



The Correlation between Marketing Factors and the Marketing Effectiveness of Student Products

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ABSTRACT

Marketing is one of the main pillars in the business world that determines the success of a product or service in the market. This study aims to analyze the relationship between marketing frequency, understanding of marketing concepts, implementation of marketing strategies, and digital marketing knowledge with the marketing effectiveness of student products. The research was conducted at the D4 Agribusiness Food Study Program, Hasanuddin University. The sample was selected using a purposive sampling technique, targeting students who had participated in marketing-based practical courses. The sample size for this study consisted of 63 students from the D4 Agribusiness Food Study Program. Data were collected through the distribution of questionnaires to the students who served as research respondents. The data obtained from the questionnaire distribution were analyzed using both quantitative and qualitative approaches. The quantitative approach was used to test the relationship between the independent variables—marketing frequency, understanding of marketing concepts, marketing strategies, and digital marketing knowledge—and the dependent variable, marketing effectiveness, using Spearman Rank correlation analysis. Meanwhile, the qualitative approach was used to describe the quantitative findings. The results of this study conclude that the understanding of marketing concepts has a significant and the strongest correlation with the effectiveness of student product marketing, compared to marketing strategies and digital marketing knowledge. In contrast, marketing frequency does not show a significant relationship with marketing effectiveness. These findings imply that study programs should place greater focus on strengthening students' understanding of marketing concepts in courses related to product marketing.

Keywords: Marketing Concepts, Correlation Analysis, Spearman Rank

INTRODUCTION

Higher education, particularly in vocational programs, plays a strategic role in preparing students to directly contribute to the workforce or create job opportunities through entrepreneurship. As explained by Widiyanti (2021), vocational higher education is vital for developing practical skills that can be immediately applied in business. The Food Agribusiness Program at the Vocational Faculty, using a hands-on learning approach, aims to equip students with skills relevant to industry needs, especially in product marketing. Many studies have discussed marketing effectiveness or performance (Nugroho et al., 2021; Rahadhini and Lamidi, 2020; Chusumastuti et al., 2023; and others). However, research specifically focused on marketing activities carried out by students is still limited.

Marketing is one of the main pillars of business, playing a crucial role in determining the success of a product or service in the market, as discussed by Ismawati et al. (2019) in the context of MSMEs (Micro, Small, and Medium Enterprises) in the batik industry. Marketing involves more than just promotional activities. It requires a well-structured approach that includes strategic planning, market analysis, and a strong understanding of consumer preferences. Dalimunthe (2023) explains that a solid grasp of marketing strategies can enhance the

ability of young entrepreneurs to compete and grow their businesses. This is particularly relevant for students who are actively involved in entrepreneurship, where the application of appropriate marketing strategies can help them expand their market reach, improve sales, and strengthen brand recognition. Gunawan et al. (2021) also emphasize that the use of effective marketing approaches is essential for increasing product visibility, a principle that holds true not only for micro, small, and medium enterprises but also for student-led ventures.

However, despite the significant impact of marketing on business success, students often face challenges in applying marketing effectively. One of the main challenges is the lack of a deep understanding of marketing concepts, both traditional and digital. Hapsari et al. (2024) explain that vocational higher education should introduce basic digital marketing concepts, which give students an advantage in managing technology-based businesses.

Several factors affect the effectiveness of student product marketing, including marketing frequency, understanding of marketing concepts, application of appropriate marketing strategies, and understanding of digital marketing. Each of these factors plays a crucial role in determining how successful the marketing efforts are. Mulyanto and Budi (2024) stress that a good understanding of market segmentation and the use of proper marketing channels can optimize marketing outcomes, while Haryoko et al. (2024) suggest that utilizing digital technology for product marketing can open new opportunities to reach a broader audience.

Marketing frequency refers to how often a product is promoted to an audience or consumers. The more frequently a product is introduced, the greater the chance for the product to be recognized and accepted. At a higher level, increased marketing frequency can also enhance brand awareness and purchase intent. However, it is important to note that marketing frequency should be tailored to the characteristics of the audience and the platforms used, as also explained by Fatimah et al. (2023) in their study on MSME marketing.

Digital marketing, which encompasses various online techniques and platforms such as social media, digital advertising, SEO (Search Engine Optimization), and email marketing, offers many new opportunities for students to market their products at lower costs and with a wider reach. Mulyana et al. (2024) indicate that an understanding of digital marketing is crucial for students who want to enhance the effectiveness of their product marketing. The ability to use digital tools effectively provides a significant competitive advantage for student entrepreneurs.

Given the importance of marketing in the success of student businesses, this study aims to analyze the correlation between marketing frequency, understanding of marketing concepts, application of marketing strategies, and understanding of digital marketing with the effectiveness of student product marketing. This research is expected to provide insights and recommendations that can help students better understand the factors related to the effectiveness of their product marketing, enabling them to utilize existing opportunities and identify barriers in sustainable marketing efforts.

RESEARCH METHODS

Time and Location

This study was conducted in 2025 at the Food Agribusiness Program, Hasanuddin University. The location was chosen based on the relevance of the Vocational Faculty's focus on food agribusiness and the involvement of students in creating and marketing products. The selection of this location was purposive, considering that the Food Agribusiness Program is an applied bachelor's program in which many practical courses are directly related to product marketing activities.

Population and Sampling Method

The population in this study included all students enrolled in the Food Agribusiness Program. The sample was selected using purposive sampling, specifically targeting students who had participated in marketing-based practical courses. A total of 63 students from the Food Agribusiness Program were included in the sample.

Data Collection Technique

Data collection was done through the distribution of questionnaires to the students, who served as respondents in this study. The data obtained from the questionnaire responses were analyzed using both quantitative and qualitative approaches. The quantitative approach was used to test the relationship between marketing factors (marketing frequency, understanding of marketing concepts, marketing strategies, and digital marketing knowledge) and the marketing effectiveness of student products using Spearman's Rank Correlation analysis. The qualitative approach was used to describe and interpret the quantitative findings in more depth.

Data Analysis

The research type used is explanatory research. Sugiyono (2016) explains that explanatory research is used to explain the position of the variables studied and the relationships between one variable and another. In this study, the relationship between marketing factors and the marketing effectiveness of products marketed by students was tested. The determination of the values of these variables is measured using indicators in the form of statements with a Likert scale. The data processing from the Likert scale is shown in Table 1.

Table 1. Indicator and Likert Scale of the Research Variables

Variable	Indicator	Likert Scale
Marketing Frequency	Every day	1
	Every week	2
	Every month	3
	Irregular	4
Understanding of Marketing Concepts	Very well understood	1
	Fairly well understood	2
	Poorly understood	3
	Not understood at all	4
Marketing Strategies	Uses marketing strategies	1
	Does not use marketing strategies	2
Understanding of Digital Marketing	Very well understood	1
	Fairly well understood	2
	Poorly understood	3
	Not understood at all	4
Marketing Effectiveness	Very effective	1
	Fairly effective	2
	Poorly effective	3
	Not effective at all	4

Source: Primary Data Processing, 2025

Table 1 presents the indicators used to measure the variables in this study, each of which is assessed using a Likert scale. Each variable, including marketing frequency, marketing concept understanding, marketing strategies, digital marketing understanding, and marketing effectiveness, has indicators designed to explore the level of understanding and practices applied by students in the context of marketing. The Likert scale used in this study includes several levels, allowing the researcher to measure the extent to which respondents agree or disagree with the statements presented in the questionnaire. By using this scale, the data obtained are more structured and measurable regarding the attitudes and behaviors of students towards various aspects of marketing that are the focus of this research. The data collected through this Likert scale measurement will be statistically analyzed using the Spearman Rank correlation test to identify the relationships between the variables in this study. This analysis is used because the data are ordinal and do not fully meet the assumption of normal distribution, making a non-parametric approach more appropriate. The formula for the Spearman correlation coefficient (ρ) is as follows (Sugiyono, 2016):

$$\rho = 1 - \frac{6\sum d_i^2}{n(n^2 - 1)}$$

Where:

- ρ = Spearman's correlation coefficient
- d_i = the difference in ranks between two variables for each observation
- n = the number of data pairs

The value of ρ ranges from -1 to +1. A positive value indicates a direct relationship, a negative value indicates an inverse relationship, and values close to zero indicate a weak or insignificant relationship. For easier interpretation of the relationship strength, Sugiyono (2016) provides the following criteria:

- 0.00–0.19: Very weak correlation
- 0.20–0.39: Weak correlation
- 0.40–0.59: Moderate correlation
- 0.60–0.79: Strong correlation
- 0.80–1.00: Very strong correlation

The significance level for the correlation coefficient is set at 5%, since the research hypothesis is two-tailed, resulting in a significance value of 2.5%. The decision criteria are as follows: if the significance value from the analysis is less than 0.025, the relationship between the two variables is significant. If the significance value is greater than 0.025, the relationship is not significant.

RESULTS AND DISCUSSION

The data collected from the online questionnaires were thoroughly checked to ensure no missing or inconsistent data. A total of 81 respondents provided responses, but after review, 18 questionnaires were found to have incomplete or irrelevant data. Respondents who did not complete their questionnaires or provided answers that did not match the intended questions were removed from the dataset, leaving a final sample of 63 respondents. The characteristics of the respondents involved in this study cover various demographic and academic aspects relevant to the research objectives. Some of the key characteristics of the respondents are presented in Table 2.

Table 2. Characteristics of the Respondents

Category	Quantity	Percentage (%)
Gender		
Male	14	22.2%
Female	49	78.8%
Age		
17-19 years	17	27
20-22 years	46	73
Semester		
Semester 3-4	38	60.3
Semester 5-6	25	39.7

Source: Primary Data Processing, 2025

The sample in this study was selected from students in the 3rd to 6th semesters of the D4 Agribusiness Food Study Program. This selection was based on the fact that the program has only been running for three years, so no students have reached their final semester yet. Students in the 1st and 2nd semesters have not been involved in practical course activities relevant to the research topic, while students in the 7th and 8th semesters could not be selected because the program has not yet reached that stage. Therefore, students in the 3rd to 6th semesters are considered the most appropriate group to provide perspectives related to academic experiences and practices relevant to the research objectives.

The results of the Spearman Rank Correlation analysis, which examines the relationship between marketing frequency, understanding of marketing concepts, marketing strategies, and understanding of digital marketing with the effectiveness of student product marketing, are presented in Table 3.

Table 3. Spearman Rank Correlation between Independent Variables and Marketing Effectiveness (N = 63)

Independent Variable	Correlation Coefficient (ρ)	Significance (2-tailed)	Strength of Relationship	Interpretation
Marketing Frequency	0.025	0.846	Very Weak	Not significant
Understanding of Marketing Concepts	0.346	0.005	Moderate	Significant
Marketing Strategies	0.284	0.022	Moderate	Significant
Understanding of Digital Marketing	0.280	0.024	Moderate	Significant
Understanding of Marketing Concepts	0.346	0.005	Moderate	Significant

Source: Primary Data Processing, 2025

Relationship between marketing frequency and the effectiveness of student product marketing

The results of the correlation analysis in this study show that the marketing frequency conducted by students has no significant effect on product purchase decisions, with a correlation coefficient of 0.025 and a significance level of 0.846. This indicates that, although marketing is carried out repeatedly, it is not strong enough to influence consumer purchase decisions. As a result, the frequency of marketing efforts does not significantly

impact the success of the students' product marketing.

This finding differs from the study by Nugroho et al. (2021), which examined the relationship between the frequency of WhatsApp usage and the success of coffee marketing at Gapoktan Gunung Kelir. Their study showed that high social media usage increased marketing success, with frequent communication linked to better marketing outcomes. The contrasting results of these two studies indicate that context and approach greatly influence the effectiveness of marketing frequency. In this study, the insignificant relationship between marketing frequency and the effectiveness of student marketing is likely due to limitations in content quality, inappropriate channel selection, and a lack of deep understanding of target market characteristics. Therefore, specific adjustments are needed based on audience characteristics, such as determining the right timing to deliver messages, using language or communication styles suitable for market segments, and utilizing digital platforms most frequently accessed by target consumers. For instance, promotions aimed at teenagers or students are best conducted through visual social media like Instagram or TikTok with short, engaging content, while for professional segments, platforms like LinkedIn and email marketing with an informative approach are more appropriate. Without a balance between marketing frequency and appropriate communication strategies, marketing efforts risk being ineffective despite high intensity.

In the context of vocational education, these findings emphasize the importance of developing holistic learning methods. Vocational education should not only focus on technical skills in product marketing but also integrate teaching of in-depth market analysis and audience-based communication strategies. Effective learning methods should include digital marketing simulations emphasizing the creation of relevant creative content, appropriate distribution channel selection, and comprehensive market segmentation understanding. Moreover, collaborative learning involving real case studies and industry visits can enhance students' comprehension of actual market dynamics. Thus, students will not only be able to practically apply theory but also develop targeted marketing strategies that significantly improve the effectiveness of their product marketing. This approach is expected to equip students with the adaptability and innovation skills needed to face marketing challenges in today's digital era.

Relationship between understanding marketing concepts and the effectiveness of student product marketing

This correlation analysis shows a significant relationship between the understanding of marketing concepts and the purchase decisions of products marketed by students, with a correlation coefficient of 0.346 and a significance level of 0.005. This relationship indicates moderate strength, meaning that the better students understand marketing concepts, the more likely they are to influence consumer purchase decisions and improve the effectiveness of their product marketing.

This finding aligns with the concept explained by Kotler (2016) in his book *Marketing Management*, where a deep understanding of marketing concepts is key to creating value that meets consumer needs and desires. Kotler emphasizes that marketing concepts focus on customer orientation, prioritizing market understanding and customer satisfaction as the core of marketing strategies. In this context, students who have a strong understanding of marketing principles, such as market segmentation, targeting, positioning, and the marketing mix (4P), are more effective at designing strategies relevant to consumer needs and wants.

Moreover, this study supports the research by Rahadhini and Lamidi (2020), which examined the impact of market orientation on the marketing performance of SMEs through competitive advantage in Solo City. Their findings concluded that market orientation can improve marketing performance in SMEs. As Kotler explains, market orientation requires companies or marketers to not only focus on their products but also to listen to and understand consumer needs and expectations. In the context of students, a strong understanding of market orientation allows them to create more consumer-focused marketing strategies, thereby enhancing their chances of success in influencing purchase decisions.

Rahadhini and Lamidi (2020) state that achieving and maintaining a competitive advantage for SMEs begins with a deep understanding of the market and consumer needs. The same applies to students marketing their products—strong knowledge of marketing concepts enables them to develop products and strategies that are more appealing, relevant, and capable of meeting consumer expectations. As Kotler (2016) emphasizes, to compete effectively, companies (or, in this case, students) must align their offerings with the constantly changing desires and needs of the market.

A good understanding of marketing concepts not only includes mastery of basic theory and principles but also the ability to apply them in practical contexts. For students, this means understanding how to identify the right market segments, design appropriate offerings, and communicate the product's value effectively. Additionally, they must be able to assess and adjust their marketing strategies as consumer needs and preferences evolve. Therefore, the ability to adapt and apply marketing knowledge accurately provides a competitive advantage in the marketing world. Thus, a solid understanding of marketing concepts not only provides a strong foundation for designing marketing strategies but also enables students to manage relationships with consumers more effectively.

A deeper understanding of how markets operate and how consumers respond to products will increase students' ability to adjust and improve their marketing tactics, ultimately positively impacting the marketing outcomes of their products.

Relationship between marketing strategies and the effectiveness of student product marketing

The results of this study show a significant relationship between the marketing strategies used and the marketing effectiveness of student products, with a correlation coefficient of 0.284 and a significance level of 0.022. This relationship is classified as moderate, indicating that marketing strategies do affect the marketing effectiveness of student products, although their impact is not as strong as the relationships found with other variables.

These findings align with previous research conducted by Fitria et al. (2022), which examined the impact of marketing strategies on the marketing performance of processed coffee products. Their study concluded that all components of the 7P marketing strategy applied by Fore Coffee had a significant effect on its marketing performance. The study showed that the marketing strategy components applied to coffee products—such as product, price, place, promotion, people, process, and physical evidence—were effective in improving marketing performance. The implementation of the right strategy in each of these components can optimize marketing success and enhance the attractiveness of products to consumers.

In the context of this research, the finding that there is a significant relationship between marketing strategies and the effectiveness of student product marketing supports the conclusion that the implementation of appropriate marketing strategies has a tangible impact on improving marketing outcomes. Therefore, it is important for marketers, especially among students, to optimally utilize the components of the marketing strategy to enhance the effectiveness of their product marketing. Choosing strategies that align with the characteristics of the product and target audience will strengthen the product's position in the market and help build better relationships with consumers.

For example, understanding the right market segmentation can help students select the appropriate distribution channels and set prices that align with the purchasing power of their targeted consumers. The promotion component also plays a crucial role, where creative ways of promoting products—whether through social media, events, or discounts—can strengthen the product's visibility and attract potential consumers.

Thus, while the relationship between marketing strategies and marketing effectiveness is categorized as moderate, it still carries important implications for marketing practices, especially among new marketers or those looking to optimize their marketing strategies for better results. Well-integrated marketing strategies that are tailored to market needs can lead to more effective marketing and support long-term success. Therefore, students involved in product marketing need to pay closer attention to the use of various components within the marketing strategy to ensure that their products can compete effectively in the market.

Relationship between understanding digital marketing and the effectiveness of student product marketing

The results of this study indicate that understanding digital marketing has a significant relationship with the effectiveness of student product marketing. With a correlation coefficient of 0.280 and a significance value of 0.024, the relationship found can be categorized as a moderate-strength relationship. These findings suggest that digital marketing knowledge contributes positively to marketing effectiveness, although its impact is not as strong as other factors, particularly the overall understanding of marketing concepts.

These findings differ from the study by Chusumastuti et al. (2023), which found that digital marketing had a dominant influence on marketing performance compared to entrepreneurial competence. However, this discrepancy can be explained by the different contexts of the two studies. Chusumastuti et al.'s research focused on MSME actors who already had experience in managing businesses and a functional understanding of digital marketing technologies. One of the factors that may explain the weaker relationship in this study is that students' ability to apply digital marketing remains limited, both in terms of understanding key digital features—such as paid advertising, audience segmentation, campaign performance analysis, and the selection of visual content and copywriting aligned with target market characteristics—and in terms of experience in developing sustainable marketing strategies. As a result, students tend to use social media only for basic content uploads, without a clear or strategic plan.

Therefore, to support the effectiveness of digital marketing-based promotion of student products, a deeper and continuous learning approach is needed. The study program can provide technical training on the use of key features on digital marketing platforms such as Facebook Ads, Instagram Insights, Google Analytics, and basic SEO, accompanied by a final project in the form of a marketing campaign that is carried out in stages and evaluated based on measurable performance indicators. In addition, the integration of courses that support product marketing activities such as branding, marketing communication, and consumer behavior can enrich students' abilities to design digital strategies that are targeted and sustainable. Thus, the structured and practical development of

competencies in this field is important as preparation for students to face marketing challenges in the digital era.

CONCLUSION

Based on the findings of this study, it can be concluded that the understanding of marketing concepts has a significant and the strongest correlation with the effectiveness of student product marketing, compared to marketing strategies and digital marketing knowledge. In contrast, marketing frequency does not show a significant relationship with marketing effectiveness. This significant correlation indicates that the better students understand marketing concepts, the stronger the relationship with the effectiveness of their product marketing. This suggests that conceptual aspects of marketing are important variables that should receive attention in the learning process and in developing students' marketing skills. Meanwhile, the non-significant correlation between marketing frequency and marketing effectiveness implies that the intensity or frequency of marketing activities alone is not sufficient to strongly contribute to marketing success. Other factors, such as the quality of marketing content and the suitability of strategies with market characteristics, likely play important roles. These findings have implications for curriculum development and learning programs in marketing education, especially in vocational education contexts. The curriculum should place greater emphasis on strengthening the understanding of marketing concepts and the application of strategies appropriate to market characteristics. Learning approaches that integrate theory and practice, such as case studies, marketing simulations, and industry collaboration, can help students internalize these concepts and design more relevant and effective marketing strategies. Overall, the relationships found in this study provide an important foundation for enhancing students' capabilities to face the dynamics of product marketing, particularly in the context of marketing based on food agribusiness products that are the focus of this study program.

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