



PAVING BLOCK MARKETING ANALYSIS AT CV MEKAR JAYA PEKANBARU

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Abstract

Based on the background that has been stated, the problem formulation is How is the paving block marketing system at CV Mekar Jaya Pekanbaru? From the formulation of the problem, the research objective was determined, namely to determine the paving block marketing system at CV Mekar Jaya Pekanbaru. To complete the data, the authors use types and sources of data, namely primary data that comes from respondents' responses. Secondary data, namely data obtained by collecting materials in connection with sales data, sales price lists, and distribution channels. While the data collection techniques are; interviews and questionnaires. From the research results, it can be concluded that based on the results of research regarding the product, the overall response of the respondents obtained a total score of 1220. This means that the marketing of paving blocks at CV Mekar Jaya seen from the product is considered very good. From the research results obtained a total score of 704. This means that the marketing of paving blocks at CV Mekar Jaya seen from the price is considered good. From the overall responses of the respondents, a total score of 337 was obtained. This means that the marketing of paving blocks at CV Mekar Jaya, seen from the promotion, is considered quite good. From the overall response of the respondents, a total score of 754 was obtained. This means that the marketing of paving blocks at CV Mekar Jaya, seen from the product, is considered quite good.

INTRODUCTION

The development of the business world is currently increasing rapidly so that every company always tries to maintain its existence so that it can develop by the goals the company wants to achieve. Because every company is required to be creative in facing competition in the increasingly fierce business world. For the existence of a business to be accepted by the community, the company will try to fulfill the desires of consumers/society by using various methods, from introducing products to the public to providing products with places and prices that are easily accessible. Community. / consumer.

A product/service can be identified by consumers depending on the marketing of the product/service. Marketing is a whole system of business activities that aims to plan, price, promote, and distribute goods and services that meet the needs of existing and prospective buyers.

CV Mekar Jaya is one of the suppliers. Main merchandise includes building materials, agricultural / plantation products, fertilizers, and pest control.

In connection with this research, the author discusses the marketing of paving blocks. The author chose paving blocks because the company focuses more on marketing paving blocks than other building materials.

Regarding the marketing of paving blocks, it is known that the marketing of paving blocks in the last 5 years can be seen in the following table.

Table 1. Target and Realization of Paving Block Marketing at CV. Mekar Jaya Pekanbaru (Square Meter)

Year	Target	Realization	Percentage
2015	1.700	1.522	89,53
2016	1.700	1.752	103,06
2017	2.000	2.975	148,75
2018	3.000	3.495	116,50
2019	4.000	4.200	105,00

Source: CV Mekar Jaya Pekanbaru

Based on the data above, it can be seen that the marketing of paving blocks is considered to have increased from 2015 - 2017. However, since 2017 - 2019 it has decreased in terms of achieving the target. Although marketing in general can achieve sales targets, the percentage rate has decreased.

For the company to maintain the marketing condition of the paving block, the company needs to pay attention to the marketing mix in its marketing. The marketing mix includes products, prices, promotions, and venues.

The place to sell paving blocks is only in the shop where the company is located. The company does not set a special place for special marketing for paving blocks. Thus, consumers who need paving blocks can place an order as they wish. In general, companies will produce in large quantities if there is an order. As for stock paving blocks, the company does not provide large quantities.

METHODS

In conducting this research, the authors took the research location to obtain data on CV Mekar Jaya Pekanbaru which is located at Jalan Taman Sari No. 5 C Tangkerang Pekanbaru. When the research was conducted from March 2020 to May 2020. The population in this study were consumers who purchased paving blocks at CV Mekar Jaya Pekanbaru. The number of paving block buyers in each period cannot be determined. Because sales that occur include buyers from various circles. Therefore, the authors only set a sample of 40 respondents because the number of paving block buyers could not be predicted every day. Buyers of paving blocks do not buy every day, but they do buy once, usually in large quantities. Due to the limited time of the study, the number of samples was determined as the author chose, namely 40 respondents who were selected based on the accidental random sampling method (Arikunto, 2008: 108). The types and sources of data that the authors use in this study are:

1. Primary data, namely data consisting of data taken directly from the place of research such as respondents' responses regarding products, prices, promotions, and paving block sales places.
2. Secondary data, namely data obtained by collecting materials in connection with data on sales of paving blocks including products, prices, promotions, and places of sale of paving blocks.

Sources of data were obtained from CV Mekar Jaya Pekanbaru to respondents, namely buyers of paving blocks. The data collection techniques used are:

1. Interview technique, namely conducting direct interviews with authorized leaders or staff as well as companies and workers who are respondents.
2. The questionnaire, which is to provide a list of questions on problems related to writing.

The variables that are the object of research on the above problem are:

1. Consumer Taste
2. Price
3. Service
4. Place / Location

To examine the problems raised in research at this company, the authors analyzed the data using descriptive methods, namely research methods by collecting data, grouped and arranged so that they could be researched based on relevant theories related to the issues discussed, and then a conclusion was drawn.

RESULTS

Based on the results of research in connection with paving block products marketed by CV Mekar Jaya Pekanbaru, a recapitulation can be presented as in the following table:

Table 2. Recapitulation of Respondents' Responses about Paving Block Products marketed at CV Mekar Jaya Pekanbaru

No.	Question	Respondents' Answers					Sum
		SB	B	CB	KB	TB	
1.	Kualitas dari paving block	12	11	10	7	0	40
2.	Manfaat dari paving block	20	12	8	0	0	40
3.	Ukuran dari paving block	40	0	0	0	0	40
4.	Bentuk dari paving block	20	15	5	0	0	40
5.	Warna dari paving block	40	0	0	0	0	40
6.	Bahan baku dari paving block	21	11	8	0	0	40
7.	Ketebalan dari paving block	14	11	8	7	0	40
a	Jumlah	167	60	39	14	0	280
b	Skor	5	4	3	2	1	
c	Total Skor (a x b)	835	240	117	28	0	1220
d	Rata-rata (a / jlh indikator=7)	24	9	5	2	0	40
e	Persentase (d / 40 x 100%)	60,00	22,50	12,50	5,00	-	100

Sumber: Data Olahan Lapangan

Catatan : SB = Sangat Baik KB = Kurang Baik
B = Baik TS = Tidak Baik
CB = Cukup Baik

Based on Table 2. it can be seen that in the paving block products marketed by CV Mekar Jaya who gave very good responses, there were 24 respondents, 9 respondents who gave good responses, 5 who gave quite good responses, who gave bad responses as many as 2 respondents.

Ideal score = Number of respondents x category value x indicator

Dimana : Number of Respondents = 40
 Category value = 1 sampai 5
 Number of Indicators = 7

Highest score = number of respondents x highest category value x number of indicators

Lowest score = number of respondents x lowest category value x number of indicators

Based on the recapitulation of the respondents' responses above, the value can be calculated as follows:

$$\begin{aligned} \text{Highest score} &= 40 \times 5 \times 7 &&= 1400 \\ \text{Lowest score} &= 40 \times 1 \times 7 &&= 280 \\ \text{Interval} &= \frac{\text{Highest score} - \text{The lowest score}}{\text{Skor Criteria}} \\ &= \frac{1400 - 280}{5} \\ &= 224 \end{aligned}$$

From the results of the intervals above, the score ranges are found as follows:

Very Good : If the total score of the respondent is 1176 - 1400

Good : If the total score of the respondent is 952 - 1175

Good Enough : If the total score of the respondent is 728 - 951

Poor : If the total score of the respondent is 504 - 727

Not Good : If the total respondent score is 280 - 503

From the overall response of the respondents, a total score of 1220 was obtained. This means that the paving block product at CV Mekar Jaya is considered to be very good.

Based on the results of research on the price of paving blocks marketed by CV Mekar Jaya, a research recapitulation of prices can be presented as follows:

Table 3. Recapitulation of Respondents' Responses About Paving Block Prices marketed at CV Mekar Jaya Pekanbaru

No.	Question	Respondents' Answers					Sum
		SB	B	CB	KB	TB	
1.	Harga berdasarkan ukuran paving block	8	9	11	7	5	40
2.	Harga berdasarkan warna paving block	10	10	9	11	0	40
3.	Harga berdasarkan model paving block	10	11	9	10	0	40
4.	Harga berdasarkan ketebalan paving block	14	10	6	5	5	40
5.	Cara penetapan harga yang dilakukan perusahaan	16	10	7	5	2	40
a	Jumlah	58	50	42	38	12	200
b	Skor	5	4	3	2	1	
c	Total Skor (a x b)	290	200	126	76	12	704
d	Rata-rata (a / jlh indicator=5)	12	10	8	8	2	40
e	Persentase (d / 40 x 100%)	30,00	25,00	20,00	20,00	5,00	100

Source: Field Processed Data

Note : SB = Sangat Baik KB = Kurang Baik
 B = Baik TS = Tidak Baik
 CB = Cukup Baik

Based on Table 3, it can be seen that in the price of paving blocks marketed by CV Mekar Jaya, there were 12 respondents who gave very good responses, 10 respondents who gave good responses, 8 who gave bad responses, 8 respondents, 2 respondents stated that they were not good.

Ideal score = Number of respondents x category value x indicator

Where : Number of Respondents = 40
 Category value = 1 sampai 5
 Number of Indicators = 5

Highest score = number of respondents x highest category value x number of indicators

Lowest score = number of respondents x lowest category value x number of indicators

Based on the recapitulation of the respondents' responses above, the value can be calculated as follows:

$$\text{Highest score} = 40 \times 5 \times 5 = 1000$$

$$\text{Lowest score} = 40 \times 1 \times 5 = 200$$

$$\text{Interval} = \frac{\text{Highest score} - \text{Lowest score}}{\text{Kriteria skor}}$$

$$= \frac{1000 - 200}{5} = 160$$

From the results of the intervals above, the score ranges are found as follows:

Very Good : If the total score of the respondent is 840-1000

Good : If the total score of the respondent is 680 - 839

Good Enough : If the total respondent score is 520 - 679

Not good : If the total score of the respondent is 360-519

Not Good : If the total score of the respondent is 200 - 359

From the overall responses of the respondents, a total score of 704 was obtained. This means that the price of paving blocks at CV Mekar Jaya is considered good.

In connection with promotions, questions were asked to respondents about knowing the paving blocks marketed by CV Mekar Jaya, which can be seen in the following table.

Table 4. Respondents' Responses for the First Time Knowing Paving blocks at CV Mekar Jaya

No.	Answer Classification	Frequency	Percentage (%)
1	Media Cetak (Koran)	11	18,33
2	Media Elektronik (Radio)	12	20,00
3	Iklan	10	33,33
4	Brosur	7	11,67
5	Mulut Kemulut	-	-
Total		40	100,00

Source: Processed Data

From Table 4, it can be seen that the source of information about the first time a consumer knew about the existence of paving blocks made by CV Mekar Jaya which sold paving blocks were obtained from printed media as many as 11 respondents, then from electronic media. Media as many as 12 respondents and from advertising as many as 10 respondents, from brochures as many as 7 respondents.

Based on the responses of the respondents above, it can be seen that the company has made promotions in connection with the paving blocks that it markets. Promotion is carried out by companies through printed media, namely through newspapers published by the city of Pekanbaru. Besides, the company also carries out promotions through electronic media, namely through radio. With good service, consumers know by word of mouth about paving blocks marketed by CV Mekar Jaya. The promotion that consumers know best about advertising. Advertising either through newspapers or radio.

Then the way companies promote paving blocks can be seen from the responses of respondents in the following table.

Table 5. Respondents' Responses About How Companies Promote Paving Blocks at CV Mekar Jaya

No.	Answer Classification	Frequency	Percentage (%)
1	Sangat Menarik	18	30.00
2	Menarik	15	25.00
3	Cukup Menarik	10	20.00
4	Kurang Menarik	5	16,67
5	Tidak Menarik	-	-
Total		40	100,00

Source: Processed Data

From Table 5.20 it can be seen that the responses of respondents regarding the way companies promote paving blocks are considered very attractive as many as 18 respondents (30%) who stated that they were attractive as many as 15 respondents (25%) and who stated that they were quite attractive were 12 respondents (20%). Only 10 respondents (16.67%) stated that they were not attractive.

1. Product Analysis

Products are everything that can be given to someone to fulfill a need or desire. Another meaning of a product is a complete characteristic, both tangible and intangible, including packaging, color, price, company and retailer prestige, retail company services received by buyers to satisfy their wants or needs.

Likewise with paving block products that have been designed in such a way as to be accepted by consumers. Throughout the life of a product, manufacturers always try to provide satisfaction to their users. For manufacturers to reformulate their marketing strategy time and time again, not only have economic conditions changed, and competitors launched new attacks, but also the product passed through new stages of interest and buyer requirements. Consequently, companies must plan appropriate replacement strategies for each stage in the product life cycle. that. The company hopes to extend the life and profitability of the product despite knowing that the product will not last forever. In product and service development, some benefits will be offered, and these benefits are then communicated through product attributes such as product style and design, product quality, and product features.

For its products, the paving blocks offered by the company have various types ranging from shapes, colors, and sizes. In terms of shape and color, the paving blocks offered by the company are varied. So that it can lead to choices for consumers who need it. Thus, the paving block products marketed by the company are considered capable of meeting consumer demand. Besides, the quality of the paving blocks made by the company has a general standard for this type of paving block.

In connection with the product discussion, in this study the company determines the quality of the paving blocks, the benefits of the paving blocks, the size of the paving blocks, the shape of the paving blocks, the color of the paving blocks, the raw materials for the paving blocks and the thickness of the paving blocks. . The results of the general discussion about the marketing of paving blocks at CV Mekar Jaya are seen from the products that are considered very good.

Based on the expert's income, it can be seen that the marketing of paving blocks carried out by CV Mekar Jaya is quite good. Because the products marketed are needed by consumers, have the durability and beauty of those who use these paving blocks.

2. Price Analysis

Price is one determinant of product market demand which can also influence competitive position and influence market share. Therefore, based on this, it must be able to determine the most appropriate price in the sense that it can provide the best profit.

In this study, the price indicator is determined as a price based on the size of the paving block, the price is based on the color of the paving block, the price is based on the paving block model, the price is based on the thickness of the paving block. block, and how the price is set by the company. From the research, it is known that the marketing of paving blocks at CV Mekar Jaya is good.

About marketing, seen from the price at CV Mekar Jaya, based on the theory it is known that companies set prices by choosing a general pricing approach that includes one or more of the following factors. We will review the following approaches: a cost-based approach (price plus cost, break-even analysis, and target profit price); a buyer-based approach (value-based pricing); and a competitive approach (pricing according to circumstances and closed bids). (Kotler and Armstrong; 2001; 455-464)

a. Pricing is based on cost

The simplest pricing method is cost-plus pricing - adding a standard markup to the cost of the product. A construction company, for example, submits a tender offer by estimating the total project cost and adding a standard markup to make a profit. Lawyers, accountants, and other professionals usually charge prices by adding a standard markup to their fees. Some merchants tell their customers that they will charge a fee plus a certain markup.

b. Pricing based on the value

More and more companies are basing their prices on the perceived value of the product. Value-based pricing uses a buyer's perception of value, not a seller's cost, as the key to pricing. Value-based pricing means that marketers cannot design marketing products and programs and then charge a price. Price is considered along with other marketing mix variables before the marketing program is established.

c. Pricing based on competition

Consumers will judge a product based on the price charged by competitors for similar products. Here, we will discuss two forms of competitive pricing: the indirect price and the closed bid price.

1) Pricing according to circumstances

Going-rate pricing, a company bases its price primarily on competitors' prices and pays less attention to costs or their demands. A company may charge the same, higher, or lower prices than its main competitor.

2) Determining the closed bid price

The competition-based bid pricing is also used when a company submits a tender. Using closed bid prices, firms base their prices on their estimates of how competitors are setting prices, and not on their costs or demand. A company wants to win a contract, and to win a contract requires a lower price than other companies.

In connection with the pricing carried out by the company, by looking at the relevant theory, the writer can say that in determining the price that the company must pay attention to is Cost, Competition, Price, Government Supervision, Economic Condition, Elasticity of Demand, Supply and Demand. With this in mind, policies in setting prices can be more accurate so that the products offered can be accepted by consumers.

Pricing decisions often involve the interests of the leader, especially for new products. The determination of the price level usually makes several changes to test whether the market is rejected or accepted.

The price offered by the company to market paving blocks is Rp. 65.000, - / meter for a thickness of 65mm. As for the 80mm thickness, the price is Rp. 90,000, - / Meter. This applies to all types of paving block forms. The price set by the company follows the market price.

3. Promotion Analysis

A product, however useful and useful it is, but if it is not known to consumers, then its production will not be known for its usefulness and must not be purchased by consumers. Therefore, companies must strive to introduce these products to consumers to create demand for these products. These efforts can be made through promotional activities.

Concerning paving blocks, the promotion policy is set by the manufacturer. Meanwhile, CV. Mekar Jaya only carries out insignificant company promotions for one type of product but in general for all types sold in this company.

In carrying out promotional activities several ways can be done by CV. Mekar Jaya carries out promotions through advertising, personal selling and publicity as well as sales promotions. This behavior is carried out in the print media and radio. Personal selling is done by providing services, and publicity is done in the form of distributing questionnaires. As well as sales promotions carried out at an event where visitors are deemed to need a means of communication in the form of two-wheeled vehicles.

Promotions can be done by companies in various ways. Five promotional methods are widely used by companies to introduce and maintain their products, namely advertising, personal selling, publicity, sales promotion, and direct marketing. However, to promote paving blocks, the company uses print media through the Pekanbaru City daily newspaper and electronic media in the form of radio.

In connection with this discussion, the comparison reasons can be seen from the theory put forward by Private and Irawan where promotion is related to the promotion mix, namely the best combination strategy of advertising variables, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales program. We can see that the definition does not clearly state some of the promotional mix variables apart from advertising and personal selling. In essence, there are four variables in the promotion mix (some argue there are more than four variables), namely:

1. Advertising: A form of non-personal presentation and promotion of ideas, goods, and services paid for by a specific sponsor.
2. Personal Selling: Oral presentation in conversation with one or more potential buyers aimed at creating sales.
3. Publicity: Encouraging non-personal requests for a product, service, or idea using commercial news in the mass media and sponsorship is free of charge.
4. Sales Promotion: Marketing activities - other than personal selling, advertising, and publicity - that drive consumer and retailer purchasing effectiveness. These activities include: demonstrations, shows and exhibitions, demonstrations, and so on. (Swastha and Irawan; 2008; 349-350).

In connection with the promotion carried out by the company and according to the expert's opinion it appears that the promotion carried out by the company is considered not optimal. Companies must be more active in promoting so that all consumers can find out about the company so that the marketing of paving blocks can increase.

4. Place Analysis

The place is a means for a business to carry out activities. In marketing a product, it is necessary to pay attention to the place because the place can influence consumers in buying and selling transactions.

The place to sell paving blocks is only in the shop where the company is located. The company does not set a special place for the special marketing of paving blocks. Thus, consumers who need paving blocks can place orders as desired. In general, companies will produce in large quantities if there is an order. As for the stock of paving blocks, the company does not provide large quantities.

The place can win in the competition for consumers. Competition is one of the most effective tools to encourage mindset and work patterns, indeed competition never gets the reward it deserves because we see a lot of competition from a destructive perspective compared to the good side, where competition can prevent confusion and produce strong people. . The result is ambition, both profitable and destructive.

Concerning the location in this study, indicators are set, namely, Location Close to Public Transportation, Where Companies Can Be Reached by Large Vehicles, Parking Facilities, Marketing Security for Paving Blocks, Road Facilities to Companies That Meet Standards, and Available Traffic. Signs. Directions. From the research results, according to the company, the marketing of paving blocks at CV Mekar Jaya is considered quite good.

About the location, according to Swastha (2001: 210), there are still factors that need to be considered in choosing a sales location, namely:

- a. Market considerations
Since distribution channels greatly influence consumer purchasing patterns, the state of this market is a determining factor in channel selection. Market factors such as consumer or other industrial markets.
- b. Consideration of goods
The factors that need and must be considered are the unit value, size and weight of goods, easily damaged goods.
- c. Company considerations
Several factors that need to be considered, such as sources of expenditure, experience, and management skills must be considered by the company.
- d. Intermediary considerations.
Factors that need to be considered include services provided by intermediaries and the use of intermediaries in carrying out distribution activities.

By paying attention to this, marketing on paving blocks from a point of view can meet standards so that consumers can easily reach companies in obtaining paving blocks.

CONCLUSION

1. Based on the results of research on the product, the overall response of the respondents obtained a total score of 1220. This means that the marketing of paving blocks at CV Mekar Jaya, seen from the product, is considered very good.
2. From the research results obtained a total score of 704. This means that the marketing of paving blocks at CV Mekar Jaya seen from the price is considered good.
3. From the overall responses of the respondents, a total score of 337 was obtained. This means that the marketing of paving blocks at CV Mekar Jaya, seen from the promotion, is considered quite good.
4. From the overall responses of the respondents, a total score of 754 was obtained. This means that the marketing of paving blocks at CV Mekar Jaya is considered quite good.

Suggestion

1. The quality of paving block products marketed by the company must be maintained and even improved so that consumers are more satisfied with the use of paving blocks marketed by the company. We recommend that the resulting colors be more varied so that people who need other colors do not need to increase prices.
2. The price set in the marketing of paving blocks must pay attention to the market price. This is so that CV Mekar Jaya can compete with other companies. Thus, the company can control prices. Because if the price is too cheap, consumers will think the product is of poor quality, but if the price is too high, consumers can switch to other companies that market paving blocks.
3. It is better if the promotions carried out by the company should be intensified so that all people, especially those in Pekanbaru, can find out about the existence of companies that market paving blocks. Promotion through advertising is not focused on 1 radio or 1 newspaper. However, there is

more than 1 thing that can be done so that the community can quickly identify the company's existence.

4. Place the company must pay attention to the road to the company. Companies should choose a place on a road that can be passed by public transportation and can be reached by large vehicles without any obstacles. Thus consumers can make purchase transactions without experiencing transportation problems.

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