

DAFTAR PUSTAKA

- [1] A. Partogi, M. Tauviquirrahman, and Muchammad, "Analisis Pengaruh Kekasaran Permukaan Pada Hydrodynamic Journal Bearing Dengan Pelumas Non-Newtonlan dengan Perangkat Lunak CFD," *Teknik Mesin*, vol. 10, no. 1, pp. 43–48, 2022.
- [2] T. Aldaghi and J. Muzik, "Multicriteria Decision-Making in Diabetes Management and Decision Support: Systematic Review," *JMIR Medical Informatics*, vol. 12, 2024, doi: 10.2196/47701.
- [3] A. Ridho and N. Listiana, "Implementasi Metode AHP dan TOPSIS dalam Pemilihan Social Commerce terbaik bagi UMKM," vol. 8, no. 4, pp. 1160–1171, 2024.
- [4] A. Abdurrahman, N. Rahayu, Y. D. Genadi, and I. G. A. A. Pradnyani, "Membangun Strategi Pemasaran dalam Meningkatkan Daya Saing Bisnis Pasca Pandemi Covid-19," *Target: Jurnal Manajemen dan Bisnis*, vol. 4, no. 2, pp. 203–212, 2022, doi: 10.30812/target.v4i2.2606.
- [5] A. Bassi, J. Pramajaya, and M. Rizqi, "Peranan Strategi Pemasaran Dalam Meningkatkan Volume Penjualan Di the Excelton Hotel Palembang," *Motivasi*, vol. 7, no. 2, p. 109, 2022, doi: 10.32502/mti.v7i2.5220.
- [6] D. P. F. Zebua, N. E. Gea, and R. N. Mendrofa, "Analisis Strategi Pemasaran Dalam Meningkatkan Penjualan Produk Di Cv. Bintang Keramik Gunungsitoli Marketing Strategy Analysis in Increasing Product Sales in Cv. Bintang Keramik Gunungsitoli," *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, vol. 10, no. 4, pp. 1299–1307, 2022.
- [7] L. Mandagi, M. T. Lapian, and T. Lambey, "Strategi Pemerintah Kecamatan Dalam Menghadapi Era New Normal Di Kecamatan Tomohon Utara Kelurahan Kakaskasen 1," *Jurnal Fakultas Ilmu Sosial dan Politik Universitas Sam Ratulangi*, vol. 2, no. 3, p. hlm. 1-7, 2022.
- [8] R. Sari and C. Halim, "Analisis Strategi Bisnis Guna Meningkatkan Daya Saing pada Coffee Shop di Bandar Lampung (Studi Kasus Dr. Coffee)," *Jurnal Ekonomi dan Bisnis Digital*, vol. 1, no. 3, pp. 231–248, 2022, doi: 10.55927/ministal.v1i3.1139.
- [9] R. B. Seran, E. Sundari, and M. Fadhila, "Strategi Pemasaran yang Unik: Mengoptimalkan Kreativitas dalam Menarik Perhatian Konsumen," *Jurnal Mirai Management*, vol. 8, no. 1, pp. 206–211, 2023.
- [10] N. Atik, "Analisis Strategi Pemasaran Dengan Pendekatan Marketing Mix," *AmaNu: Jurnal Manajemen dan Ekonomi*, vol. 4, no. 2, pp. 192–202, 2021.
- [11] M. G. Haque-fawzi, ahmad syarief Iskandar, H. Erlangga, Nurjaya, D. Sumarsi, and I, *STRATEGI PEMASARAN Konsep, Teori dan Implementasi*. 2022.
- [12] I. Sudirman and M. I. Musa, *Strategi Pemasaran*, 1st ed. Makassar: Penerbit Intelektual Karya Nusantara, 2023.

- [13] M. Darsana *et al.*, *STRATEGI PEMASARAN*, vol. 1, no. 0. Bandung: PENERBIT INTELEKTUAL MANIFES MEDIA, 2023.
- [14] Z. K. Saputri, M. Ansori, P. Studi, and P. Syariah, "Strategi pengembangan marketing bank btpn syariah cabang tuban 1,2," vol. 5, pp. 1436–1446, 2025.
- [15] D. R. Putri, "Digital Marketing Strategy to Increase Brand Awareness and Customer Purchase Intention (Case Study: Ailesh Green Consulting)," *European Journal of Business and Management Research*, vol. 6, no. 5, pp. 87–93, 2021, doi: 10.24018/ejbmr.2021.6.5.1063.
- [16] I. G. P. B. Astawa, I. P. Julianto, and L. G. K. Dewi, "Penilaian Kinerja Koperasi Unit Desa (Kud) Penebel Tabanan Dengan Pendekatan Balanced Scorecard," *Monex Journal Research Accounting Politeknik Tegal*, vol. 9, no. 1, pp. 18–29, 2020, doi: 10.30591/monex.v9i1.1433.
- [17] L. Ang and F. Buttle, "Managing For Successful Customer Acquisition: An Exploration," *Journal of Marketing Management*, vol. 22, no. 3–4, pp. 295–317, 2006, doi: 10.1362/026725706776861217.
- [18] D. G. E. Tirtawati, "Keterkaitan antara Kualitas Pelayanan, Kepuasan Pelanggan dan Retensi Pelanggan di Sektor Perbankan," *Journal of Entrepreneurship, Management and Industry (JEMI)*, vol. 4, no. 2, pp. 49–55, 2021, doi: 10.36782/jemi.v4i2.2168.
- [19] A. Makalalag, V. Ilat, and S. K. Walandouw, "Pengaruh Biaya Produksi, Biaya Pemasaran dan Biaya Kualitas Terhadap Laba Bersih (Studi pada Perusahaan Manufaktur Subsektor Makanan dan Minuman yang terdaftar di BEI Tahun 2018-2020)," *Jurnal EMBA : Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, vol. 11, no. 3, pp. 71–81, 2023, doi: 10.35794/emba.v11i3.49129.
- [20] H. Hartono, K. Hutomo, and M. Mayangsari, "Pengaruh Strategi Pemasaran Terhadap Peningkatan Penjualan Pada Perusahaan" Dengan Menetapkan Alumni Dan Mahasiswa Universitas Bina Nusantara Sebagai Objek Penelitian," *Binus Business Review*, vol. 3, no. 2, p. 882, 2012, doi: 10.21512/bbr.v3i2.1271.
- [21] M. Kusuma and M. H. Fahamsyah, "Strategi Pemasaran Digital Dalam Pengembangan Usaha Umkm Ayam Petelur Di Bojonegoro," *Jurnal Investasi*, vol. 9, no. 4, pp. 237–248, 2023, doi: 10.31943/investasi.v9i4.299.
- [22] T. Alwi, S. Sunarso, and T. Maidarti, "Peningkatan Penjualan melalui Eksebis dan Sertifikasi Halal," *Jurnal Pengembangan Wiraswasta*, vol. 21, no. 1, p. 71, 2019, doi: 10.33370/jpw.v21i1.298.
- [23] B. Y. Fitriargo, J. Sriwido, and ..., "Jurnal Indonesia Sosial Sains Vol. 3 No," *Jurnal ...*, vol. 3, no. 1, pp. 69–77, 2022.
- [24] F. A. Salam, Nurtjahyadi, M. J. Prehapsari, and W. Novita, "Marketing Communication Strategis Through Social Media Instagram (Case Study @ntvnews.id)," vol. 02, no. 01, pp. 31–37, 2024.

- [25] P. K. Karo and A. S. Firstyana, "Pengaruh Sponsorship Pada Event Bingen Fest Terhadap Brand Awareness Authenticity Class Mild," *LONTAR: Jurnal Ilmu Komunikasi*, vol. 9, no. 2, pp. 141–154, 2021, doi: 10.30656/lontar.v9i2.3245.
- [26] F. Sitorus, J. J. Cilliers, and P. R. Brito-Parada, "Multi-criteria decision making for the choice problem in mining and mineral processing: Applications and trends," *Expert Systems with Applications*, vol. 121, pp. 393–417, 2019, doi: 10.1016/j.eswa.2018.12.001.
- [27] N. Huda, D. Anggraini, K. M. Ali, N. Rini, and Y. Mardoni, "Komparasi Ahp Dan Anp Penentuan Solusi Pengelolaan Zakat (Kasus Dki Dan Sulsel)," *EKUITAS (Jurnal Ekonomi dan Keuangan)*, vol. 17, no. 3, pp. 357–375, 2018, doi: 10.24034/j25485024.y2013.v17.i3.345.
- [28] M. Ashek-Al-Aziz, S. Mahmud, M. Azizul Islam, J. Al Mahmud, and K. Md Hasib, "A Comparative Study of AHP and Fuzzy AHP Method for Inconsistent Data," *International Journal of Sciences: Basic and Applied Research*, vol. 54, no. 4, pp. 16–37, 2020.
- [29] N. A. U. N. Muljadi, W. Widekso, and W. T. Atmojo, "Perbandingan Sistem Pendukung Keputusan TOPSIS dengan VIKOR dalam Pemilihan Hubungan Kerjasama," *Techno.Com*, vol. 21, no. 2, pp. 224–236, 2022, doi: 10.33633/tc.v21i2.5889.
- [30] H. Esen, "Analytical Hierarchy Process Problem Solution," *Analytic Hierarchy Process - Models, Methods, Concepts, and Applications [Working Title]*, no. 1970, pp. 1–20, 2023, doi: 10.5772/intechopen.1001072.
- [31] A. Siekelova, I. Podhorska, and J. J. Imppola, "Analytic Hierarchy Process in Multiple-Criteria Decision-Making: A Model Example," *SHS Web of Conferences*, vol. 90, p. 01019, 2021, doi: 10.1051/shsconf/20219001019.
- [32] J. J. Thakkar, "Analytic Hierarchy Process (AHP)," in *Studies in Systems, Decision and Control*, vol. 336, 2021, pp. 33–62. doi: 10.1007/978-981-33-4745-8_3.
- [33] S. R. Wicaksono, *TOPSIS - Teori dan Implementasi*, no. December. 2023. doi: 10.5281/zenodo.8035225.
- [34] M. Madanchian and H. Taherdoost, "A comprehensive guide to the TOPSIS method for multi-criteria decision making," *Sustainable Social Development*, vol. 1, no. 1, pp. 1–6, 2023, doi: 10.54517/ssd.v1i1.2220.
- [35] V. B. Anggraeni and I. Iriani, "Analisis Strategi Pemasaran Produk Tikar Dengan Konsep 4P (Price, Product, Place, Promotion), Ahp (Analytical Hierarchy Process) Dan Topsis Di Cv. Xyz," *Juminten*, vol. 2, no. 3, pp. 167–178, 2021, doi: 10.33005/juminten.v2i3.281.
- [36] I. Santoso, "Integration Product Life Cycle Analysis and Ahp-Topsis Method for Designing Strategy of Product Development," *Imam Santoso Jurnal Teknologi Industri Pertanian*, vol. 26, no. 2, pp. 227–235, 2016.

- [37] J. Muhammad, D. Rahmanasari, J. Vicky, W. A. Maulidiyah, W. Sutopo, and Y. Yuniaristanto, "Pemilihan Supplier Biji Plastik dengan Metode Analytical Hierarchy Process (AHP) dan Technique for Order Preference by Similarity to Ideal Solution (TOPSIS)," *Jurnal INTECH Teknik Industri Universitas Serang Raya*, vol. 6, no. 2, pp. 99–106, 2020, doi: 10.30656/intech.v6i2.2418.
- [38] M. S. Lauryn, M. Ibrohim, and A. Fasambi, "Penerapan Metode Topsis Dalam Penentuan Penerima Dana Bantuan Masyarakat Usaha Mikro Kecil Menengah," *ProTekInfo(Pengembangan Riset dan Observasi Teknik Informatika)*, vol. 10, no. 1, pp. 1–5, 2023, doi: 10.30656/protekinf.v10i1.6178.
- [39] D. N. Sholihaningtias, "Penerapan Metode Ahp Dan Topsis Dalam Menentukan Sales Promoter Yang Berhak Mendapatkan Bonus," *Djtechno Jurnal Teknologi Informasi*, vol. 2, no. 1, pp. 1–12, 2021, doi: 10.46576/djtechno.v2i1.1250.
- [40] G. Z. A. Arif and R. Sulaiman, "Integrasi Metode Ahp - Topsis Dalam Peningkatan Bank Digital Di Indonesia," *MATHunesa: Jurnal Ilmiah Matematika*, vol. 11, no. 2, pp. 199–208, 2023, doi: 10.26740/mathunesa.v11n2.p199-208.
- [41] H. Taherdoost, "Data Collection Methods and Tools for Research; A Step-by-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects Hamed Taherdoost. Data Collection Methods and Tools for Research; A Step-by-Step Guide to Choose Data Coll," *International Journal of Academic Research in Management (IJARM)*, vol. 2021, no. 1, pp. 10–38, 2021.