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## SUSTAINABLE MSME EMPOWERMENT STRATEGY IN THE GREEN ECONOMY ERA: AN ANALYSIS OF THE INFLUENCE OF EXCELLENT SERVICE AND PROMOTION ON CONSUMER PURCHASING DECISIONS



Rizky Muyasar<sup>1</sup>

Universitas Medika Suherman, Bekasi, Indonesia  
[rizkymuyasar@gmail.com](mailto:rizkymuyasar@gmail.com)

Hasanudin<sup>2</sup>

Universitas Medika Suherman, Bekasi, Indonesia  
[hasanudinums88@gmail.com](mailto:hasanudinums88@gmail.com)

Zalfa Siva Savira Ridwan<sup>3</sup>

Universitas Medika Suherman, Bekasi, Indonesia  
[zalfasiva0605@gmail.com](mailto:zalfasiva0605@gmail.com)

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### Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in maintaining Indonesia's economic stability through their ability to create employment opportunities, enhance community welfare, and strengthen national economic independence. The contribution of MSMEs to the Gross Domestic Product (GDP) and employment absorption demonstrates that this sector serves as a fundamental pillar of Indonesia's economic system. However, in the era of the green economy, MSMEs are required to adapt to sustainability principles to remain competitive. Two key aspects that support this sustainability are the implementation of excellent service and effective promotional strategies, as both significantly influence consumer purchasing decisions and maintain business competitiveness. This study adopts a quantitative approach with an associative method. Data were collected through questionnaires distributed to retail MSME actors and consumers in Karang Asem Barat Subdistrict, Citeureup District, Bogor Regency. The data were analyzed using linear regression with SPSS version 26 to examine the effect of excellent service and promotion on purchasing decisions. The results show that Excellent Service (X1) has a positive and significant effect on purchasing decisions, indicating that fast, friendly, and accurate service increases consumer comfort and loyalty. Promotion (X2) also has a significant effect, as promotional strategies tailored to consumer needs encourage purchasing behavior. The simultaneous test (F-test) reveals that both variables jointly have a significant influence on purchasing decisions. The Adjusted R<sup>2</sup> value of 0.599 indicates that excellent service and promotion explain 59.9% of the variation in purchasing decisions, while the remaining 40.1% is influenced by other factors outside the model, such as price, product quality, and brand image. The findings of this study emphasize that strengthening excellent service and implementing innovative promotional strategies are key factors in enhancing competitiveness and ensuring the sustainability of MSMEs in the green economy era.

**Keywords:** Purchasing Decisions; Excellent Service; Promotion; MSMEs

## **INTRODUCTION**

### **MSMEs as a Vital Element in Indonesia's Economy**

Micro, Small, and Medium Enterprises (MSMEs) are a vital element in Indonesia's economic structure, as they contribute significantly to employment absorption and the increase of national GDP. According to data from the Ministry of Cooperatives and SMEs (KemenkopUKM, 2024), the MSME sector contributes more than 60% to the GDP and absorbs around 97% of the national workforce. This indicates that MSMEs not only act as the main driver of community based economic activity but also serve as a pillar for equitable social welfare. These facts underscore that MSMEs play a strategic role in maintaining economic stability and promoting equitable prosperity across society. However, the dynamics of the global economy particularly the growing emphasis on the green economy require MSMEs to adjust their business strategies toward sustainability. The concept of a green economy emphasizes efficient resource use, waste reduction, and the implementation of environmentally friendly business practices (OECD, 2019). Therefore, MSME empowerment should not merely focus on short-term profit growth but also on developing business models that consider social and environmental dimensions.

One of the key factors in strengthening the position of MSMEs amid global competition is the implementation of excellent service. Responsive, courteous, and professional service has been proven to enhance customer satisfaction and build long-term trust (Baharsyah, 2021). On the other hand, promotion plays an essential role in expanding market reach and increasing brand awareness. Kotler and Keller (2018) emphasize that promotion is a key instrument for communicating a product's value to consumers while shaping their perceptions of the brand. Previous studies, such as that conducted by Faradina (2016), have shown that excellent service and promotional strategies significantly influence purchasing decisions. Research by Rizky (2023) revealed that targeted promotion effectively increases purchasing decisions among MSMEs. Furthermore, Adam Ramadhan (2023) demonstrated that a combination of excellent service and promotion positively affects consumer behavior. Similarly, research by Wulandari et al. (2025) confirmed that service quality and promotional strategies directly contribute to MSME competitiveness.

However, most of these studies have not yet linked these factors to sustainability perspectives and green economy principles. The study of how excellent service and promotion influence purchasing decisions still requires further exploration especially within the context of local retail MSMEs. Karang Asem Barat Subdistrict, Citeureup District, Bogor Regency, is one of the regions experiencing rapid growth in retail MSMEs and serves as a potential area for research on MSME empowerment strategies in the green economy era. This study aims to analyze the influence of Excellent Service (X1) and Promotion (X2) on Consumer Purchasing Decisions (Y) among retail MSMEs in Karang Asem Barat Subdistrict, Citeureup District, Bogor Regency. Therefore, this research seeks to contribute new insights by examining the relationship between excellent service and promotion and purchasing decisions within the framework of sustainable MSME empowerment in the green economy era.

## **REVIEW OF LITERATURE**

Previous studies highlight that Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting economic stability and inclusive growth, particularly in developing

countries. In the context of the green economy, MSMEs are encouraged to adopt sustainable business practices that balance economic, social, and environmental aspects. Research by Baharsyah (2021) emphasizes that excellent service characterized by responsiveness, professionalism, and reliability significantly increases customer satisfaction and loyalty. Meanwhile, Kotler and Keller (2018) state that promotion is a crucial marketing instrument for communicating product value and influencing consumer purchasing behavior. Studies by Faradina (2016) and Rizky (2023) further reveal that both service quality and promotional strategies have a significant positive effect on purchasing decisions. However, most prior research has not yet linked these variables to sustainability principles. Therefore, this study seeks to fill that gap by examining how excellent service and promotion influence consumer purchasing decisions as part of a sustainable MSME empowerment strategy in the green economy era.

## RESEARCH METHOD

This study employs a quantitative approach with an associative research design (Iimaaniyah, 2019), which aims to determine the relationship between the independent variables excellent service and promotion and the dependent variable, consumer purchasing decisions. This approach is considered relevant as it provides an empirical overview of the relationships among variables through measurable statistical testing (Sugiyono, 2017). The results are expected to offer strategic recommendations for MSMEs in developing sustainable business models. The research process was carried out through the following stages:

### 1. **Problem Identification**

The research problem arises from the challenges faced by MSME actors in Karang Asem Barat Subdistrict, Citeureup District, Bogor Regency, in aligning their business activities with green economy principles. Based on preliminary observations, most MSME actors still face obstacles in enhancing competitiveness, particularly in the aspects of service and promotion with a sustainability orientation (Sri Hapsari Wijayanti, 2025). This condition highlights the need for an in depth analysis of how excellent service and promotion influence purchasing decisions while formulating MSME empowerment strategies that are adaptive to green economy trends.

### 2. **Literature Review**

The theoretical framework of this study is built upon previous research findings regarding the influence of excellent service and promotion on consumer behavior. However, most prior studies focused only on direct relationships among variables without considering the sustainability context. This research offers novelty by linking the concepts of service and promotion within the perspective of the green economy and marketing digitalization as a strategy to strengthen MSME competitiveness.

### 3. **Data Collection Planning**

The study population consists of MSME actors and consumers in the Karang Asem Barat area. The sampling technique used was stratified random sampling, ensuring proportional representation of all business types (culinary, crafts, and services). A total of 50 respondents were selected, deemed sufficient to represent the population and meet the standards for regression analysis (Basuki, 2020).

### 4. **Data Collection**

Data were collected using a closed ended questionnaire based on the Likert scale (Suharsimi Arikunto, 2017), designed to measure respondents' level of agreement with statements reflecting the research variables excellent service, promotion, and purchasing decisions. Observation techniques were applied in a limited manner to complement field context but were not the main data collection method.

#### 5. **Data Analysis**

Data processing began with collecting, classifying, and analyzing the data to provide a clear picture of the research problems. The analytical techniques used included validity and reliability tests, classical assumption tests (normality and multicollinearity), and hypothesis testing using t-tests and F-tests. The results of these analyses are expected to provide empirical evidence of the extent to which excellent service and promotion influence consumer purchasing decisions in the context of sustainability oriented MSMEs.

Based on the analysis results, this study will formulate conclusions regarding the influence of excellent service and promotion on consumer purchasing decisions in the green economy era. Furthermore, the research will provide **strategic recommendations** for MSMEs to optimize their service and promotion strategies in alignment with sustainability principles. The recommendations are not only intended for MSME actors but also for the government and other stakeholders to support green economic transformation through policies that favor sustainable MSME development.

All research stages have been aligned with the budget allocation outlined in the **Budget Plan (RAB)**. With a systematic approach and proportional budget support, this study aims to contribute not only academically but also practically—enhancing MSME competitiveness in the green economy era through more effective and sustainable service and promotion strategies.

## **RESULTS AND DISCUSSION**

### **1. Validity Test**

The validity test was conducted to assess the extent to which the research instrument in this case, a questionnaire can accurately measure the intended concept. A questionnaire is considered valid if each item is capable of producing consistent responses and accurately reflecting the respondents' actual conditions. In other words, the higher the validity, the more accurately the data represent the phenomenon being studied. In this research, the instrument validity analysis was performed using SPSS version 26. According to Anggraini et al. (2022), a questionnaire is declared valid if the calculated correlation value (r-count) is greater than the critical value (r-table). The r-count value can be obtained from the SPSS output under the *Corrected Item-Total Correlation* column, while the r-table value is calculated based on the degree of freedom (df) using the formula  $df = n - 2$ , where  $n$  represents the total number of respondents.

With 50 respondents, the degree of freedom is  $df = 50 - 2 = 48$ . Based on this calculation, the r-table value is 0.279. Therefore, each questionnaire item is considered valid if its r-count value exceeds the r-table value. Conducting a validity test plays an essential role in quantitative research because an invalid instrument can lead to data bias and reduce the credibility of research findings. Ensuring validity allows the analysis to more accurately represent real conditions in the field, making the conclusions drawn scientifically reliable.

- **Variable: Excellent Service (X1)**

**Table 1.**  
**Validity Analysis of Excellent Service Variable (X1)**

Variable	Item	r-count	r-table	Description
	X1.1	0.878		
	X1.2	0.881		
<b>Excellent Service (X1)</b>	X1.3	0.841	0.279	<b>Valid</b>
	X1.4	0.908		
	X1.5	0.879		

*Source: Processed by the researcher, 2025*

- **Variabel Promotion (X2)**

**Table 2.**  
**Validity Analysis of Promotion Variable (X2)**

Variable	Item	r-count	r-table	Description
	X2.1	0.697		
	X2.2	0.804		
<b>Promotion (X2)</b>	X2.3	0.446	0.279	<b>Valid</b>
	X2.4	0.753		
	X2.5	0.632		

*Source: Processed by the researcher, 2025*

- **Variabel Buying Decision (Y)**

**Table 3.**  
**Validity Analysis of Purchasing Decision Variable (Y)**

Variable	Item	r-count	r-table	Description
	Y1	0.787		
	Y2	0.539		
<b>Purchasing Decision (Y)</b>	Y3	0.712	0.279	<b>Valid</b>
	Y4	0.830		
	Y5	0.788		

*Source: Processed by the researcher, 2025*

Based on the data obtained through the distribution of questionnaires to 50 respondents, the analysis was conducted by considering a margin of error of 5% to ensure that the research results remain accurate and scientifically accountable despite the relatively limited number of respondents. The validity test was then carried out using the Pearson

Product-Moment correlation technique. An instrument is considered valid if the calculated correlation value ( $r$ -count) is higher than the critical value ( $r$ -table). With a total of 50 respondents and a significance level of 5% ( $\alpha = 0.05$ ), the  $r$ -table value was determined to be 0.279. Based on the tabulated data presented earlier, all items in the research instrument met this criterion, indicating that they are valid and suitable for use in this study.

## 2. Reliability Test

The reliability test of the research questionnaire was conducted using the Cronbach's Alpha method. A questionnaire is considered reliable if the respondents' answers demonstrate a consistent or stable pattern over time. According to Imron (2019), a research instrument is categorized as reliable if the Cronbach's Alpha value is greater than 0.60. Conversely, if the obtained value is less than 0.60, the instrument is considered unreliable. The results of the reliability test related to the variables of excellent service, promotion, and purchasing decisions are presented in the table below.

- **Variabel Excellent Service (X1)**

**Table 4.**  
**Reliability Analysis of Excellent Service Variable (X1)**

Variable	Cronbach's Alpha	Description
Excellent Service (X1)	0.925	Reliable

*Source: Processed by the researcher, 2025*

- **Variabel Promotion (X2)**

**Table 5.**  
**Reliability Analysis of Promotion Variable (X2)**

Variable	Cronbach's Alpha	Description
Promotion (X2)	0.679	Reliable

*Source: Processed by the researcher, 2025*

- **Variabel Buying Decision (Y)**

**Table 6.**  
**Reliability Analysis of Purchase Decision Variable (Y)**

Variable	Cronbach's Alpha	Description
Purchase Decision (Y)	0.779	Reliable

*Data: Processed by the researcher, 2025*

The research instrument is categorized as reliable if the obtained reliability coefficient exceeds 0.60. Based on the analysis results, the Cronbach's Alpha values for all three variables were found to be higher than this threshold. Therefore, the instruments for the variables of excellent service, promotion, and purchase decision are declared reliable and can be used in this study.

### 3. Normality Test

In statistical analysis, the normality test serves to assess whether the data of a variable or group follow a normal distribution pattern as expected. Meeting this assumption is essential because a regression model can only be considered appropriate and valid if the data meet the normality criteria. Data that are normally distributed produce more accurate regression estimates and enhance the reliability of research conclusions. Therefore, testing for normality is necessary before proceeding to the next stage of analysis.

According to Undhar (2020), a regression model is said to meet the normality assumption if its significance value exceeds 0.05 (5%). In this study, the normality test was conducted using the Kolmogorov-Smirnov method, which is considered effective in evaluating how closely the data distribution approximates a normal distribution pattern. Based on data processing results using SPSS version 26, the obtained significance value was 0.200 ( $> 0.05$ ). Thus, the data in this study are normally distributed, indicating that the regression model meets the normality assumption and can proceed to the classical assumption tests and hypothesis testing stages.

**Table 7.**  
**Kolmogorov-Smirnov Test Results**

<b>One-Sample Kolmogorov-Smirnov Test</b>	<b>Unstandardized Residual</b>
<b>N</b>	50
<b>Normal Parameters<sup>a,b</sup></b>	
Mean	.0000000
Std. Deviation	2.16185884
<b>Most Extreme Differences</b>	
Absolute	.086
Positive	.077
Negative	-.086
<b>Test Statistic</b>	.086
<b>Asymp. Sig. (2-tailed)</b>	.200 <sup>c,d</sup>

a Test distribution is Normal.

b Calculated from data.

c Lilliefors Significance Correction.

d This is a lower bound of the true significance.

*Data: Processed by the researcher, 2025*

### 4. Multicollinearity Test

The multicollinearity test aims to identify whether there is a strong correlation among independent variables within a regression model. A good regression model should be free from multicollinearity symptoms to ensure unbiased analytical results. According to Setiadi et al. (2024), a model is considered free from multicollinearity if the Variance Inflation Factor

(VIF) value is less than 10 and the tolerance value exceeds 0.10. Based on the results of the analysis in this study, all independent variables show tolerance values greater than 0.10 and VIF values below 10. Therefore, it can be concluded that the regression model used in this study does not exhibit symptoms of multicollinearity.

**Table 8.**  
**Multicollinearity Test Results**

Model	Variable	Tolerance	VIF
1	X1	0.470	2.127
	X2	0.470	2.127

**5. Heteroscedasticity Test**

The heteroscedasticity test is used to identify whether there is a difference in variance within the research data (Achmad Ali Fikri, Syamsul Arifin, 2022). Detection of heteroscedasticity symptoms is conducted using the Glejser test, with the criterion that if the significance value is less than 0.05, the regression model is considered to exhibit heteroscedasticity. Based on the test results, all independent variables have heteroscedasticity test significance values greater than 0.05. This indicates that the regression model used in this study is free from heteroscedasticity problems.

**Table 9.**  
**Heteroscedasticity Test Results**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error		
1	(Constant)	0.900	0.478	0.635
	X1	0.079	1.127	0.266
	X2	0.106	1.624	0.111

*a. Dependent Variable: ABS\_RES*  
*Data processed by the researcher, 2025*

**6. t-Test**

The t-test is used to identify the effect of each independent variable on the dependent variable partially. The significance value in this test serves as the basis for assessing the level of confidence in the analysis results. If the obtained significance value is less than 0.05, it indicates that the independent variable has a significant partial effect on the dependent variable (Hasanudin, 2023). The t-test results using SPSS version 26.0 with a 5% significance level are presented in the following table:

**Table 10.**  
**t-Test Results**

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Std. Error		
1	(Constant)	1.419	0.874	0.006

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	Excellent Service	0.124	1.065	0.028
	Promotion	0.168	4.054	0.000

a. *Dependent Variable: Purchase Decision*  
 Data processed by the researcher, 2025

Based on the data presented in Table 10, the t-test results indicate that the **Excellent Service** variable obtained a t-value of 1.065 with a significance level of 0.028, which is below the 0.05 threshold ( $0.028 < 0.05$ ). This finding indicates that Excellent Service has a significant partial effect on **Purchase Decision**. Therefore, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted.

Furthermore, the **Promotion** variable shows a t-value of 4.054 with a significance value of 0.000, which is also less than 0.05 ( $0.000 < 0.05$ ). These results indicate that Promotion has a significant partial effect on Purchase Decision, so  $H_0$  is rejected and  $H_a$  is accepted.

### 7. F-Test

The F-test is used to measure the simultaneous effect of independent variables on the dependent variable, while the significance value serves as an indicator of the level of confidence in the test results. If the test results show a significance value less than 0.05, it can be concluded that the independent variables together have a significant effect on the dependent variable (Baharsyah & Nurhasan, 2023). The F-test results in this study were processed using SPSS version 26.0 with a 0.05 significance level and are presented in the following table:

**Table 11.**  
**F-Test Results**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2	123.656	25.378	0.000 <sup>b</sup>
	Residual	47	4.873		
	Total	49			

a. *Dependent Variable: Purchase Decision*

b. *Predictors: (Constant), Promotion, Excellent Service*

Data processed by the researcher, 2025

Based on the data in Table 11, the analysis using SPSS version 26 shows that the calculated F-value is 82.451, which is greater than the F-table value of 2.975 at a 5% significance level ( $82.451 > 2.975$ ). Therefore, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_a$ ) is accepted. This finding indicates that Excellent Service and Promotion simultaneously have a positive effect on Purchase Decision. Furthermore, the significance value of 0.000, which is less than 0.05 ( $0.000 < 0.05$ ), further strengthens the evidence that these two variables together have a significant effect on Purchase Decision.

## CONCLUSION

Based on the results of this study, the data obtained from the respondents have met the validity and reliability criteria, making them suitable for further analysis. Data processing using SPSS version 26 shows that the variables Excellent Service (X1) and Promotion (X2) have an effect on Purchase Decision (Y) among retail MSME actors in Karang Asem Barat

Village, Citeureup District, Bogor Regency. Partially, the Excellent Service variable is proven to have a significant effect with a t-value of 1.065 and a significance level of 0.028 (<0.05). This indicates that service aspects such as friendliness, speed, and accuracy in serving consumers can enhance shopping comfort and encourage purchase decisions. Meanwhile, the Promotion variable also has a significant effect with a t-value of 4.054 and a significance level of 0.000 (<0.05). This finding suggests that promotional strategies, whether through conventional or digital media, are effective in attracting consumer attention and interest, in line with the marketing mix concept proposed by M. Sesaria (2020).

The results of the simultaneous test (F-test) further support these findings, with an F-value of 25.378 and a significance of 0.000, confirming that both independent variables together have a significant effect on purchase decisions. The adjusted coefficient of determination (Adjusted R<sup>2</sup>) of 0.599 indicates that Excellent Service and Promotion explain 59.9% of the variation in purchase decisions, while the remaining 40.1% is influenced by other factors outside the research model. Therefore, improving service quality and implementing more innovative promotional strategies are strategic steps for MSMEs to enhance competitiveness while supporting business sustainability in the era of the green economy.

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