

ANALYSIS OF MARKETING MIX STRATEGIES IN INCREASING SALES VOLUME OF TEMPONG FOOD STALL SURABAYA



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Abstract

This study aims to identify the marketing strategies used by Kedai Tempong Surabaya to increase sales volume. The sampling method was carried out purposively by evaluating the implementation of the 7P marketing mix strategy (product, price, place, promotion, people, physical evidence, process). This study was analyzed using a qualitative descriptive approach and SWOT analysis (Strength, Weakness, Opportunity, Threat). SWOT analysis is used to assess the company's internal strengths and weaknesses as well as opportunities and threats from the external environment. With SWOT analysis, several alternative effective decision-making strategies can be produced. The results showed that Kedai Tempong Surabaya has an internal strength of 2.25, weaknesses of 0.71, opportunities of 1.53, and threats of 1.33. Based on the SWOT analysis diagram, Kedai Tempong Surabaya is in quadrant 1, which supports an aggressive growth strategy (growth-oriented strategy) to increase sales turnover.

Keywords: Marketing Mix, Sales Volume, SWOT Analysis

INTRODUCTION

International companies are continuously making progress in the economic, technological, and social-cultural sectors, driving innovation in various lines of action taken by customers and what they need (Debiana et al, 2022). For Indonesia, which is currently in a periodic progress phase, this is an encouragement for this country to be able to run its economy well and not be left behind by other countries (Hidayat et al, 2023).

The effectiveness of marketing strategies can be measured from the stability of sales levels, it is recommended to continue to increase over time, either monthly or annually, in accordance with the company's production results which can be of quality or quantity (Rambe et al, 2023). In this situation, management needs to expand the strategy by utilizing existing opportunities and trying to reduce the impact of threats, turning them into opportunities.

The culinary business branch of Kedai Tempong in Surabaya, managed by Mrs. Lina, is one of the small and medium businesses in the culinary field. This place produces typical Banyuwangi food which is famous for its distinctive spicy taste, and has been operating since 2019 in Denpasar, Bali. Since its establishment, Kedai Tempong by Mrs. Lina has opened 3 branches, including one in Denpasar, Bali in 2019, and two branches in Surabaya in 2020. This shows a success that contrasts with many Banyuwangi culinary businesses that quickly closed.

Table 1.
Surabaya Tempong Shop Sales (January 2022 – June 2022)

Month	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022
Income	Rp. 12,150,000	Rp. 12,675,000	Rp. 11,760,000	Rp. 15,458,000	Rp.20,250,000	Rp.16,838,000

Source: Tempong Shop Surabaya 2022

This can include marketing mix analysis, involving elements such as product, price, distribution, people, process, physical facilities, and promotion. Thus, the purpose of the study is to provide an in-depth view of how Kedai Tempong can compete more effectively in a competitive market, especially considering the advantages of competitors such as Kedai Hawaiian.

REVIEW OF LITERATURE

Marketing

Entrepreneurs, without exception, engage in a series of activities that are crucial for their companies to maintain their business continuity. This applies to both companies that produce goods and services. Marketing is not limited to sales alone but involves a series of interrelated activities. Marketing activities can begin before the production stage begins and continue even after the sales transaction is completed. To ensure that the product is successful in the market and continues to grow, marketers must carefully consider the type of product to be produced to suit consumer needs (Kotler, 2018:46).

Marketing Mix

The marketing mix is the result of collaboration between seven elements, namely products, rates, campaigns, distribution channels, personnel, procedures, and visual indicators. Each component has a unique role and function, However, the marketing mix and customer satisfaction are interrelated and cannot be separated from each other. This is a tool used by companies to meet consumer needs and desires. The components that consist of it are products, prices, distribution/places, promotions, people, processes, and physical evidence. These seven elements play an important role in formulating a company's marketing strategy and can be adjusted according to the company's goals.

Sale

Definition of Sales according to (Marissa Grace, 2022:73), the definition of Sales is the process of trading goods and services to consumers. Definition of Sales according to (Marissa Grace, 2022), namely, the income obtained from the sale of company goods expressed after deducting sales discounts and sales returns. From this understanding, it can be concluded that sales are practices carried out periodically by companies to achieve profits and progress in their business.

SWOT Analysis

SWOT analysis is a structured introduction to various factors to design a company's strategy. This approach is carried out systematically with a focus on increasing strengths and opportunities while reducing weaknesses and anticipating threats. The process of

determining strategy on an ongoing basis is closely related to changes in the Company's mission, goals, plans, and policies.

RESEARCH METHOD

The research approach that will be applied is a qualitative method. This decision was taken because the qualitative method is considered more practical when interacting with sources, more sensitive in responding, and able to produce a deeper understanding to compile conclusions from the results of this study.

The qualitative research method is a research approach based on the philosophy of postpositivism. This research aims to investigate the natural conditions of the object being studied, in contrast to the experimental method. This research relies heavily on the role of the researcher as the main instrument, combining various data collection techniques (triangulation), inductive and qualitative data analysis, and a greater emphasis on understanding meaning rather than generalization in research results (Sugiyono, 2018:9).

Population

According to (Sugiyono, 2018:297), population is a generalization domain consisting of subjects or objects with specific numbers and attributes determined by the researcher, which are then used as a basis for concluding. The population involved in this study includes individuals related to Kedai Tempong Surabaya, such as its owners, employees, and consumers. This qualitative research does not only focus on the social context involving these elements, but can also refer to natural phenomena, plant ecosystems, animal life, and other similar topics. A researcher who fully understands the development of this situation.

Sample

According to (Sugiyono, 2018:297), sample is a part of the population. The use of samples is done when researchers are faced with a large population, where they cannot study all elements in the population.

In qualitative research, the participants are no longer respondents, but can also be referred to as sources, informants, friends, or teachers involved in the research. In this situation, samples or examples are no longer referred to as statistical samples, but as theoretical samples or examples, because the orientation of qualitative research is in the

context of developing theories. This research begins by identifying a specific population, but due to constraints on human resources, finances, time, and thought, the researcher will choose business owners, employees, and buyers at Kedai Tempong Surabaya as the subjects to be studied and as data sources.

This study applies the purposive sampling technique in data sampling. The method of selecting data sources called purposive sampling refers to the consideration of specific factors in the process. These considerations may relate to a high level of knowledge related to the subject of the study, or the possibility of easier access to the social context that is the object of the study.

RESULTS AND DISCUSSION

SWOT Analysis

Strength

- a. Using high-quality and always fresh raw materials, ensures the product maintains its quality and taste.
- b. The product has a distinctive taste that is different from similar foods in general.
- c. Affordable product prices with a variety of side dish choices.
- d. Prioritize customer service and comfort, and be responsive to complaints.
- e. Located in a densely populated area, it is easy to find.
- f. The cleanliness of the shop environment is very good and is always maintained, with employees responsible for cleanliness from opening until closing.

Weakness

- a. Lack of adequate parking areas for consumers, especially those bringing cars.
- b. The location and decoration are not very conducive to being a hangout for young people.
- c. The location is open and close to the main road so it sounds a bit noisy.

Opportunity

- a. Most of the residents of Surabaya City like culinary activities.
- b. The prices set by Tempong Surabaya shop are commensurate with the quality of its products.
- c. Holding attractive special promotions to reach more consumers.

Threats

- a. Increasing number of competitors, both with similar products and other interesting products.
- b. The increase in the price of raw materials, especially chili, is the main characteristic of Kedai Tempong Surabaya because it offers chili sauce with a spicy taste.
- c. Consumers who complain not directly to Kedai Tempong Surabaya, but through social media, are a threat to the shop because they can influence the perception of consumers and potential consumers.

Factor Analysis Stage of IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) Matrix

IFAS Matrix

Table 2.
IFAS Analysis Results
(Internal Factor Analysis Summary)

No	Strength	Weight	Rating	B x R	Information
1.	Using high-quality and always fresh raw materials ensures the product maintains its quality and taste.	0.15	4	0.60	The quality of raw materials greatly influences the product results, both in terms of taste and durability of the product.
2.	The product has a distinctive taste that is different from similar foods in general.	0.14	3	0.42	Consumers tend to be less interested in products with the same taste because they are considered monotonous and do not have any distinguishing characteristics.
3.	Affordable product prices with a variety of side dish choices.	0.12	3	0.36	Pocket-friendly prices for the middle to upper classes and able to compete with other products.

4.	Prioritize customer service and comfort, and be responsive to complaints.	0.09	4	0.36	Consumer experience greatly influences whether they will repurchase products from a business or not.
5.	Located in a densely populated area, so it is easy to find.	0.10	3	0.30	Locations in densely populated areas are advantageous for business because they are easily accessible and always busy.
6.	The cleanliness of the shop environment is very good and is always maintained by employees who are responsible for cleanliness from opening until closing.	0.07	3	0.21	The level of cleanliness and hygiene of the shop's premises/environment greatly influences consumer satisfaction with the experience.
Total		0.67		2.25	
No.	Weakness	Weight	Rating	B x R	Description
1.	Lack of adequate parking areas for consumers, especially those bringing cars.	0.18	2	0.36	Parking areas play an important role in various business fields, one of which is the culinary field.
2.	The area and decoration are not very supportive as a hangout for young people.	0.10	2	0.20	Modern decoration can attract the attention of young consumers, especially for gathering for a relatively long time.
3.	The area is open and directly adjacent to the main	0.05	3	0.15	The atmosphere was quite noisy, making it

	road so the atmosphere is a bit noisy.				uncomfortable to have a conversation.
Total		0.33		0.71	
Total Internal Score		1.00		2.96	

Source: Data Processed by Researchers, 2024

Based on the analysis in Table 1. IFAS, the strength factor has a total score of 2.25 while the weakness has a total score of 0.71. This shows that the strength score is +1.54 higher than the weakness score.

EFAS Matrix

Table 3.
EFAS Analysis Results
(External Factor Analysis Summary)

No.	Opportunity	Weight	Rating	B x R	Description
1.	Most of the residents of Surabaya City like culinary activities.	0.15	3	0.45	Related behavior influences increasing sales volume in a business, one of which is the culinary business.
2.	The prices set by Tempong Surabaya shop are commensurate with the quality of its products.	0.19	3	0.57	A price that is commensurate with the product will not disappoint consumers and can encourage them to come back.
3.	Holding attractive special promotions to reach more consumers.	0.17	3	0.51	Tempting offers can attract new customers and increase the loyalty of existing customers.
Total		0.51		1.53	
No.	Threat	Weight	Rating	B x R	Description
1.	Increasing number of competitors, both with similar products and other interesting products.	0.16	3	0.48	Similar new ventures/businesses can be a threat because they have the potential to cause customers to switch.

2.	The increase in the price of raw materials, especially chili, which is the main characteristic of Kedai Tempong Surabaya because it offers chili sauce with a spicy taste.	0.19	3	0.57	Changes that tend towards an increase in raw materials can affect the production costs of a product.
3.	Consumers who complain not directly to Kedai Tempong Surabaya, but through social media, are a threat to the shop because they can influence the perception of consumers and potential consumers.	0.14	2	0.28	The influence of comments in the form of complaints or consumer complaints on open social media platforms can cause negative rumors, resulting in assumptions from customers and potential customers.
Total		0.49		1.33	
Total External Score		1.00		2.86	

Source: Data Processed by Researchers, 2024

Based on the analysis in Table 3. EFAS, the opportunity factor has a total score of 1.53, while the threat factor has a total score of 1.33. This shows that the total score of the opportunity is higher by +0.20 compared to the threat. Furthermore, the total score of each factor is as follows: strength 2.25, weakness 0.71, opportunity 1.53, and threat 1.33.

Analysis Stages

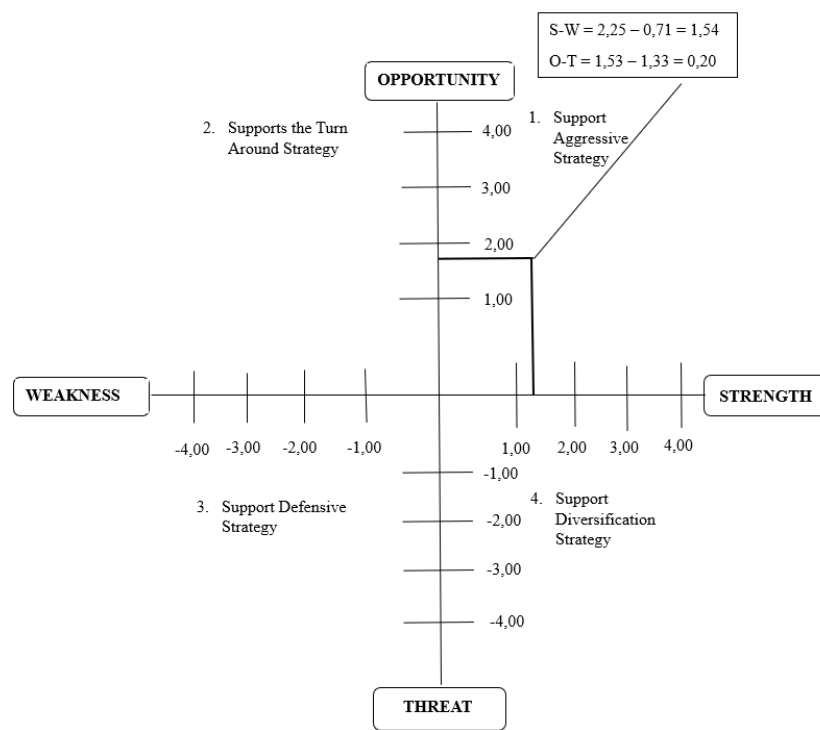


Figure 1.

SWOT Analysis Diagram

Source: Researcher Processed Results, 2024

Based on the SWOT analysis diagram above, it can be concluded that Kedai Tempong Surabaya is in quadrant 1, which indicates a very profitable situation. This shop has strengths and opportunities that can be utilized. In this condition, the right strategy is to support an aggressive growth policy (growth-oriented strategy).

Based on the total value of each factor above, in addition to being displayed in the SWOT diagram, it is also summarized in the SWOT matrix in the following table.

Table 4.

SWOT Matrix Strategy Formulation

IFAS EFAS	Strengths S	Weakness W
Opportunities O	SO Strategy Leveraging strengths to seize opportunities $2.25 + 1.53 = 3.78$	WO Strategy Reducing weaknesses to take opportunities $0.71 + 1.53 = 2.24$

Threats T	ST Strategy Using force to confront threats 2.25 + 1.33 = 3.58	WT Strategy Reducing weaknesses to avoid threats 0.71 + 1.33 = 2.04
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Source: Researcher Processed Results, 2024

After calculating the total score of internal and external factors in Table 4.4, a SWOT matrix was prepared to analyze alternative SO, WO, ST, and WT strategies with the following analysis results:

Table 5.
SWOT Matrix

IFAS	<p>Strengths (S):</p> <ol style="list-style-type: none"> 1. Using high-quality and always fresh raw materials, ensures the product maintains its quality and taste. 2. The product has a distinctive taste that is different from similar foods in general. 3. Affordable product prices with various variants. 4. Prioritize customer service and comfort, and be responsive to complaints. 5. Located in a densely populated area, so it is easy to find. 6. The cleanliness of the shop environment is very good and is always maintained by employees who are 	<p>Weakness (W):</p> <ol style="list-style-type: none"> 1. Lack of adequate parking areas for consumers, especially those bringing cars. 2. The area and decoration are not very supportive as a hangout for young people. 3. The area is open and directly adjacent to the main road so the atmosphere is a bit noisy.
EFAS		

	responsible for cleanliness from opening until closing.	
<p>Opportunities (O)</p> <ol style="list-style-type: none"> 1. Most of the residents of Surabaya City like culinary activities. 2. The price set is commensurate with the quality of the product. 3. Holding attractive special promotions to reach more consumers. 	<p>SO Strategy</p> <ol style="list-style-type: none"> 1. Maintaining the quality and unique taste of the product. 2. Keeping product prices affordable. 3. Maintain friendly service. 4. Providing attractive promotions such as order packages or promotions on certain days, for example, Blessed Friday. 	<p>WO Strategy</p> <ol style="list-style-type: none"> 1. Expanding the parking area to make it easier for customers, especially families and four-wheeled vehicle users. 2. Providing improvements in terms of facilities and improving the decoration so that the place feels more comfortable to stay in for a long period of time.
<p>Threats (T)</p> <ol style="list-style-type: none"> 1. Increasing number of competitors, both with similar products and other interesting products. 2. The increase in the price of raw materials, especially chili, which is the main characteristic of Kedai Tempung Surabaya because it offers chili sauce with a spicy taste. 3. Consumers who complain not directly to Kedai Tempung 	<p>ST Strategy</p> <ol style="list-style-type: none"> 1. Continue to maintain product quality and establish good relationships with customers. 2. Maintaining prices by ensuring product quality to maintain customer loyalty. 3. Adding menu variations and making interesting product innovations. 	<p>WT Strategy</p> <ol style="list-style-type: none"> 1. Recruit more employees so that the production process can run faster. 2. Maintaining the quality of raw materials and improving storage to prevent material damage. 3. Provides feedback and suggestion boxes to help future business continuity.

Surabaya, but through social media, are a threat to the shop because they can influence the perception of consumers and potential consumers.		
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Comparison of Research Results at Kedai Tempong Surabaya with Previous Research

The following are the results of a comparison between the research conducted on the research object of Kedai Tempong Surabaya and previous studies that were used as references. The results of the comparison are as follows.

Table 6.

Comparison of Research Results at Kedai Tempong Surabaya with Previous Research

Researcher	Research Title	Research Object	Research methods	Analysis Techniques	Research Result
Nurul Qomaruddin, Budi Prabowo (2023)	Marketing Mix Strategy In Increasing Sales Volume At Ms18 Lamongan Shop	Ms18 Lamongan Shop	Qualitative research method with a descriptive approach	SWOT Analysis	From the SWOT analysis, the results of the study show that the SO strategy has the highest score of 5.35, followed by the WO strategy of 3.75 and the ST strategy of 3.0 and the WT strategy of 1.4. So the SO strategy/using strengths to take advantage of existing opportunities to achieve company goals that can be applied to increase sales at the MS18 Lamongan store.

<p>Atikah Zahrah, Silvy L, Mandey, Marjam Mangantar (2021)</p>	<p>Marketing Mix Analysis of Sales Volume at RM. Solideo UMKM in Bahu Mall Manado Area</p>	<p>RM. Solideo Manado</p>	<p>Qualitative research method with a descriptive approach</p>	<p>Researchers interpret the results of interviews with restaurant owners. (regarding the 7P marketing mix)</p>	<p>Based on the research results, there are several strategies that need to be considered to increase sales volume in the future. RM. Solideo must be committed to maintaining service and the quality that has been provided to customers, as well as maximizing the use of existing resources to improve marketing strategies to boost sales volume.</p>
<p>The Last Supper (2021)</p>	<p>Marketing Mix Strategy to Increase Sales Volume of MBAH KUNG Spice Drink</p>	<p>MBAH KUNG'S Spiced Tea</p>	<p>Qualitative research method with a descriptive approach</p>	<p>Technical data analysis was carried out using triangulation techniques so that it can show the credibility of the research data.</p>	<p>Research shows that Wedang Rempah MBAH KUNG implements various marketing strategies, including the four elements of 4P. Consumers expressed that quality service is also a major focus in the competition. They provide a variety of spices and give discounts for purchases of at least IDR 50,000, covering all variants. This action aims to attract buyers with more affordable prices. In addition, the variety of spices was increased from 10 to more than 30.</p>

Rifqi Agata Goevani Pratama (2024)	Marketing Mix Strategy Analysis in Increasing Sales Volume of Kedai Tempong Surabaya	Tempong Shop Surabaya	Qualitative research method with a descriptive approach	SWOT Analysis	Through IFAS and EFAS analysis, strengths have a score of 2.25 and weaknesses have a score of 0.71. Meanwhile, the EFAS results show opportunities with a score of 1.53 and threats with a score of 1.33. Based on the SWOT analysis diagram, Kedai Tempong Surabaya is in quadrant 1, which uses the SO strategy, where the company has the strength and opportunity to take advantage of existing opportunities. Therefore, the strategy that can be implemented is to support an aggressive growth policy (Growth-oriented strategy) to increase sales turnover at Kedai Tempong Surabaya.
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CONCLUSION

The results of the study showed that in the marketing strategy using the 7P indicator, the product offers a distinctive sambal taste that is different from other places. The price offered is relatively affordable with product quality that is very appropriate for its price. Promotion is carried out using brochures by distributing them to students and residents and through social media. The place is located on the edge of the highway, making it easy for consumers to find or visit, the location is close to several schools, campuses, and office areas. People each employee is selected with qualifications such as neatness, cleanliness, honesty,

and responsibility therefore greatly affects the service of the shop to always be friendly and agile in every way. Physical Facilities (Physical Evidence) The study showed that the physical facilities strategy implemented was quite good, as seen from the neat and clean appearance of the shop, employee discipline, and punctuality of work. Process (Process) The cashier is placed between the customer's table and the kitchen to facilitate ordering and delivery. The food rack is next to the cashier for easy access. Complaints are handled well, such as replacing wrong orders for free and apologizing for unfriendly service.

Kedai Tempong Surabaya has internal strengths with a score of 2.25, weaknesses of 0.71, opportunities of 1.53, and threats with a score of 1.33. Based on the SWOT analysis diagram, Kedai Tempong Surabaya is located in quadrant 1, which supports the implementation of aggressive strategies. This shop can utilize its strengths to take long-term opportunities and reduce potential threats in the future.

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