Optimization of Purchase Decisions: A Segmentation, Targeting, and Positioning Approach at AMIU Malabo Depot

Hamida Hasan¹*, Pandi Putra²

¹,²*Faculty of Business, Institut Ilmu Sosial dan Bisnis Andi Sapada, Parepare, Indonesia*

A R T I C L E I N F O	A B S T R A C T

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This study investigates how marketing strategies—specifically segmentation, targeting, and positioning—affect consumer decision-making when purchasing refill drinking water at AMIU Depot Malabo, Parepare. Utilizing a quantitative research approach, the study employs various data collection methods, including direct observation, conversations with respondents, distributing questionnaires, and reviewing documents. Participants were selected incidentally from consumers at AMIU Depot Malabo. The findings indicate that both segmentation and targeting have a significant effect on purchasing decisions, while positioning does not appear to have a substantial impact. However, when considered together, these three strategies significantly influence purchasing behavior. Additional analysis shows that the independent variables account for some variation in consumer purchasing decisions. To enhance understanding, it is recommended that future research explore other factors that might affect the decision-making process for refill drinking water consumers.

A B S T R A K

Penelitian ini menyelidiki bagaimana strategi pemasaran-khususnya segmentasi, targeting, dan positioning-mempengaruhi pengambilan keputusan konsumen dalam membeli air minum isi ulang di Depo AMIU Malabo, Parepare. Dengan menggunakan pendekatan penelitian kuantitatif, penelitian ini menggunakan berbagai metode pengumpulan data, termasuk observasi langsung, percakapan dengan responden, penyebaran kuesioner, dan telaah dokumen. Partisipan dipilih secara insidental dari konsumen di Depo AMIU Malabo. Temuan menunjukkan bahwa segmentasi dan penargetan memiliki pengaruh yang signifikan terhadap keputusan pembelian, sementara positioning tampaknya tidak memiliki dampak yang besar. Namun, jika dipertimbangkan secara bersama-sama, ketiga strategi ini secara signifikan mempengaruhi perilaku pembelian. Analisis tambahan menunjukkan bahwa variabel independen menjelaskan beberapa variasi dalam keputusan pembelian konsumen. Untuk meningkatkan pemahaman, disarankan agar penelitian di masa depan mengeksplorasi faktor-faktor lain yang mungkin mempengaruhi proses pengambilan keputusan konsumen air minum isi ulang.

INTRODUCTION

Refillable drinking water in gallon containers has gained popularity among consumers in recent years (Sulistyandari, 2009). It offers a more environmentally friendly and cost-effective alternative to repeatedly buying bottled water. From a sustainability perspective, using refillable gallons helps minimize plastic waste from single-use bottles. Safety and water quality are essential considerations when choosing drinking water. Refillable gallons provide a safety assurance due to the strict oversight typically applied during production

and refilling processes. Many companies that refill water gallons follow rigorous hygiene and sanitation standards to ensure the water is safe for consumption.

Moreover, refillable gallon water enhances convenience in distribution. With numerous refill stations available, consumers can easily access clean water without the burden of carrying heavy bottles home (Tijjang et al., 2020). This approach also mitigates the transportation impact associated with water distribution, contributing to reduced carbon emissions (Tijjang et al., 2023). Additionally, the economic benefits are significant. Purchasing refillable gallon water is considerably more economical over time compared to bottled water. While there may be initial expenses for a gallon and dispenser, the cost per liter of water remains much lower in the long run.

In Parepare, the use of refillable drinking water in gallon containers has become a common lifestyle choice among the community. With supportive infrastructure and a growing awareness of environmental issues, many households and businesses in the city have opted to use refillable gallons as their main source of drinking water. Each day, a variety of stores and refill stations are busy with customers bringing empty gallons to refill. This practice not only helps reduce the reliance on single-use plastic bottles but also decreases the amount of plastic waste harming the environment. Furthermore, using refillable drinking water provides economic advantages, as the cost per liter is typically lower than that of bottled water. As awareness of the importance of clean water for health and hygiene continues to rise, refillable gallon water remains a popular and sustainable option for the residents of Parepare.

LITERATURE REVIEW
Marketing Management
The concept of marketing has evolved over time, with various prominent marketing experts providing definitions that emphasize different aspects. Kotler (2013) views marketing as a social and managerial process through which individuals and groups obtain their needs and wants by creating, offering, and exchanging valuable products and services (Anin & Manane, 2020). This definition highlights the role of marketing in facilitating value exchanges between producers and consumers. Meanwhile, Kotler and Keller (2012) expand on this idea by defining marketing management as the art and science of selecting target markets and building and maintaining customer relationships through the creation and delivery of superior value. From a more operational perspective, Assauri (2013) describes marketing management as a series of activities that include analysis, planning, implementation, and control of marketing programs. Its primary goal is to establish and maintain profitable exchanges with target markets to achieve long-term organizational objectives (Indrasari, 2019). The synthesis of these various definitions indicates that modern marketing focuses not only on short-term transactions but also on developing long-term relationships with customers through sustainable value creation. This approach reflects a paradigm shift from transactional marketing to relational marketing in recent decades.

Segmentation
Market segmentation has become a key concept in modern marketing strategies, with various experts providing a range of definitions and viewpoints. Kotler (2012), a prominent

marketing authority, describes segmentation as the process of identifying groups of buyers with similar needs, desires, or consumption behaviors, which emphasizes the common characteristics of consumers within a segment (Haque-Fawzi et al., 2022). In contrast, Wedel and Kamakura define segmentation as dividing the market into mutually exclusive and homogeneous subgroups based on product preferences, highlighting the need for differentiation between segments and consistency within them.

Typically, segmentation is conducted by considering various factors such as demographics, geography, psychographics, and consumer behavior (Haque-Fawzi et al., 2022). The main goal of segmentation is to better understand the diverse needs and preferences of consumers, enabling companies to create more targeted and effective marketing strategies for each segment (Saleh & Miah Said, 2019). Research by Smith et al. (2018) suggests that psychographic segmentation is often more effective than demographic segmentation in certain industries. However, traditional segmentation approaches have faced criticism, as Brown (2021) points out that they may be less applicable in the age of big data and mass personalization. This indicates a need for further research to develop more dynamic and adaptable segmentation methods that can keep pace with rapidly changing consumer behaviors in the digital era.

Targeting
Targeting in marketing is a crucial step following segmentation, where companies select the market segments that will be the primary focus of their marketing efforts. According to Kotler, targeting involves assessing the potential of each market segment and choosing one or more segments that are most attractive and suitable as target markets (Santoso et al., 2024). Wedel and Kamakura further explain that targeting is the process of selecting market segments based on criteria such as size, growth, profitability, and alignment with the company's resources and competencies. This process enables companies to effectively reach potential consumers with tailored messaging, enhancing marketing budget efficiency and optimizing return on investment.

In practice, targeting considers various factors, including market growth potential, segment attractiveness, the company's ability to meet the needs of the segment, and the level of competition within the chosen market segment. The primary goal of targeting is to concentrate marketing efforts on segments with high profit potential while minimizing resource wastage by avoiding less profitable segments. Thus, targeting helps companies optimize the effectiveness and efficiency of their marketing strategies, enabling them to achieve maximum results in meeting their business objectives.

Positioning
Positioning is a critical concept in marketing that involves creating a unique and advantageous image or position for a product or brand in the minds of target consumers. Marketing experts define positioning as the process of establishing a distinct place for a product or brand in consumers' minds, differentiating it from competitors (Setiawan et al., 2024). Kotler defines positioning as determining how consumers perceive a brand or product in relation to its competitors, emphasizing the importance of consumer perception in a competitive landscape. Similarly, Wedel and Kamakura describe positioning as the

placement of a product or brand in the market to create the desired perception among target consumers (Ramdan et al., 2023).

This process involves highlighting the unique benefits or features of a product to set it apart from others in the market. The positioning process considers various factors, such as product attributes, consumer benefits, competitive advantages, and the preferences and needs of the target audience. The primary goal is to create a strong and positive perception of the company's product or brand in consumers' minds. Effective positioning enables a company to distinguish itself from competitors, attract the right target audience, and foster strong emotional connections with customers. This strategy is essential for achieving competitive advantage and adding value to the product or brand in consumers' perceptions.

RESEARCH METHOD

This research employs a quantitative approach, utilizing numerical data processed through statistical methods. Primary data was collected via questionnaires distributed to customers of Refillable Drinking Water (AMIU) Gallon Malabo in Parepare. The research population includes all customers of AMIU Gallon Malabo, with the sample determined using Roscoe's Approach, which suggests a sample size of 15 times the number of variables studied (Sugiyono, 2010), resulting in 60 respondents. The sampling technique used is incidental sampling, where respondents are selected based on chance encounters with the researcher and deemed suitable as data sources. In addition to the questionnaire, data were also gathered through direct observation and in-depth interviews with managers, management, and employees of AMIU Malabo who possess relevant knowledge about the research topic. This method provides contextual insights that enrich the analysis. The collected data were then analyzed using multiple regression analysis with the assistance of SPSS software. The combination of these data collection methods aims to provide a comprehensive understanding of the phenomenon under investigation, ensuring the validity and reliability of the research findings.

RESULTS and DISCUSSION
Partial Test (t Test)

In this study, the t-test or partial analysis is conducted to determine the individual effects of each independent variable—Segmentation (X1), Targeting (X2), and Positioning (X3)—on the dependent variable, Purchase Decision (Y). This t-test process involves comparing the calculated t-value to the table t-value for each variable. If the calculated t-value is greater than the table t-value, and the significance level is less than 0.05, it can be concluded that the independent variable has a significant effect on the dependent variable. This analysis enables the researcher to identify the specific contributions of each independent variable in explaining the variation in purchase decisions, providing deeper insights into the factors influencing consumer behavior in the context of refillable drinking water purchases at AMIU Malabo.

Table 1 *Partial Hypothesis Testing Results (t test)*

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1 (Constant)		.986	.689		1.431	.158
	Segmentation	.311	.147	.283	2.116	.039
	Targeting	.424	.175	.343	2.423	.019
	Positioning	.060	.157	.060	.382	.704
a. Dependent Variable: Purchase Decision						

Based on the t-test analysis results, the findings can be summarized as follows:
1. Segmentation (X1) has a significant impact on Purchase Decision (Y). This is evidenced by a significance value of 0.039, which is less than the significance level of 0.05, and a calculated t-value of 2.116, exceeding the table t-value of 2.003. This finding indicates that the segmentation strategy employed by AMIU Malabo plays a crucial role in influencing consumer purchase decisions.

2. Targeting (X2) also demonstrates a significant effect on Purchase Decision (Y). This is supported by a significance value of 0.019, which is less than 0.05, and a calculated t-value of 2.423, surpassing the table t-value of 2.003. These results confirm that the targeting efforts of the company are effective in influencing customer purchase decisions.

3. Positioning (X3), on the other hand, does not show a significant effect on Purchase Decision (Y). This is reflected in the significance value of 0.704, which is well above 0.05, and a calculated t-value of 0.382, which is less than the table t-value of 2.003. This finding suggests that the positioning strategy employed by AMIU Malabo may need to be re-evaluated, as it does not have a significant impact on consumer purchase decisions.

Simultanious Test (F Test)
To test the simultaneous effects of independent variables on the dependent variable, an analysis using SPSS 25 was conducted. This simultaneous hypothesis testing involves comparing the calculated F-value with the table F-value (Darmawan & Muttaqin, 2023). This method allows the researcher to assess whether all independent variables, when considered together, have a significant influence on the dependent variable. The results of this analysis provide a comprehensive overview of how the combination of independent variables interacts to affect the dependent variable in the research model.

Table 2 *Simultaneous Testing Results (F test)*

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.993	3	1.664	8.924	.000[b]
	Residual	10.444	56	.187		
	Total	15.437	59			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), POSITIONING, SEGMENTATION, TARGETING						

The output results indicate that the variables Segmentation (X1), Targeting (X2), and Positioning (X3) collectively have a significant impact on Purchase Decision (Y). This is evidenced by a significance value of 0.000, which is much lower than the established significance level of 0.05. Additionally, the calculated F-value is 8.924, exceeding the table F-value of 2.77. Further interpretation of these results reveals that all three independent variables—Segmentation, Targeting, and Positioning—have significant predictive power regarding the purchase decisions of AMIU Malabo consumers when considered together. This suggests that the overall STP (Segmentation, Targeting, Positioning) strategy implemented by the company is effective in influencing customer purchase decisions.

Multiple Linear Analysis

This study aims to measure the extent to which Tangible and Reliability affect Purchase Decision. To facilitate a more accurate and efficient analysis, the researcher utilized SPSS (Statistical Package for the Social Sciences) version 25. The use of this statistical tool enables the implementation of multiple linear regression analysis with high precision. Through this method, the researcher can identify and quantify the relationships between the independent variables (Tangible and Reliability) and the dependent variable (Purchase Decision), as well as assess the statistical significance of these relationships. The results of this analysis will be presented and interpreted in the following section. Below are the calculations for the multiple linear regression analysis:

Table 3 *Multiple Linear Analysis Results*

Coefficientsa					
	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
1 (Constant)	.986	.689		1.431	.158
Segmentation	.311	.147	.283	2.116	.039
Targeting	.424	.175	.343	2.423	.019
Positioning	.060	.157	.060	.382	.704
a. Dependent Variable: Purchase Decision					

The output values above are then incorporated into the multiple linear regression equation below:

Y = 0.986 + 0.311 X1 + 0.424 X2 + 0.060 X3

From this equation, the following interpretations can be made:

a. The constant of 0.986 indicates that if there is no influence from Segmentation (X1), Targeting (X2), and Positioning (X3)—or when the values of X1, X2, and X3 are all zero—Purchase Decision (Y) will be at a value of 0.986. This means that, without considering the effects of these three variables, the purchase decision still has a baseline value represented by this constant.

b. The regression coefficient for Segmentation (X1) of 0.311 indicates that each one-unit increase in the value of Segmentation will result in an increase of 0.311 in Purchase Decision, assuming other variables remain constant. This suggests that improvements in market segmentation can positively influence consumer purchase decisions.

c. The regression coefficient for Targeting (X2) of 0.424 shows that each one-unit increase in Targeting will increase Purchase Decision by 0.424, assuming other variables do not change.

This indicates that effective targeting strategies have a greater impact compared to segmentation in enhancing purchase decisions.

d. The regression coefficient for Positioning (X3) of 0.060 indicates that each one-unit increase in Positioning will lead to an increase of 0.060 in Purchase Decision, with other variables held constant. Although its influence is smaller compared to Segmentation and Targeting, Positioning still contributes positively to purchase decisions.

Overall, this regression equation provides quantitative insights into how each element of the marketing strategy affects consumer purchase decisions. It helps companies understand strategic priorities and allocate resources to maximize positive influences on consumer behavior.

Coefficient of Determination

The coefficient of determination test is used to explain how much influence the entire independent variable of service quality has on the dependent variable of passenger satisfaction. The coefficient of determination can be seen in the table below:

Table 4 *Determination Coefficient Test Results*

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569a	.323	.287	.43186
a. Predictors: (Constant), POSITIONING, SEGMENTATION, TARGETING				

The coefficient of determination, represented by R Square (R^2), is used to measure the extent to which the independent variables can explain variations in the dependent variable. In the analysis conducted using SPSS Statistics version 25, an R^2 value of 0.323 was obtained. This indicates that the Segmentation (X1), Targeting (X2), and Positioning (X3) variables collectively explain 32.3% of the variation in Purchasing Decisions (Y). The remaining 67.7% of the variation is influenced by other factors not included in this study, such as marketing mix, purchasing power, brand equity, company image, and others.

Discussion

The Influence of Segmentation on Purchase Decision

From the statistical data analysis, the results confirm a significant influence of Segmentation on Purchase Decision regarding Refillable Drinking Water (AMIU) Malabo. This indicates that Segmentation has a partial effect on Purchase Decision. The significant impact of segmentation can be explained through several aspects. First, market segmentation enables AMIU Malabo to identify and understand the diverse needs and preferences among consumer groups. For instance, some consumers may prioritize water quality, while others focus more on price or convenience. By understanding the characteristics of each segment, AMIU Malabo can tailor its products and services accordingly. For example, they can provide water with specific filtration systems for quality-conscious segments or offer delivery services for those prioritizing convenience. Additionally, segmentation allows the company to design more relevant and effective marketing messages for each consumer group, thereby increasing the likelihood of positive responses and purchase decisions. By focusing on the most promising market segments,

AMIU Malabo can allocate its marketing and operational resources more efficiently, enhancing effectiveness in influencing purchase decisions. A well-executed segmentation strategy also helps AMIU Malabo differentiate itself from competitors by offering unique value that meets the specific needs of each segment, thus boosting product appeal and encouraging purchase decisions. The results of this testing highlight the importance of market segmentation strategies in the refillable drinking water industry, particularly for AMIU Malabo. By continuously refining its segmentation strategy and remaining responsive to changing consumer preferences, AMIU Malabo can maintain and enhance its influence on purchase decisions in the future.

The Influence of Targeting on Purchase Decision

Targeting has a significant influence on Purchase Decision regarding Refillable Drinking Water (AMIU) Malabo. This is supported by statistical analysis results, where the calculation shows tcount lower than ttable (2.423 < 2.003) and significance < 0.05 (0.019 < 0.05), indicating that the targeting strategy implemented by AMIU Malabo plays a crucial role in influencing purchase decisions. The significant impact of targeting on purchase decisions can be explained through several aspects. Targeting allows AMIU Malabo to tailor product offerings according to the specific needs and preferences of the targeted market segments. For instance, if the company targets families with young children, they can offer refillable drinking water enriched with additional minerals to support children's health. This adjustment makes the product more relevant and appealing to the target consumers, influencing their purchase decisions. Moreover, effective targeting enables AMIU Malabo to optimize its marketing resource allocation. By focusing on the most promising market segments, the company can design more precise communication and distribution strategies. This not only enhances marketing efficiency but also increases the resonance of marketing messages with the needs and desires of the target consumers, which can further influence their purchase decisions. Furthermore, precise targeting helps AMIU Malabo build a strong brand image among the targeted consumer segments. By deeply understanding the characteristics and preferences of the target segments, the company can develop unique and relevant value propositions. This can create a stronger emotional connection between the brand and consumers, a critical factor in the purchase decision-making process. Overall, this emphasizes the importance of targeting strategies in the refillable drinking water industry, particularly for AMIU Malabo. By continually refining their targeting approach and being responsive to changing consumer preferences, AMIU Malabo can maintain and enhance its influence on consumer purchase decisions in the future.

The Influence of Positioning on Purchase Decision

Statistical analysis indicates that positioning does not have a significant effect on the purchase decision regarding Refillable Drinking Water (AMIU) Malabo. This is evidenced by the statistical data analysis results, where the calculation shows t count t table (0.382 < 2.003) and significance < 0.05 (0.704 < 0.05). This suggests that the positioning strategy implemented by AMIU Malabo does not meaningfully impact purchase decisions. The lack of influence of positioning on purchase decisions in the context of refillable drinking water can be explained by several factors. First, refillable drinking water is often perceived as a

commodity, where brand differentiation tends to be minimal. In this scenario, consumers may not perceive significant differences among various refillable water products, including those from AMIU Malabo. Second, when all brands offer relatively similar quality and benefits, positioning efforts may not be strong enough to substantially distinguish one product from another in the eyes of consumers. As a result, other factors such as price, accessibility, or consumer habits may play a more significant role in influencing purchase decisions. Additionally, these results may indicate that AMIU Malabo's positioning strategy has not been effective in creating a unique perception or meaningful added value for consumers. In a competitive and homogeneous market like refillable drinking water, achieving meaningful differentiation through positioning presents a distinct challenge. Consumers may focus more on practical aspects such as convenience or price rather than the brand image or position the company aims to establish. This finding underscores the importance for AMIU Malabo's management to reassess their positioning strategy. It may be beneficial to develop a more innovative approach to product positioning, emphasizing unique aspects such as superior water purification processes, beneficial mineral content, or a commitment to environmental sustainability. Alternatively, the company might consider focusing more on other marketing elements that have proven to be more influential in driving purchase decisions in the context of refillable drinking water.

The Influence of Segmentation, Targeting, and Positioning on Purchase Decision

The statistical analysis reveals that, simultaneously, the variables of segmentation, targeting, and positioning significantly influence the purchase decision regarding Refillable Drinking Water (AMIU) Malabo. This is evidenced by the results where F count > Ftable (8.924 > 2.77) and significance < 0.05 (0.000 < 0.05). This confirms that there is a significant combined effect of segmentation, targeting, and positioning on the purchase decisions of consumers at AMIU Malabo. This significant influence indicates that AMIU Malabo has effectively implemented the STP (Segmentation, Targeting, Positioning) strategy, thereby affecting consumer purchasing behavior. Effective market segmentation allows the company to identify the most relevant consumer groups, while targeting strategies help tailor offerings to meet the specific needs and preferences of those segments. Furthermore, although positioning may not show significant influence on its own, when combined with segmentation and targeting, it enhances brand image and product appeal in the eyes of consumers. These results highlight the importance of a holistic approach in marketing strategy, where a well-integrated combination of segmentation, targeting, and positioning can have a greater impact on purchase decisions. Therefore, AMIU Malabo is advised to continue developing and refining their STP strategies, paying attention to market dynamics and shifts in consumer preferences, to maximize marketing effectiveness and enhance customer loyalty.

CONCLUSIONS

Individually, segmentation significantly affects the purchase decision regarding Refillable Drinking Water (AMIU) Malabo. This indicates that the segmentation strategy effectively identifies the right consumer groups, allowing for better alignment with their needs and preferences. Similarly, targeting has also proven to have a significant influence on purchase decisions. This suggests that by focusing on specific market segments, AMIU Malabo can offer products that better match consumer desires, thereby increasing the likelihood of purchases.Conversely, positioning does not show a significant impact on purchase decisions when considered separately. This may be due to consumer perceptions that view refillable drinking water products as commodities, making brand positioning less influential in their decision-making. However, when the three elements—segmentation, targeting, and positioning—are considered together, there is a significant effect on purchase decisions. This highlights that although positioning may not be impactful on its own, the overall combination of the STP strategies effectively influences consumer buying behavior. These findings underscore the importance of an integrated approach in marketing strategy to achieve optimal results.

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