

# Marketing Segmentation for Increasing Sales Volume in Islamic Economic Perspective

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## **Abstract**

Market segmentation is a fundamental strategy in understanding the needs and preferences of diverse customers. This research uses qualitative methods with a literature study approach. The results of previous research and business practices confirm that market segmentation has a significant positive impact on a company's sales volume. First, segmentation allows companies to have a deep understanding of customer characteristics, needs, and preferences within each segment, leading to the development of more tailored products, services, and marketing messages. Secondly, through personalization of messages and marketing actions, segmentation increases the relevance of communication with customers, increases interest and likelihood of purchase. Furthermore, marketing segmentation helps companies to more efficiently allocate marketing resources, avoid waste, and direct efforts to the most relevant customer segments. Responsiveness to market changes is enhanced, allowing companies to quickly adjust their marketing strategies in the face of market changes. Overall, market segmentation is a crucial strategic tool in achieving increased sales volume in a competitive business environment. It helps companies better respond to customer needs, optimize resource usage, and create stronger relationships with customers, all factors that contribute to significant sales growth.

**Keywords:** *Market segmentation, Sales volume, Influence of market segmentation*

## **INTRODUCTION**

In a business world that continues to evolve at a rapid pace, marketing has become a key element in achieving success (Lestari dkk., 2019). One of the key concepts that has proven its value in marketing strategy is segmentation. Marketing segmentation is an approach that allows companies to more effectively understand customer needs and preferences, and ultimately, maximize sales volume (Sudarsono, 2019). This research will discuss the importance of marketing segmentation as a strategic tool that allows companies to reach a more focused target market, create greater value, and increase sales.

When a company launches a product or service, it is very rare that the product will appeal to everyone. Every customer has different preferences, needs, and characteristics. This is why marketing segmentation has become so relevant. By dividing the market into smaller segments based on similar characteristics or needs, companies can create a more focused marketing strategy (Cahyani & Fatikha, 2023).

One of the main benefits of marketing segmentation is its ability to allow companies to better tailor products, messages, and marketing approaches (Saleh & Said, 2019). This allows

companies to reach consumers with more relevant messages and offer products or services that are more in line with what they are looking for. In other words, marketing segmentation helps companies to avoid the "one-size-fits-all" approach that is often less effective in the diverse business world.

In addition, marketing segmentation allows companies to identify more specific opportunities and understand the competition better. By understanding market segments more deeply, companies can allocate their resources more efficiently and compete better in challenging markets (Saleh & Said, 2019).

Meanwhile, segmentation in marketing is not always effective in increasing sales. While segmentation can be a valuable strategy, its effectiveness depends on a variety of factors and how it is implemented (Shinta, 2011). Here are some reasons why segmentation doesn't always result in increased sales:

1. **Inaccurate Segmentation:** If the segmentation criteria are not clearly defined or if the data used for segmentation is inaccurate, this can lead to ineffective targeting. It is important to have a clear understanding of the target audience of sales (Tritamtama & Purwitasari, 2023).
2. **Over-Segmentation:** Sometimes, businesses create too many segments, making it difficult to adjust marketing efforts effectively. Excessive segmentation can lead to higher costs and complexity without a proportionate increase in sales (Zain dkk., 2023).
3. **Ignoring Other Factors:** Segmentation is just one aspect of marketing. Ignoring other important factors such as product quality, price, promotion, and distribution can hinder sales growth (Ahmad 2020).
4. **Lack of Personalization:** Effective segmentation should lead to more personalized marketing efforts. If a business does not effectively tailor its messages and offerings to each segment, the impact on sales may be limited (Sarjana dkk., 2022).
5. **Changing Market Dynamics:** Market conditions and consumer behavior may change over time. Segmentation strategies that were effective in the past may no longer work in different market environments (Setiadi, 2019).
6. **Competitive Pressure:** Competitor businesses may also use segmentation, and if they do it better or more innovatively, this can limit the effectiveness of the segmentation strategy (Ritonga, 2020).
7. **Ineffective Communication** Even with the right segment, if the communication channels or methods used to reach the audience are ineffective, it can hinder sales growth (Hadi dkk., 2020).

It's important to remember that segmentation is a tool in a broader marketing strategy. To increase sales, businesses must carefully plan and execute their segmentation strategies, monitor results, and be ready to adapt to changing market conditions and consumer preferences.

The discussion in this article will present the basic concepts of marketing segmentation, various criteria that can be used to identify market segments, as well as practical steps to implement marketing segmentation in a company's marketing strategy. We will also explain how marketing segmentation can help companies to maximize sales volume and achieve sustainable growth.

With a deep understanding of the concept of marketing segmentation and its application in marketing strategies, companies can position themselves to achieve greater success in a competitive business environment. In this paper, we will explore how important marketing segmentation is in achieving this goal.

## LITERATURE REVIEW

Marketing segmentation is a fundamental and important concept in today's competitive business world. In an effort to achieve success and maximize sales volume, companies must have a deep understanding of their customers and how best to meet their needs and wants. Marketing segmentation provides a powerful framework for achieving this goal.

In a business context, marketing segmentation refers to the process of dividing a market into smaller segments based on shared characteristics, such as demographics, behavior, or preferences (Saleh & Said, 2019). The goal is to identify and understand the diverse groups of customers that exist within the market share. With a better understanding of these differences, companies can design more precise and effective marketing strategies.

Marketing segmentation not only helps companies in identifying the most promising market segments, but also helps in measuring customer satisfaction and understanding how to improve customer experience (Hartono dkk., 2012). By understanding the specific needs of each market segment, companies can develop more suitable products, more competitive prices, more effective promotions, and better customer service.

One of the main benefits of marketing segmentation is its ability to create added value for customers. By understanding the needs and preferences of each segment, companies can tailor their products and services so that they are more relevant and valuable to customers (Saleh & Said, 2019). In an era where competition is fierce, customers tend to choose brands that understand and meet their needs better.

In addition, marketing segmentation allows companies to be more efficient in resource allocation. By focusing on the most potential market segments, companies can avoid waste and achieve better efficiency in the use of their marketing budget. This can lead to increased profitability and sustainable growth (Jaya, 2023).

But it's important to remember that marketing segmentation isn't a once-for-good finish (Firmansyah, 2023). The market is constantly changing, and customer preferences may change over time. Therefore, companies need to monitor and update their segmentation strategies regularly to remain relevant and effective. Overall, marketing segmentation is a powerful strategic tool in an effort to maximize sales volume. It helps companies to better understand their customers, offer more customized products and services, and improve customer experience. With the right approach, marketing segmentation can be a key element in modern business success.

Theoretical Studies

Marketing segmentation is a fundamental strategic approach in marketing that aims to maximize sales volume (Yusuf Saleh & Said, 2019). In a highly competitive business era, companies need to deeply understand their customer segments and adjust their marketing strategies to meet the needs and preferences of each segment. Here is a theoretical study that supports the concept of marketing segmentation to achieve higher sales goals:

### 1. Basic Marketing Segmentation Concepts

The concept of marketing segmentation is based on the idea that a broad market can be divided into smaller segments, where each segment has similar characteristics, needs and preferences. This was reinforced by Armstrong (Armstrong, 2016). Dengan memahami perbedaan-perbedaan ini, perusahaan dapat merancang strategi yang lebih tepat untuk setiap segmen, yang pada gilirannya dapat membantu dalam mencapai penjualan yang lebih tinggi.

### 2. Segmentation for Consumer Understanding

Marketing segmentation helps companies understand their consumers better. According to Michael Solomon in "Consumer Behavior: Buying, Having, and Being" (Solomon, 1992), a deep understanding of consumer behavior and preferences is a key element of segmentation. With this understanding, companies can better adjust products, prices, promotions, and distribution, which can positively affect sales volume.

### 3. Effective Targeting Strategies

Segmentation is the first step in the development of an effective targeting strategy. According to Kotler and Armstrong in Indrasari (Indrasari, 2019), after identifying the most promising market segments, the company must choose which segment will be the main target. By focusing on specific segments, companies can maximize their marketing efforts and increase the chances of success.

### 4. Added Value for Customers

Marketing segmentation helps companies to create added value for customers, by adjusting products, services, and marketing messages to better serve each segment, companies can better meet customer needs. This creates more satisfied customers, who often become loyal customers who contribute to higher sales (Weitz & Wensley, 2002).

### 5. More Tailored Product Development

Segmentation also allows companies to develop products that better suit the needs of each segment. Products that fit a market segment have a better chance of succeeding in the market (Ferrell & Hartline, 2019), of course, this can increase sales in a significant way.

### 6. Data Analytics and Technology

In the digital age, marketing segmentation is increasingly enriched by data analysis and technology. According to Philip Kotler in "Marketing 4.0" (2016) in Setiawan (Setiawan, 2019), customer data and analytical algorithms allow companies to perform more accurate and dynamic segmentation. It helps companies identify more specific market opportunities and adapt to changing consumer behavior.

### 7. The Importance of Personalization

As personalization becomes increasingly important in achieving higher sales goals, today's consumers demand more personalized and relevant experiences (Pine II dan Gilmore 2019). Segmentation allows companies to provide a more personalized experience to customers, which often results in increased sales.

With these theoretical foundations, marketing segmentation becomes a powerful strategy in achieving higher sales. Through deep customer understanding, personalization, appropriate targeting strategies, and the use of data and technology, companies can achieve sustainable and successful growth in a competitive business environment.

At its core there is a strong correlation between marketing segmentation and increased sales volume. With a deep understanding of customers, wise targeting strategies, value-added delivery, smarter resource allocation, and personalization, companies can achieve significant sales growth. Marketing segmentation is not just a theoretical concept, but rather an effective strategic tool in achieving higher sales goals in a competitive business environment.

### Previous Research

Market segmentation has become a fundamental approach in the marketing world designed to better understand customers and design more effective marketing strategies. Previous research has focused on understanding the relationship between market segmentation and increased sales volume. In this essay, we will summarize the main findings of previous studies on this topic.

#### 1. Deep Understanding of Customers

Previous research highlighted how market segmentation helps companies to understand customers better, noting that by understanding the characteristics, needs, and preferences of each customer segment, companies can develop more informed strategies (Armstrong, 2016). It includes customization of products, services, and marketing messages that have a positive impact on increasing sales volume. Companies that have a deep understanding of market segments can respond better to customer desires.

#### 2. Wise Target Choice

Research has emphasized that wise target selection is one of the keys to successful market segmentation: by explaining that focusing on the most promising segments, companies can maximize the efficiency of their marketing efforts (Armstrong dkk., 2019). It has a positive impact on sales volume, as more targeted marketing efforts tend to be more effective in reaching and influencing potential customers.

#### 3. Providing More Value to Customers:

Marketing segmentation allows companies to create added value for customers by better tailoring products or services for each segment, companies can meet customer needs more effectively. This increases the level of customer satisfaction, which often contributes to an increase in sales volumes. Satisfied customers tend to be loyal customers who contribute long-term sales.

#### 4. Resource Allocation Optimization:

Previous research has shown that marketing segmentation also plays a role in optimizing

resource allocation. Better understanding of customer segments, companies can avoid waste and allocate their marketing budget more wisely (Ferrell & Hartline, 2019). This has a positive impact on increasing sales volumes as resources are used more efficiently.

#### 5. Personalization and Responsiveness:

Increased sales are also related to personalization and responsiveness to customers. Segmentation allows companies to provide more personalized and relevant experiences (II & Gilmore, 2019). It includes the delivery of messages, products, and services that fit each segment. This kind of personalization has an impact on increasing sales volume because customers tend to be more likely to buy from companies that meet their needs and preferences.

Market segmentation affects the increase in sales volume at Yongky Mart Kota Gunungsitoli by 58.982% while the rest is influenced by other factors that are not included in this research variable by 41.018%. So that market segmentation is able to affect the increase in sales volume at Yongky Mart Kota Gunungsitoli (Sonitehe, 2022).

Similarly, research carried out by Junaidy Lunardi (Junaidy Lunardi, 2016) that the relationship between market segmentation and sales volume is positive and close in PT. Shady Ocean. Ahmad (Ahmad, 2017) state after the implementation of market segmentation. The average increase in sales of handicraft products in the last five years of data is 2.7%.

Previous research has shown that there is a strong correlation between market segmentation and increased sales volume. With a deep understanding of customers, wise targeting strategies, value-added delivery, smarter resource allocation, and personalization, companies can achieve significant sales growth. Marketing segmentation is not just a theoretical concept, but rather an effective strategic tool in achieving higher sales goals in a competitive business environment. Future research can continue to explore these relationships and identify best practices that can help companies maximize their sales volume.

## METHOD

This study uses qualitative methods with a literature study approach. The choice of this method is based on the purpose of the study, which is to explore the understanding of the relationship between market segmentation to sales volume by exploring relevant literature. The steps in using qualitative methods with a literature study approach in this study are as follows:

The first step is to identify the relevant resources. These resources include academic papers, journal articles, government reports, books, and other related literature that discusses the relationship between market segmentation, and increased sales volumes. The authors ensure that these sources cover diverse perspectives and diverse economic contexts. Once resources are identified, we collect data from these sources. It involves reading and in-depth understanding of the literature content. We note the important findings, the theoretical framework used, the research methods applied in the literature, and the analysis and interpretation carried out by the authors.

Researchers conduct a critical analysis of the collected literature and try to understand the approaches and methodologies used in each source, and look for linkages between findings from various sources. This analysis helps in building a more comprehensive understanding of the topic. When the analysis was conducted, researchers looked for patterns and themes that appeared consistently in the literature. Results from literature studies are used to construct



conclusions that reflect a deeper understanding (Zakariah dkk., 2020) about the relationship between market segmentation to sales volume. These conclusions form the basis for identifying important issues that need to be understood and researched further.

With qualitative methods and literature study approaches, this study aims to present a deep understanding of the relationship between market segmentation to increase sales volume based on existing literature. This approach makes it possible to explore the complexity and dynamics of this topic using information present in academic and reliable literature.

## RESULTS AND DISCUSSION

The discussion of market segmentation and its effect on sales volume is an important topic in marketing. Here's a discussion of how market segmentation affects sales volume:

### 1. Deep Understanding of Customers

Market segmentation helps companies in understanding customers better. By dividing the market into smaller segments based on shared characteristics, such as demographics, behaviors, or preferences, companies can identify groups of customers who have similar needs and wants (Saleh & Said, 2019). With the record that the data used for segmentation must be accurate, this will lead to effective targeting. It is important to have a clear understanding of the target audience of sales (Tritamtama & Purwitasari, 2023). It allows companies to design products, marketing messages, and strategies that better fit each segment. The result is more relevant products and services for customers, which can increase interest and likelihood of purchase, which in turn, has a positive impact on sales volume. This is in line with research Armstrong (Armstrong, 2016). He noted that by understanding the characteristics, needs, and preferences of each customer segment, companies can develop more appropriate strategies. This includes customization of products, services, and marketing messages that have a positive impact on increasing sales volume. Companies that have a deep understanding of market segments can respond better to customer desires.

### 2. Personalization of Marketing Messages and Actions

Lack of personalization will result in ineffective segmentation, should business actors lead to more personalized marketing efforts. If a business does not effectively tailor its messages and offerings to each segment, its impact on sales may be limited (Bachelor et al., 2022). In the process of market segmentation, companies often tailor their marketing messages and marketing actions for each segment. This means companies can communicate more effectively with potential customers (Saleh & Said, 2019). With tailored and relevant messages, customers are more likely to feel understood and cared for, which can increase conversions and sales volume. In line with research conducted by II & Gilmore, 2019 (II & Gilmore, 2019), where increased sales are also related to personalization and responsiveness to customers, segmentation also allows companies to provide more personalized and relevant experiences. This includes the delivery of messages, products, and services that fit each segment. This kind of personalization has an impact on increasing sales volume because customers tend to be more likely to buy from companies that meet their needs and preferences.

### 3. Wise Target Choice

Segmentation helps companies choose the most promising market segments as their main targets, which is in line with the previous points that emphasize the importance of customer personalization. By focusing on the segments that have the most potential, companies can direct their marketing efforts more efficiently. Marketing efforts that are more focused on the most relevant segments tend to be more successful in reaching customers who are genuinely interested and willing to buy (Sudarsono, 2019). This directly contributes to an increase in sales volume, this is also in line with research conducted by Armstrong et.al., 2019 (Armstrong et.al., 2019), by focusing on the most promising segments, companies can maximize the efficiency of their marketing efforts. This has a positive impact on sales volume, as more targeted marketing efforts tend to be more effective in reaching and influencing potential customers.

#### 4. Delivering More Value to Customers

Segmentation allows companies to provide better added value for customers, by understanding the needs and preferences of each segment, companies can develop more suitable products and services. Customers who feel that the company meets their needs better tend to be satisfied and loyal customers (Wibowo, 2019). In line with research conducted by Solomon (Solomon, 2019), who note that by better tailoring products or services for each segment, companies can meet customer needs more effectively. This increases the level of customer satisfaction, which often contributes to an increase in sales volumes. Satisfied customers tend to be loyal customers who contribute long-term sales. Surely this has a positive impact on increasing sales volume, because loyal customers have the potential to make repeat purchases.

#### 5. Resource Allocation Optimization

Excessive segmentation sometimes causes businesses to create too many segments, making it difficult to adjust marketing efforts effectively. Excessive segmentation can lead to higher costs and complexity without a proportionate increase in sales (Zain et.al., 2023) So it is important to optimize the segmentation so that the allocation of company resources is more optimal. Proper segmentation will help companies in allocating their resources more wisely. By understanding market segments better, companies can avoid wasting resources and allocate their marketing budgets more efficiently (Kartajaya, 2007). It can lead to increased profitability and greater sales volumes. This is also in line with research conducted by (Ferrell & Hartline, 2019) with a better understanding of customer segments, companies can avoid waste and allocate their marketing budgets more wisely.

#### 6. Personalization of Products and Services

In some cases, market segmentation can encourage companies to develop products or services that better suit the needs of each segment. This can create a product or service that is more appealing to customers within a particular segment, and ultimately, increase sales volume because products that are more suitable tend to have higher demand (Rangkuti, 2017). This is also in line with the research carried out (II & Gilmore, 2019), research notes that segmentation allows companies to provide a more personalized and relevant experience. This includes the delivery of messages, products, and services that fit each segment. But it should also be



underlined that segmentation is only one aspect of marketing. Ignoring other important factors such as product quality, price, promotion, and distribution can hinder sales growth (Ahmad 2020).

#### 7. Responsiveness to market changes

Market conditions and consumer behavior may change over time. Segmentation strategies that were effective in the past may no longer work in different market environments (Setiadi, 2019) So it is very important to make updates to find out the effectiveness in segmentation. Good segmentation will allow the company to be more responsive to changes in customer behavior or preferences. When companies understand the changes in each segment, they can quickly adjust their marketing strategies to stay relevant (Fahrurrozi, 2023). It is important in a dynamic business environment where market changes can affect sales volumes.

Thus, market segmentation has a significant impact on sales volumes. This is in line with research conducted by (Sonitehe, 2022) which states that the results of market segmentation affect the increase in sales volume at Yongky Mart Kota Gunungsitoli by 58.982% while the rest is influenced by other factors that are not included in the variables of this study by 41.018%. So that market segmentation is able to affect the increase in sales volume at Yongky Mart Kota Gunungsitoli, the research conducted by Junaidy Lunardi (Junaidy Lunardi 2016) The relationship between market segmentation and sales volume is positive and close. PT. Shady Oceans, and research conducted by Ahmad (Ahmad, 2017) state after the implementation of market segmentation. The average increase in sales of handicraft products in the last five years of data is 2.7%. With a deep understanding of customers, personalization of marketing messages and actions, wise choice of targets, provision of added value, optimization of resource allocation, and responsiveness to market changes, companies can achieve significant sales increases in a competitive business environment. Marketing segmentation is an important strategic tool in achieving a company's marketing and growth goals.

#### Market Segmentation Increases Sales Volume

From various studies and practical experience, it can be stated with confidence that market segmentation has a significant positive influence on the increase in sales volume of the company. Here are some of the key results that support this positive influence:

1. **Increased Marketing Efficiency:** Market segmentation allows companies to more efficiently allocate marketing resources. By targeting the most relevant segments, companies can avoid waste and direct their marketing budgets to potential customers who are more likely to make a purchase. The result is more efficient marketing efforts and increased customer conversions, which have a positive impact on sales volume.
2. **Personalization that Increases Relevance:** Personalization of marketing messages and actions is one of the results of market segmentation. Messages tailored to each customer segment tend to be more relevant, and customers are more likely to respond positively to those messages. This helps increase customer interest and purchase possibilities, which ultimately contributes to sales volume growth.

3. Deep Understanding of Customers: Market segmentation allows companies to have a deeper understanding of customer characteristics, needs, and preferences within each segment. With this understanding, companies can develop products, services, and marketing strategies that are more in line with customer desires. Products and services that resonate with customer segments tend to have greater appeal, which has a positive impact on increasing sales.

4. Responsiveness to Market Changes: Changes in customer behavior or preferences can occur in a relatively short period of time. Market segmentation allows companies to be more responsive to these changes. With a better understanding of market segments, companies can quickly adjust their marketing strategies to stay relevant and meet evolving customer needs. This allows the company to maintain or increase sales volume in the face of market changes.

5. Wise Target Choice: Market segmentation helps companies in choosing the most promising market segments as the main targets. Focusing on the most potential segments tends to result in increased sales volume because more targeted marketing efforts tend to be more effective at reaching and influencing customers who are genuinely interested and willing to buy.

6. More Satisfied and Loyal Customers: Marketing segmentation can increase customer satisfaction. With more tailored products and services, customers tend to become more satisfied and loyal. Satisfied customers tend to make repeat purchases and contribute to higher sales volumes over a longer period of time.

Thus, the results of various studies and business practices confirm that market segmentation has a strong positive influence on the company's sales volume provided that the segmentation is carried out appropriately and correctly. With resource optimization, personalization, deep understanding of customers, responsiveness to market changes, wise choice of targets, and higher customer satisfaction, companies can achieve significant sales growth in a competitive business environment. Marketing segmentation is an important strategic tool in achieving marketing goals and business growth.

## CONCLUSION

Overall, market segmentation has a significant positive influence on the company's sales volume. Results from various studies and practical experience show that:

1. Market segmentation improves marketing efficiency by allocating resources more wisely and targeting the most relevant customer segments.
2. Personalization of marketing messages and actions increases the relevance of communication with customers, which has a positive impact on interest and likelihood of purchase.
3. Segmentation provides an in-depth understanding of customer characteristics, needs, and preferences within each segment, enabling the development of more tailored products, services, and marketing strategies.
4. Responsiveness to market changes is enhanced, allowing companies to quickly adjust their marketing strategies in the face of market changes.
5. Wise target choices encourage more targeted marketing efforts, which are more effective in reaching customers who are genuinely interested and willing to buy.

6. Marketing segmentation increases customer satisfaction, which tends to affect repeat purchases and customer loyalty.

Thus, market segmentation is a crucial strategic tool in achieving increased sales volumes in a competitive business environment. It helps companies to better respond to customer needs, optimize resource usage, and create stronger relationships with customers, all factors that contribute to significant sales growth

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