

Marketing Mix Analysis of Banana Chips in Darma Jaya Agroindustry in Jambi City

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ABSTRACT

This research aims to (1) Describe the general picture of Darma Jaya Agroindustry (2) Analyze the marketing mix strategy applied by Darma Jaya Agroindustry. The analysis method used is quantitative descriptive with an assessment using a Likert scale (4,3,2,1). The number of respondents in this research was 30 consumers of Agroindustry Darma Jaya banana chips. The result of this research show that : (1) The production process activities of Agroindustry Darma Jaya are carried out by processing the main raw material in the form of horn bananas into banana chips in various flavors, with a workforce of 15 people. Production is carried out every day and the products are distributed to distributors and resellers. (2) The application of the marketing mix elements of 7P Agroindustry Darma Jaya, namely the aspects of product, price, place, people, and process, shows a good category based on the tendency of the average score. However, it still has aspects that fall into the less good category, namely promotion and physical evidence. Therefore, Darma Jaya Agroindustry is advised to maintain and improve the quality of aspects that are already good and make improvements to aspects that are still less than optimal, especially in terms of promotion strategies and improving physical evidence.

Keywords: Marketing mix, Banana chips, Agroindustry, Likert scale

INTRODUCTION

Banana are one of the most consumed fruits in Indonesia and are often processed into various derivative products. Their relatively affordable price and year-round availability make bananas a strategic agricultural commodity. There are two groups banana-based processed products, namely fermented and non-fermented products (Luh et al., 2023). One of the most popular non-fermented banana products is banana chips. In Jambi Province, banana chips are a common snack, either for household consumption or as souvenirs. The increasing demand for banana-based processed products encourages the growth of small and medium-scale agroindustry. According to the Jambi City Department of Industry and Trade (2024), there are 18 banana chip agro-industries operating at different scales. Among them, Agroindustry Darma Jaya stands out as one of the largest producers, with a workforce of 15 people and a weekly raw banana input of 2 tons. The enterprise produces banana chips with various flavors such as chocolate, coffee, balado, and sweet corn and distributes them to cities like Pekanbaru, Medan, Banda Aceh, Lampung, Palembang, and Bengkulu.

However, the development of Agroindustry Darma Jaya between 2019 and 2024 shows stagnant growth in terms of production and market expansion. Despite having stable output levels, marketing challenges persist, especially in reaching new market segments. One key problem is the return of unsold products from resellers, which indicates weak promotional strategies and suboptimal brand visibility. The enterprise still relies heavily on conventional marketing and has not fully optimized modern promotional tools such as social media or attractive packing designs. Additionally, physical evidence such as store ambiance, point of sale displays, and marketing materials are underdeveloped. Previous studies on marketing mix in banana chip industries have generally focused on product diversification and pricing but there is a lack of in depth analysis on the completed implementation of all 7P elements particularly in micro and small enterprises like Darma Jaya in Jambi City.

Based on the conditions, it can be seen that not all elements of the marketing mix have been affectively implemented by Agroindustry Darma Jaya. A more strategic and integrated approach is required to strengthen their market position. Implementing the 7P marketing mix strategy converging product, price, place, promotion, people, process and physical evidence is essential for improving sales performance and sustaining business growth (Kotler & Keller, 2016). A systematic evaluation of each marketing mix component is expected to provide insights into which areas are already effective and which need further development. Therefore, this study aims to : (1) Describe the general overview of Agroindustry Darma Jaya; and (2) Analyze the marketing mix strategies implemented by Agroindustry Darma Jaya in Jambi City.

RESEARCH METHOD

This research was conducted at Darma Jaya Banana Chips Agroindustry in Jambi City. The location was selected purposively with the consideration that Darma Jaya is one of the leading banana chip producers in Jambi City, with consistent production capacity and wide distribution search, both locally and regionally. In addition, Darma Jaya is known for its product variety, established organizational structural, and marketing efforts, making it a relevant case study for evaluating the 7P marketing mix strategy in small agroindustry contexts. The focus of this study is to examine the implementation of the 7P marketing mix strategy at Darma Jaya Agroindustry. The research method used is descriptive and quantitative. Data were collected using observation, interviews and a structured questionnaire. The respondents is this study were 30 consumers of banana chips who were selected purposively based on their purchasing experience. The data used in this research are cross sectional, collected over the period of February to Maret 2025.

The data analysis technique used in this study is descriptive quantitative analysis. This method aims to describe or present data in the form of profiles and assessments related to the 7P elements: product, price, place, promotion, people, process, and physical evidence. To facilitate the analysis, the questionnaire responses were assessed using a Likert scale with four alternative responses: 4 (strongly agree), 3 (agree), 2 (disagree), and 1 (strongly disagree). The neutral option was deliberately excluded, in line with Suharsimi (2014), to enable clearer interpretation of consumer tendencies and perceptions. This approach is also consistent with previous studies such as (Wijaya, 2021), which utilized a four-point Likert scale to evaluate marketing strategy effectiveness.

RESULTS AND DISCUSSION

General Overview of Agroindustry Darma Jaya

Agroindustry Darma Jaya is a banana chips processing enterprise located in Jambi City, operating since 2007. The main raw material used is Tanduk banana sourced from Tanjung Jabung Timur Regency, chosen due to its consistent quality and availability. The business processes around 2 tons of bananas weekly, with daily production reaching approximately 71 packages per day, handled by 15 employees. The company offers flavor variants such as original, chocolate, spicy balado, sweet corn, and coffee to meet consumer preferences.

The packaging is available in various sizes: 100g, 150g, 350g, and goodie bag formats. Darma Jaya has also obtained BPOM and halal certification, ensuring food safety and consumer trust. The distribution system has evolved through partnerships with distributors and resellers across several major cities including Medan, Palembang, Bengkulu, and Pekanbaru. Furthermore, the enterprise utilizes social media platforms such as Instagram, Facebook, and WhatsApp to reach wider markets. Despite these efforts, issues such as returned products and underutilized digital promotion platforms indicate room for strategic marketing improvement.

Tabel 1. Price and Size of Darma Jaya Banana Chips (2025)

Flavor	100g	150g	350g
Original	Rp. 15.000	Rp. 20.000	Rp. 30.000
Balado	Rp. 15.000	Rp. 20.000	Rp. 30.000
Chocolate	Rp. 15.000	Rp. 20.000	Rp. 30.000
Sweet Corn	Rp. 15.000	Rp. 20.000	Rp. 30.000
Coffe	Rp. 15.000	Rp. 20.000	Rp. 30.000

Stages of Banana Chips Production Process

The banana chip production process at Darma Jaya is carried out in a structured and systematic manner to maintain product consistency and quality. Each stage of production is carefully designed to meet hygiene standards and ensure food safety. The raw bananas undergo sorting and preparation before being processed into crispy chips. Every worker is assigned a specific role in the production line, ensuring smooth workflow and division of labor. This specialization helps increase efficiency and reduces the risk of contamination or errors during production. Attention to detail in every step, from slicing to seasoning and packaging, reflects the commitment to delivering high-quality products. Moreover, efforts are made to minimize waste and optimize the use of raw materials in line with sustainable production practices.

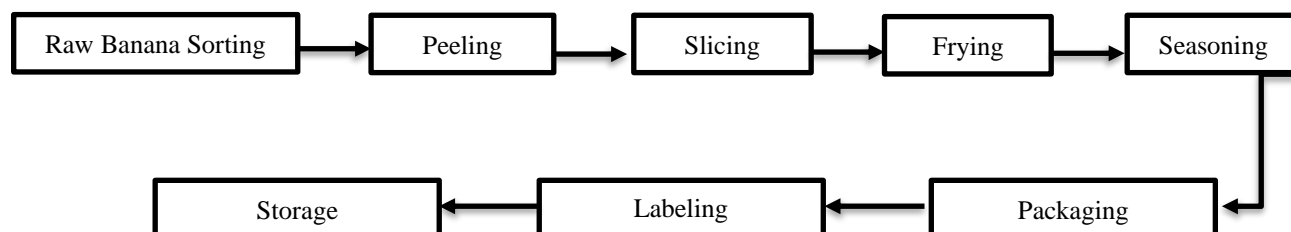


Figure 1. Stages of the Banana Chips production process

Marketing Mix Analysis at Agroindustry Darma Jaya

Identification of Marketing Mix applied by Darma Jaya Agroindustry

The 7P Marketing Mix related to Darma Jaya Agroindustry is evaluated descriptively with an assessment method based on the average value of each aspect in the marketing mix strategy. This assessment is obtained from calculating all items in the statement using a Likert scale.

Tabel 2. The 7P Marketing Mix Implemented by Darma Jaya Agroindustry in 2025

No	Aspek	Jumlah Item	Skor Terendah	Skor Tertinggi	Jumlah Skor	Kategori
1	<i>Product</i>	3	9	12	174	Sangat Baik
2	<i>Price</i>	2	6	8	106	baik
3	<i>Place</i>	4	12	16	221	baik
4	<i>Promotion</i>	2	6	8	110	Baik
5	<i>People</i>	4	13	16	228	Sangat baik
6	<i>Process</i>	4	6	8	111	baik
7	<i>Physical Evidence</i>	4	12	16	224	baik
Total		23	64	84	1170	baik

Sources : Processed Primary Data (2025)

The marketing strategy of Darma Jaya Banana Chips Agroindustry includes seven aspects of the marketing mix (7P). In terms of products, they use quality horn bananas from East Tanjung Jabung and attractive packaging in various sizes. The price of the product is relatively affordable, with different pricing strategies for direct consumers and distributors. The business location is strategic, supported by the main store on Jl. Adam Malik and marketing through supermarkets and distributors. Promotion is carried out through social media, UMKM exhibitions, and word of mouth, although not yet optimal. The workforce of 15 people is divided according to tasks, maintaining cleanliness and service. The production process uses complete equipment and strict sanitation standards. Aspects of physical evidence include a clean store, neat layout, clear business identity, and adequate parking facilities.

Identification of the 7P Marketing Mix Implemented by Darma Jaya Agroindustry Based on Consumer Responses

The marketing mix (7P) implementation was evaluated using consumer responses based on Likert scale analysis. The results show that most marketing mix aspects were implemented in the “good” and “very good” categories.

Table 3. 7P Marketing Mix Implemented by Darma Jaya Agroindustry Based on Consumer Response in 2025

No	Aspect	Consumers	Number of Items	Total Score	Average Score	Category
1	Product	30	5	518	17.3	Good
2	Price	30	2	182	6.1	Good
3	Place	30	2	207	6.9	Good
4	Promotion	30	4	350	11.7	Less Good
5	People	30	4	386	12.9	Good
6	Process	30	3	291	9.7	Good
7	Physical Evidence	30	7	698	23.27	Good
Total		30	27	2632	87.87	Good

Sources : Processed Primary Data (2025)

Based on Table 3 above, it can be seen that overall consumer responses to the 7P marketing mix implemented by Darma Jaya agroindustry are running well, but there are still some that are considered to be in the less good category. The following is an explanation of the aspects of the 7P marketing mix implemented by Darma Jaya agroindustry based on consumer responses.

Product Aspect

Table 4. Distribution of Consumer Responses to Product Aspects in Darma Jaya Agroindustry in 2025

Interval	Category	Number of Consumers	Frequency (%)
$X \geq 17,49$	Very Good	12	40
$15 \leq X < 17,49$	Good	17	56,67
$12,51 \leq X < 15$	Less Good	1	3,33
$X < 12,51$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 4, the product aspect of Agroindustry Darma Jaya is categorized as good to very good, with consumers satisfied by the crispy texture and delicious taste. This quality stems from the use of premium Tanduk bananas sourced from Tanjung Jabung Timur (Zeithaml, 1988). Flavor variety—original, chocolate, balado—adds competitive value (Kotler & Keller, 2016). Attractive packaging helps maintain crispness and serves as a brand communicator (Underwood & Klein, 2002). Size variations and goodie bag options enhance perceived value (Venter et al., 2015), while strong branding supports differentiation (Aaker, 1996). Though BPOM and halal certified, the lack of visible labels reduces consumer trust (BPOM, 2021; LPPOM MUI, 2020; Yuliati & Riyadi, 2022). Displaying certification logos is essential for improving brand image (Sari et al., 2023). Future strategies include quality consistency, seasonal flavor innovations, and eco-friendly, resealable packaging.

Price Aspect

Table 5. Distribution of Consumer Responses to Price Aspects in Dharma Jaya Agroindustry in 2025

Interval	Kategori	Jumlah Konsumen	Frekuensi (%)
$X \geq 6,66$	Very Good	5	16,7
$6 \leq X < 6,66$	Good	22	73.3
$5,01 \leq X < 6$	Less Good	3	10
$X < 5,01$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 5, the price aspect of Darma Jaya Agroindustry is considered good, with 70% and 56.66% of consumers responding positively to items one and two. Most consumers believe that the price is affordable and in

accordance with the quality of the product, although some feel that the price is relatively high compared to similar products. This shows differences in product value perceptions between market segments. Strategic recommendations include offering more flexible prices through economy packaging to reach price-sensitive consumers. Implementing seasonal discounts, bundling, and loyalty programs can increase perceived value and customer retention (Aryatiningrum & Insyirah, 2020). Educating consumers about product advantages such as material quality and durability can increase perceived value. This strategy aims to increase competitiveness and maintain satisfaction across consumer groups.

Place Aspect

Table 6. Distribution of Consumer Responses to Place Aspects in Dharma Jaya Agroindustry in 2025

Interval	Category	Number of Consumers	Frequency (%)
$X \geq 6,66$	Very Good	5	16,7
$6 \leq X < 6,66$	Good	22	73.3
$5,01 \leq X < 6$	Less Good	3	10
$X < 5,01$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 6, the place aspect of Agroindustry Dharma Jaya is rated as good, with consumers stating that the location is strategic and products are easy to find. The main store on Jl. H. Adam Malik, Kota Jambi serves as a central hub, supported by distribution through resellers, retailers, and online platforms (Nurfatimah et al., 2023). This accessibility improves customer satisfaction and purchase decisions. However, issues arise from the use of personal phone numbers on packaging, which violates BPOM regulations and risks reseller conflicts (BPOM, 2018; Wibowo & Safitri, 2021). Updating labels with official contact info is recommended to enhance credibility. Distribution is already intensive and selective, aligning with modern marketing theory (Tjiptono & Chandra, 2016). Strategies should include expanding to more retail outlets, using Google Maps promotions, and integrating online tracking and delivery services.

Promotion Aspect

Table 7. Distribution of Consumer Responses to Promotion Aspects in Dharma Jaya Agroindustry in 2025

Interval	Category	Number of Consumers	Frequency (%)
$X \geq 13,995$	Very Good	3	10
$12 \leq X < 13,995$	Good	10	33,33
$10,005 \leq X < 12$	Less Good	17	56,66
$X < 10,005$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 7, the promotion aspect of Agroindustry Dharma Jaya was mostly rated as less good, with over 40% of consumers across all items indicating dissatisfaction. Consumers felt that current promotions word of mouth, social media, and UMKM exhibitions were not intensive or varied enough. This highlights the need for integrated marketing communication (Belch & Belch, 2013) to ensure message consistency across multiple platforms. In the digital era, strategies like TikTok content, interactive videos, and strong visual storytelling are more effective in attracting younger audiences (Astuti & Wahyuni, 2018). Recommendations include intensifying promotions via Instagram, Facebook, and TikTok with product visuals, customer testimonials, and loyalty programs. Collaborating with influencers and food bloggers is also advised to expand market reach (Cheung & Thadani, 2012). Offering first-purchase discounts, giveaways, and consistent promotional updates can enhance consumer engagement and visibility.

People Aspect**Table 8. Distribution of Consumer Responses to People Aspects in Dharma Jaya Agroindustry in 2025**

Interval	Category	Number of Consumers	Frequency (%)
$X \geq 13,995$	Very Good	8	26,7
$12 \leq X < 13,995$	Good	20	66,7
$10,005 \leq X < 12$	Less Good	2	6,6
$X < 10,005$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 8, the people aspect of Agroindustry Dharma Jaya is rated as good, with over 70% positive responses on item one and majority good ratings on others. Consumers appreciate the cleanliness, neatness, and overall performance of employees. However, some noted inconsistencies in employee friendliness and response speed, affecting satisfaction. Since employee interaction shapes the brand image, improvements in service quality are essential (Iskandar et al., 2023). Regular training focused on hospitality, politeness, and service speed is recommended. Standardizing service delivery ensures all staff meet customer expectations uniformly. Incentives for high-performing employees can further boost motivation and consistency. These efforts aim to strengthen customer satisfaction and brand loyalty.

Process Aspect**Table 9. Distribution of Consumer Responses to Process Aspects in Dharma Jaya Agroindustry in 2025**

Interval	Category	Number of Consumers	Frequency (%)
$X \geq 10,5$	Very Good	10	33,33
$9 \leq X < 10,5$	Good	11	36,67
$7,5 \leq X < 9$	Less Good	9	30
$X < 7,5$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 9, the process aspect of Agroindustry Dharma Jaya was rated as good, with a majority of consumers highlighting fast, easy, and secure transactions. Purchases can be made directly or via phone orders, which benefits bulk buyers. The production process is supported by organized workflows and equipment like slicers, oil drainers, and sealing machines, ensuring consistency and hygiene. A clear, predictable process boosts customer trust and satisfaction (Parasuraman et al., 2017). SOP implementation and digital integration further improve service efficiency and brand credibility (Wirtz & Lovelock, 2021). Recommendations include adopting online ordering via apps, marketplaces, or a website. Clear SOPs, real-time order tracking, and prompt delivery can enhance the overall customer experience.

Physical Evidence Aspect**Table 10. Distribution of Consumer Responses to Physical evidence Aspects in Dharma Jaya Agroindustry in 2025**

Interval	Category	Number of Consumers	Frequency (%)
$X \geq 24,495$	Very Good	11	36,67
$21 \leq X < 24,495$	Good	14	46,67
$17,505 \leq X < 21$	Less Good	5	16,67
$X < 17,505$	Not Good	0	0
Total		30	100

Sources : Processed Primary Data (2025)

Based on Table 10, the physical evidence aspect of Agroindustry Dharma Jaya was rated as good, with consumers praising cleanliness, neat layouts, and clear brand identity at the storefront. The bright yellow signage and

organized product displays support brand recognition. However, feedback highlights weaknesses in interior aesthetics, limited parking, and inadequate signage visibility for new visitors. Lack of printed promotional materials and incomplete contact information on packaging also reduce professional impression. Consistency in logo use and physical branding is essential to strengthen product recall (M.J., 1992). Improvements in store design, signage, and customer facilities are recommended. Upgrading packaging with clear, legal contact info and eco-friendly materials can boost trust and compliance (BPOM, 2018). These actions can enhance the shopping experience and reinforce a professional brand image.

Overall Evaluation

Based on total score analysis, the overall implementation of the 7P marketing mix strategy by Agroindustry Darma Jaya is categorized as “good”. The highest-rated aspects are product and people, while promotion and price still have room for strategic improvement. With proper optimization, Darma Jaya holds strong potential to grow its market share and strengthen its competitive position.

CONCLUSION

Darma Jaya Agroindustry is one of the banana-processing enterprises established in 2007 in Jambi City, specializing in banana chips with various flavors distributed through a network of local and regional resellers. Based on the results of the marketing mix (7P) analysis, the overall marketing strategy implemented by Darma Jaya Agroindustry falls into the good category, particularly in the aspects of product, price, place, people, and process, which received favorable responses from consumers.

However, two elements promotion and physical evidence were identified as less effective. The promotional efforts remain conventional and have not fully utilized digital platforms, while the packaging lacks visual appeal and branding strength. These areas represent strategic weaknesses that require improvement. Enhancing digital promotion strategies and upgrading packaging design are expected to strengthen product competitiveness and expand market reach. In summary, the implementation of the 7P marketing mix strategy by Darma Jaya Agroindustry has been relatively effective. Nevertheless, targeted improvements in specific components are necessary to support sustainable business growth and to strengthen its position as a leading local snack brand in Jambi City.

ACKNOWLEDGMENTS

On this occasion, the author would like to thank the Dean of the Faculty of Agriculture, Jambi University, namely Dr. Forst Bambang Irawan, S.P., M.Sc., Head of the Agribusiness Department, Faculty of Agriculture, Jambi University, namely Dr. Mirawati Yanita, S.P., M. M., Head of the Agribusiness Study Program, Faculty of Agriculture, Jambi University, namely Ardhiyan Saputra, S.P, M.Sc., Supervisor I, namely Prof. Dr. Ir. Ira Wahyuni, M.P. and Supervisor II as well as academic supervisor, namely Dr. Ir. Endy Effran, S.P, M.Sc. who have been patient and always take the time to guide and provide advice to the author so that he can complete this research journal well. The author also would like to express his deepest gratitude to the author's parents who always provide moral support, material support, prayers and encouragement to the author, as well as all parties who helped complete the writing of this journal.

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