

## **Analysis Of Company Reputation and Product Innovation Against Marketing Performance Through Competitive Advantage at PT Amanah Travel Indonesia**

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### **Abstract**

This study aims to test and analyze the influence of company reputation and product innovation on competitive advantage in PT Amanah Travel Indonesia. To test and analyze the influence of company reputation and product innovation on marketing performance at PT Amanah Travel Indonesia through competitive advantage. The method used in this study is a quantitative method. Data analysis techniques using SMART PLS. Data collection techniques using Questioner and interviews. Using the slovin formula, a sample of 160 consumers was obtained. The results of the study show that the company's reputation and product innovation have a positive and significant effect on the competitive advantage of PT Amanah Travel Indonesia. The company's reputation and product innovation to the marketing performance of PT Amanah Travel Indonesia through competitive advantage.

### **Keywords:**

Reputation, Product Innovation, Marketing Performance, Competitive Advantage

### **Introduction**

PT. Amanah Travel Indonesia is a company engaged in Umrah and Hajj departure services that was established with Decree: KMA No.882 of 2020. Of course, in running its organization, the company needs the strength to run the organization, one of which is marketing performance which is expected to create a competitive advantage between similar companies (Gozali & Nugraha, 2022).

In running its organizational wheel, PT. Amanah Travel Indonesia is not easy, various obstacles and obstacles are faced, both small and large obstacles, so this will

show that the company is ready to survive even in difficult situations. As in the past in 2019 – 2021, Indonesia was hit by the covid-19 pandemic virus, making all elements and aspects of the business stagnant and not moving at all, including one of them, PT. Amanah Travel Indonesia's newly established body has been hit by a huge storm. Based on the observation at the beginning of the study, the marketing performance of PT. Amanah Travel Indonesia does not show good conditions in 2020 – 2022 in recruiting pilgrims who will depart for Umrah, as can be seen in the following table below

Table 1 Data of Umrah Pilgrims of PT. Amanah Travel Indonesia

No	Tahun	Jumlah Penjualan Paket
1	2020	0
2	2021	0
3	2022	0
4	2023	330

Sumber : Olahan peneliti, 2023

As can be seen in the table above, in 2020 – 2022 the data of Umrah pilgrims of PT. Amanah Travel Indonesia does not have any data on pilgrims in that year, this is also strengthened by the Government's regulations/policies in that year not to send Umrah pilgrims because the Government together with stakeholders are trying to suppress and anticipate the great entry of the covid-19 pandemic virus in Indonesia and also anticipate prospective pilgrims who will be exposed due to the covid-19 pandemic virus.

Even though the covid pandemic in 2021-2022 did not slow down PT. Amanah Travel Indonesia to run and develop its business, this can be seen in the table above that the company continues to be committed to showing the public with sincere intentions and hoping for Pleasure from Allah SWT, the company continues to look for pilgrims who will depart for Umrah, this is proven in 2023 the number of pilgrims PT. Amanah Travel Indonesia totals 330 Umrah pilgrims. The situation of the conditions that occurred in 2021 – 2023 is the biggest problem phenomenon for PT. Amanah Travel Indonesia where the decree has just been issued, the company is facing a big problem, but the company is confident and believes that behind the ordeal there must be a way out.

Meanwhile, when viewed from the problem of complaints above, and associated with the important role of the company's reputation, especially for PT. Amanah Travel Indonesia is very much in line where a company with a good

reputation is the reason for prospective Umrah pilgrims to choose the Umrah travel service agency (Majid, 2020), so the complaint of prospective pilgrims who complain at the Ministry of Religious Affairs of the Republic of Indonesia is a self-evaluation for PT. Travel Indonesia's mandate to remain their reputation in order to provide public trust to use their services for Umrah trips.

According to Philip Kotler and Gary Armstrong (2003) in (Hidayanti et al., 2022), the advantage over competitors is obtained by offering lower value or by providing greater benefits because the price is higher. Husein Umar (1998) stated that Competitive Strategy is a formulation to increase the competitiveness of a company in the eyes of customers or potential customers. This is reinforced by the results of the study (Hidayanti et al., 2022) which stated that competitive advantage has a positive and significant influence on marketing performance and has been proven to be true, next in the results of the mediation test, competitive advantage plays a full role (complete mediation) on product innovation on marketing performance. Because the results of the path coefficient test or the direct relationship of product innovation variables to marketing performance are not significant, but when dimediasi oleh keunggulan bersaing, hubungan antar variabel menjadi positif dan signifikan.

Based on the background explanation of the problem above, it is supported by statistical data related to the marketing performance of PT. Amanah Travel Indonesia as a service bureau registered with Simpu of the Ministry of Religion of the Republic of Indonesia and supported by previous research, the research seeks to try to study and analyze **the Company's reputation, price and product innovation on marketing performance through competitive advantage at Pt Amanah Travel Indonesia.**

## LITERATURE REVIEW

### MARKETING STRATEGY

According to (Seran et al., 2023), marketing strategy is an activity that is carried out in order to provide satisfaction with consumer needs and desires by going through the process of exchanging information with related parties. According to (Saribu & Maranatha, 2020) a marketing strategy is a design that describes the process of how a company operates in order to achieve its goals.

### COMPANY REPUTATION

Company reputation is one of the most important elements in the business world. Because good and bad in a company's reputation is an important indicator of the company's success (Yulandra & Haryati, 2020). According to the opinion of



Doney and Cannon in (Panggalo, 2020), the company's reputation is the company's relationship with the company's history or history, especially on the basis of business activities with other parties. Factors Affecting Company Reputation according to (Panggalo, 2020) The factors that affect the company's reputation consist of 7 (seven) parts, namely: 1) Stakeholder considerations in making purchases, 2) Consumer desires in buying products/services from an organization, 3) Supplier desires to build partnerships, 4) Competitor considerations to enter the market, 5) Capital costs, 6) Recruitment of individuals who have potential, 7) Work motivation

## **PRODUCT INNOVATION**

According to (Murdani et al., 2023) product innovation is an activity in order to make changes to improve or develop a product. According to (Zhang & Utama, 2023) product innovation is an activity that focuses on developing products according to consumer needs and providing solutions for the development of these products. Factors Affecting Product Innovation According to (Rosanti, 2020) there are 4 (four) factors that affect product innovation, namely: 1) Human Resource Management, 2) Company Culture, 3) Customer Orientation.

## **MARKETING PERFORMANCE**

According to (Andayaningsih et al., 2022) marketing performance is a measure of achievement obtained from the overall sales activity process of an organization. Marketing performance is an award that comes from the sale of goods/services to organizations (Hidayanti et al., 2022). Factors that affect marketing performance according to (Arifin, 2021): 1) Market Orientation, 2) Learning Orientation, 3) Entrepreneurship Orientation, Marketing Performance. According to (Andayaningsih et al., 2022) there are 3 (three) sales/marketing performance indicators, namely: 1) Sales Volume, 2) Sales Growth Rate, 3) Customer Growth.

## **COMPETITIVE ADVANTAGE**

According to (Ilham et al., 2021), competitive advantage is a competency possessed by a company from various characteristics and resources with the aim of achieving higher performance than other similar companies. Competitive advantage is a



company's formulation strategy designed to achieve opportunities that cannot be replicated by competitors to maximize profits and be profitable (Andayaningsih et al., 2022).

Factors Affecting Competitive Advantage According to (Ilham et al., 2021): Product Quality, Price, Promotion, Service Quality. Indicators of Competitive Advantage According to (Bahren et al., 2018) there are 5 (five) indicators of competitive advantage, namely: 1) Cost Advantage, 2) Product Quality, 3) Product Uniqueness, 4) Product Variety.

### Conceptual Framework of the Research

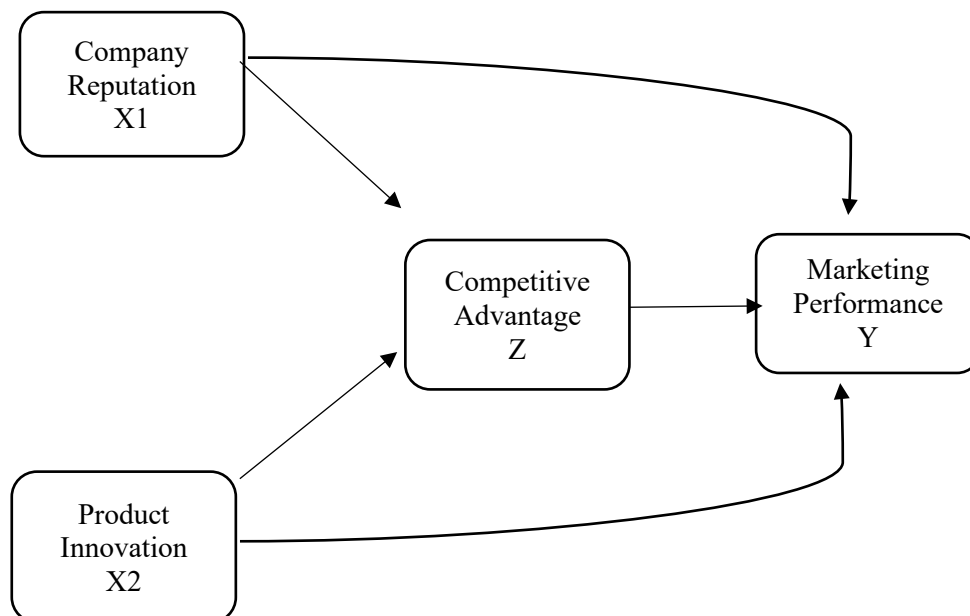


Figure 1. Conceptual Framework of the Research

### Research Hypothesis

- H1 : The Company's reputation has a positive and significant effect on the competitive advantage of PT Amanah Travel Indonesia
- H2 : Product Innovation has a positive and significant effect on the competitive advantage of PT Amanah Travel Indonesia
- H3 : Competitive advantage has a positive and significant effect on marketing performance at PT Amanah Travel Indonesia



- H4 : The Company's reputation has a positive and significant effect on the marketing performance of PT Amanah Travel Indonesia
- H5 : Product innovation has a positive and significant effect on marketing performance at PT Amanah Travel Indonesia
- H6 : The Company's reputation has a positive and significant effect on the marketing performance of PT Amanah Travel Indonesia through competitive advantage
- H7 : Product Innovation has a positive and significant effect on marketing performance at PT Amanah Travel Indonesia through competitive advantage

## **RESEARCH METHOD**

### **Type of Research**

The type of research that researchers use is quantitative research. According to (Sugiono, 2017), quantitative research can be interpreted as a method based on filsafat positivism, used to research on a certain population or sample, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative/statistical with the aim of testing predetermined hypotheses. This type of quantitative research is carried out to make a research that aims to adapt a research.

### **Research Location and Research Time**

The location of the research was carried out at the PT pada PT Amanah Travel Indonesia. The research time was carried out for 3 months.

### **Population and Sample.**

(Sugiono, 2019) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. The population and sample in this study In this study, samples were taken from prospective Umrah pilgrims using a google form and were considered representative of the population as a whole. The sample size was determined using the formula proposed by Hair et al. (2017), considering the exact number of the population. Hair et al. (2017) recommended that the ideal sample size be in the range of 100-200 respondents, assuming 5-10 times the number of indicators on the questionnaire. For this study, there are 19 indicators used. Based on the Hair formula, which is  $19 \times 10 = 160$  samples.

### **Research Data Sources**

The data source used in this study is primary data.



### Operational Definition of Research Variables

Types of Variables	Definisi	Indikator
Performance Marketing (Y)	According to (Andayaningsih et al., 2022) marketing performance is a measure of achievement obtained from the overall sales activity process of an organization.	According to (Andayaningsih et al., 2022) There are 3 (three) sales/marketing performance indicators, namely: 1. Sales Volume, 2. Sales growth rate, 3. Customer growth
Competitive Advantage (Z)	According to (Ilham et al., 2021), competitive advantage is a competency possessed by companies from various characteristics and resources with the aim of achieving higher performance than other similar companies	According to (Bahrer et al., 2018) there are 5 (five) indicators of competitive advantage, namely: 1. Cost Advantages 2. Product Quality 3. Product Uniqueness Product Variations
Company Reputation (X1)	Company reputation is one of the most important elements in the business world. Because good and bad in a company's reputation is an important indicator of the company's success (Yulandra & Haryati, 2020)	According to (Yulandra & Haryati, 2020) the indicators of a company's reputation are: 1. Relevance 2. Belief 3. Credibility 1. Confession



Product Innovation (X2)	According to (Ilham et al., 2021), competitive advantage is a competency possessed by companies from various characteristics and resources with the aim of achieving higher performance than other similar companies	According to (Bahrer et al., 2018) there are 5 (five) indicators of competitive advantage, namely: 1. Cost Advantages 2. Product Quality 3. Product Uniqueness Product Variations
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Analysis Techniques Data analysis in this study uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS 3.3.3 software. According to (Gozali, 2014) Partial Least Square (PLS) is a fairly powerful analysis method because it is not based on many Data assumptions.

## RESULTS AND DISCUSSION

Result In this research, the first test carried out was the analysis of the outer model (measurement model). There are two components in the validity test, namely the convergence test and the discrimination test. The validity of convergence was assessed through an average variance extracted (AVE) score of  $> 0.5$  and a loading factor value of

$> 0.7$ . The validity of the crime was tested by cross-loading. The reliability test was determined using Cronbach's alpha  $> 0.7$  and composite reliability  $> 0.7$

Table 2. Cronbach's alpha, composite reliability, and average variance extracted

Variable	Indicator Items	Factor loading	Cronbach's alpha	Composite reliability	AVE	Conclusion
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Marketing Performance (Y)	MPF1	0,747	0,921	0,925	0,646	Reliable
	MPF2	0,761				
	MPF3	0,858				
Competitive Advantage (Z)	CAV1	0,879	0,953	0,954	0,810	Reliable
	CAV2	0,898				
	CVA3	0,908				
Company Reputation (X1)	CRP1	0,749	0,883	0,886	0,632	Reliable
	CRP2	0,846				
	CRP3	0,729				
	CRP4	0,845				
Product Innovation (X2)	PIV1	0,753	0,903	0,909	0,594	Reliable
	PIV2	0,756				
	PIV3	0,747				

The factor loading score obtained based on Table 2 is more than 0.70, which means that it shows the reliability of the indicator measuring the online purchase decision process. Cronbach's alpha and composite values. reliability is greater than 0.70, proving that the five variables are said to be reliable. Meanwhile, the AVE score > 0.5, proving that each variable was declared valid. The cross-loading value with its construct is used to test the validity of discrimination. In order to evaluate the validity of discrimination, an additional method that can be applied is to compare the average variance extracted (AVE) score along with the correlation between the construct and other constructs

Table 3. Results of the validity test of Diskrimin-Fornell Larcker Criterium

	Marketing Performance	Competitive Advantage	Company Reputation	Product Innovation
Marketing Performance	0,928			
Competitive Advantage	0,920	0,950		
Company Reputation	0,911	0,949	0,945	
Product Innovation	0,931	0,909	0,955	0,908

Based on the results of Table 3, the preference, attitude, and motivation of consumers toward the purchase decision obtained an AVE value of  $> 0.5$ , so it was declared to have passed the discrimination validity test. It can be said that variable measurement indicators have been proven to be valid in terms of discriminant validity. It can be concluded that the data model of this study meets the good criteria. After passing the validity and reliability test, the next stage is to evaluate the inner model through coefficient determination ( $R^2$ ) and the coefficient path test. The magnitude of the influence given by independent variables on other variables can be analyzed with R-square.

Table 4. Result R-square

	R-square ( $R^2$ )	R-square adjusted
Kinerja Pemasaran (Y)	0,922	0,919
Keunggulan bersaing (Z)	0,916	0,913

Based on Table 4, Kinerja pemasaran  $R^2$  value of 0.919 (91.9%) was obtained due to the aspects of reputasi Perusahaan and inovasi produk melalui kompetitif advantage was influenced by 0.913 (91.3%).

Table 4. Direct Influence test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P-Value
Reputasi perusahaan → keunggulan bersaing	0,084	0,090	0,111	4,757	0,000
Inovasi produk → Keunggulan bersaing	0,579	0,580	0,103	5,634	0,000
Keunggulan bersaing → Kinerja Pemasaran	0,182	0,185	0,094	3,935	0,000
Reputasi produk → Kinerja Perusahaan	0,282	0,282	0,101	2,802	0,005
Inovasi Produk → Kinerja Pemasaran	0,075	0,238	0,102	2,901	0,003

Based on Table 4, the promosi gets t-statistics 4.757 higher than t-table (1.65) and gets p-value of 0.000 greater than 0.05. Thus, preference positively and significantly affects keunggulan bersaing, so H1 is accepted. The attitude

obtained a t-statistics value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. It can be said that inovasi produk positively and significantly affects keunggulan bersaing, so H2 is accepted. Keunggulan bersaing got a t-statistics value of 3.935 higher than t-table (1.65) and a p-value of 0.000 greater than 0.05. It was concluded reputasi produk that had a positive effect and significant to the kinerja pemasaran, then H3 is accepted. Reputasi gets a t-statistics value of 2.802 higher than t-table (1.65) and a p-value of 0.005 greater than 0.05. It was concluded that inovasi produk significantly influenced the keputusan memilih, so H4 was accepted. The inovasi produk obtained a t-statistics value of 6.508 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05 keunggulan bersaing. This proves that affects the keunggulan bersaing, so H5 is accepted. Inovasi produk higher than table (1,65) and gets p-value of 0,000 greater than 0,05.

Table 5. Indirect Coefficient path test results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics ( O/STDEV )	P-Value
Reputasi Perusahaan → Kinerja Pemasaran → Keunggulan bersaing	0,084	0,090	0,111	4,757	0,000
Inovasi Produk → Kinerja Pemasaran → keunggulan pemasaran	0,579	0,580	0,103	5,634	0,000

Reputasi perusahaan obtained a t-statistics value of 4.757 higher than t-table (1.65) and a pvalue of 0.000 greater than 0.05. This proves that reputasi perusahaan has a positive and significant effect on kinerja pemasaran yang dimediasi keunggulan bersaing, higher H6 is accepted. The inovasi produk obtained a t-statistics value of 5.634 higher than the t-table (1.65) and a p-value of 0.000 greater than 0.05. This proves that inovasi produk have a significant positive effect on kinerja pemasaran yang dimediasi keunggulan bersaing, so H7 is accepted.

## DISCUSSION



Based on the results of the first hypothesis test, Corporate Reputation has a positive and significant effect competitive advantage. A good reputation makes consumers more confident to buy a company's products or services. This trust gives you an advantage over competitors who have a bad reputation or are not known. Companies with a positive reputation often have more loyal customers. Customers who are satisfied with their experience are more likely to return and even recommend the company to others, which helps in building a larger market share. Companies with a good reputation often have easier access to important resources, such as investors, strategic partnerships, and top talent in the industry. This gives them an edge in product development or market expansion.

Based on the results of the first hypothesis test, product innovation has a positive and significant effect competitive advantage. Product innovation allows companies to offer something unique or different from what is available in the market. This could be a new feature, a more attractive design, or a more efficient function. This kind of differentiation makes the product more attractive to consumers, giving it an advantage over competitors. Innovative products are often able to meet customer needs in a better way than competing products. This can increase customer satisfaction, which in turn builds customer loyalty. Satisfied customers are more likely to return to buy and recommend products to others. Product innovation allows companies to reach new markets or previously untapped customer segments. By creating more products relevant or have more value, companies can expand their market share and increase competitiveness

Based on the results of the first hypothesis test, competitive advantage has a positive and significant effect Marketing Performance. Companies that have a competitive advantage, Such as unique product differentiation or more competitive prices, it will be easier to attract the attention of consumers. This appeal contributes to increased sales, which is a very important indicator of marketing performance. Competitive advantage helps companies in strengthening their position in the market. By having an advantage, companies can direct stronger and more effective marketing messages to their target audience, increasing brand visibility and recognition. Companies with a clear competitive advantage often succeed in building long-term relationships with customers. Loyal customers will continue to buy products and also become brand advocates, supporting word-of-mouth marketing efforts and other marketing campaigns.

Based on the results of the first hypothesis test, reputasi Perusahaan has a positive and significant effect Marketing Performance. Companies that have competitive advantages, such as unique product differentiation or more competitive prices,



will more easily attract the attention of consumers. This appeal contributes to increased sales, which is a very important indicator of marketing performance. Continuous competitive advantage enhances the company's image and brand value. This allows companies to take advantage of premium pricing or increase profit margins, which improves overall marketing results. With competitive advantages, companies can more easily enter new market segments or reach consumers who were previously unreachable. This opens up opportunities for product expansion and diversification, which is directly related to improved marketing performance. With a clear competitive advantage, companies can be more focused and purposeful in designing marketing campaigns. For example, if a company has a highly innovative or high-quality product, the marketing message can emphasize those features to appeal to consumers accordingly.

Based on the results of the first hypothesis test, the Company's reputation has a positive and significant effect Marketing Performance. A company's reputation has a huge impact on marketing performance. A good reputation can strengthen many aspects of a marketing strategy and provide a significant competitive advantage. Companies with a good reputation tend to be more trusted by consumers. This trust makes it easier for marketers to attract new customers and retain existing ones. The credibility built from a positive reputation also makes marketing messages more acceptable and appreciated by the audience. A good reputation is often directly related to customer loyalty. Consumers tend to be more loyal to companies they trust and that have a good track record. This loyalty reduces marketing costs to attract new customers and increases the effectiveness of marketing campaigns. With a good reputation, companies can reduce the cost of acquiring new customers. Consumers who already know and trust the company tend to be easier to reach through marketing campaigns, because they already have a strong foundation of trust in the product or service offered.

Based on the results of the first hypothesis test, the company's innovation has a positive and significant effect Marketing Performance. A company's reputation plays a key role in determining how effective a company's marketing performance is. A good reputation can provide various advantages in marketing efforts, both in the short and long term. A good reputation builds a high level of trust from consumers. When consumers feel trust in a company, they are more likely to buy the product or service offered. Marketing that relies on this trust tends to be more effective in attracting and retaining customers. A reputable company's marketing campaign is more receptive to the audience. Consumers are more likely to respond to ads or promosi ketika mereka sudah memiliki pandangan positif tentang perusahaan tersebut, yang meningkatkan konversi dan dampak kampanye.



Based on the results of the first hypothesis test, reputasi perusahaan has a positive and significant effect Kinerja Pemasaran melalui keunggulan bersaing Product innovation has a great influence on the marketing performance of a company. Innovative products are often the focal point in marketing strategies because they can help companies differentiate themselves in a competitive market. Product innovation provides additional appeal to consumers, especially if the product meets an unmet need or desire. Innovative new products can create a wave of interest in the market, which makes it easier for marketers to attract attention and build brand awareness. Innovation allows companies to differentiate their products from competitors. When a product has unique features or benefits, companies can market those advantages more effectively. This differentiation can help companies win market share and improve the brand's position in the market.

Based on the results of the first hypothesis test, the company's innovation has a positive and significant effect Marketing Performance through competitive advantage. Product innovation has a great influence on the marketing performance of a company. Innovative products are often the focal point in marketing strategies because they can help companies differentiate themselves in a competitive market. Product innovation provides additional appeal to consumers, especially if the product meets an unmet need or desire. Innovative new products can create a wave of interest in the market, which makes it easier for marketers to attract attention and build brand awareness. Innovation allows companies to differentiate their products from competitors. When a product has unique features or benefits, companies can market those advantages more effectively. This differentiation can help companies win market share and improve the brand's position in the market.

## **Conclusion**

From the results of the analysis, it can be concluded that the Company's Reputation has a positive and significant effect on competitive advantage. Product innovation has a positive and significant effect on competitive advantage. The Company's reputation has a positive and significant effect on marketing performance. Product innovation has a positive and significant effect on marketing performance. The Company's reputation has a positive and significant effect on the Company's performance through competitive advantage. Product innovation has a positive and significant effect on the Company's performance through competitive advantage.

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