insignificant value (P value > 0.05).

In the Path Coefficient table above, it can be concluded that the Product Quality variable towards the Competitive Advantage variable shows a negative relationship with the value from the original sample (above 0.000) and a significant value (P value < 0.05).

In the Path Coefficient table above, it can be concluded that the variables Price and Location towards the variable Product Excellence show a positive relationship with the value from the original sample (below 0.000) and an insignificant value (P value > 0.05).

In the Path Coefficient table above, it can be concluded that the Competitive Advantage variable towards the Purchase Decision variable shows a negative relationship with the value from the original sample (above 0.000) and a significant value (P value < 0.05).

HYPOTHESIS TEST

Hypothesis testing is the testing of a hypothesis by conducting a T-test. The T-Statistic value must be greater than > 1.69 for the hypothesis to have a P value < 0.05, then the hypothesis is accepted.

1. Price on Purchase Decision has an Original Sample value of 0.191 > 0.000. T-Statistic 2.157 > 1.960. P value 0.031 < 0.05. Shows a positive and significant relationship.
2. Price has a value of Original Sample of 0.082 > 0.000 in relation to Competitive Advantage. T-Statistic 0.511 < 1.960. P value 0.131 < 0.05. Shows a positive but not significant relationship.
3. Promotion towards Purchase Decision has an Original Sample value of 0.111 > 0.000. T-Statistic 1.284 < 1.960. P value 0.200 > 0.05 Shows a positive but not significant relationship.
4. Promotion towards Competitive Advantage has an Original Sample value of -0.009 < 0.000. T-Statistic 0.161 < 1.960. P value 0.131 > 0.05. Indicates a negative and insignificant relationship.
5. Promotion towards Competitive Advantage has an Original Sample value of -0.009 < 0.000. T-Statistic 0.161 < 1.960. P value 0.131 > 0.05. Indicates a negative and insignificant relationship.
6. Product Quality towards Competitive Advantage has an Original Sample value of 0.825 > 0.000. T-Statistic 14.344 > 1.960. P value 0.000 < 0.05. Showing a positive and significant relationship.
7. Location on Purchase Decision has an Original Sample value of 0.307 > 0.000. T-Statistic 3.685 > 1.960. P value 0.000 < 0.05, Shows a positive and significant relationship.
8. Location against Competitive Advantage has an Original Sample value of 0.006 > 0.000. T-Statistic 1.148 < 1.960. P value 0.882 > 0.05. Shows a positive but not significant relationship.
9. Competitive Advantage on Purchase Decision has an Original Sample value of -0.219 < 0.000. T-Statistic 2.322 > 1.960. P value 0.021 < 0.05. Shows a negative but significant relationship.

DISCUSSION

1. The Influence of Price on Purchase Decisions

The Price variable towards Purchase Decision, it shows that the Original Sample value is 0.191 > 0.000. The T-Statistic is 2.157 > 1.960. The P value is 0.031 < 0.05, indicating a positive and significant relationship. Consumers tend to consider price as the main factor in purchasing decisions. It will be more attractive to consumers and increase the likelihood of purchase.

The results of this study are in line with the findings of (Halim, R., & Hamzah, M. I., 2020). The research found that price significantly affects consumer purchasing decisions.

2. The Influence of Promotion on Purchase Decisions

In the Promotion variable towards Purchase Decision, it shows that the Original Sample value is 0.111 > 0.000. The T-Statistic is 1.284 < 1.960. The P value is 0.200 > 0.05, indicating a positive but not significant relationship. This occurs due to various factors, such as the influence of price, product quality, or purchasing habits that are more dominant than promotion.

The results of this study are in line with the findings expressed by (Sriyanto, A., & Kuncoro, A. W., 2021). The research found that promotion has a positive but not significant relationship with consumer purchasing decisions.

3. The Influence of Product Quality on Purchase Decisions

the Product Quality variable on Purchasing Decisions, it shows that the Original Sample value is 0.415> 0.000. T-Statistic 4.291> 1.960. The P-value is 0.000 <0.05, indicating a positive and significant relationship. Consumers tend to choose products that have good quality, tasty, durable, and product image also affects consumer perceptions of the value of these products.

The results of this study are in line with the findings expressed by Cahya, A. D., et al (2021). The research found that product quality has a positive and significant impact on purchasing decisions in the MSME sector.

4. The Influence of Location on Purchase Decisions

On the Location variable towards Purchase Decision, it shows that the Original Sample value is 0.307 > 0.000. T-Statistic 3.685 > 1.960. P-value 0.000 < 0.05, indicating a positive and significant relationship. the importance of selecting a strategic location to encourage consumer purchasing decisions, such as accessibility, proximity to shopping centers, and the comfort of the location, plays a crucial role in consumers' perception of the location

The results of this study are in line with the findings expressed by (Wijayanto, D. R., & Rulirianto, R., 2023). The research found that location has a significant impact on consumer purchasing decisions.

5. The Influence of Price on Competitive Advantage

On the Price variable against Competitive Advantage, it shows that the Original Sample value is 0.082 > 0.000. The T-Statistic is 0.511 < 1.960. The P value is 0.131 < 0.05, indicating a positive but not significant relationship. Implementing a pricing strategy lower than competitors is not enough to make the business superior, due to other more likely factors, such as product innovation and effective marketing technique.

The results of this study are in line with (Harahap, N. A., & Rahmat, M., 2022). The research found that price does not have a significant impact on competitive advantage.

6. The Influence of Promotion on Competitive Advantage

In the Promotion variable towards Competitive Advantage, it shows that the Original Sample value is -0.009 < 0.000. The T-Statistic is 0.161 < 1.960. The P value is 0.131 > 0.05, indicating a negative and insignificant relationship,

The results of this study are in line with the findings expressed by (Oktapriani, R., et al 2020). The research found that promotion has a positive but not significant impact on competitive advantage in the MSME sector.

7. The Influence of Product Quality on Competitive Advantage

On the variable of Product Quality towards Competitive Advantage, it shows that the Original Sample value is 0.825 > 0.000. The T-Statistic is 14.344 > 1.960. The P value is 0.000 < 0.05, indicating a positive and significant relationship. However, in some cases, high-quality products can become less attractive if not supported by appropriate marketing, clear differentiation will face difficulties in attracting customers.

Research by (Arumsari, F. A. D. 2023) shows that product quality has a significant impact on competitiveness and business performance. This research emphasizes the importance of product quality in supporting the success of MSMEs, particularly in retaining customers and increasing profitability.

8. The Influence of Location on Competitive Advantage

In the Location variable against Competitive Advantage, it shows that the Original Sample value is 0.006 > 0.000. The T-Statistic is 0.148 < 1.960. The P-value is 0.882 > 0.05, indicating a positive relationship, but not significant. Businesses with strategic locations cannot always compete if they are not supported by the right marketing strategies and competitive pricing.

The results of this study are in line with the findings conducted by (Muhammad Harahap, N. A., & Rahmat, M., 2022). The research found that the business location does not have a significant impact on the competitive advantage of SMEs.

9. The Influence of Competitive Advantage on Purchase Decisions

In the variable Competitive Advantage towards Purchase Decision, the Original Sample value is -0.219 < 0.000. The T-Statistic is 2.322 > 1.960. The P value is 0.021 < 0.05, indicating a negative but significant relationship. In some cases, overly strong differentiation strategies, can reduce the product's appeal to most consumers.

The results of this study are in line with the findings expressed by (Rompis, Z. F., et al 2024). The study found that competitive advantage has a negative but significant impact on consumer purchasing decisions.

CONCLUSION

This study's findings show that a variety of factors impact purchase decisions at Stik Bawang Tina Jaya. Specifically, price, product quality, and location have a favourable and significant impact on purchase decisions. Numbers of consumers who make purchases are more impacted by reasonable pricing, high product quality, and strategic placement.

The study also found that promotion had a favourable but negligible effect on purchase decisions at Stik Bawang Tina Jaya. In contrast, pricing and location factors have a negative and negligible effect on competitive advantage. Meanwhile, advertising has a favourable but negligible influence on competitive advantage, but product quality has a negative and positive impact.

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