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APPENDIX

Appendix 1

BIOGRAPHY

Personal Identity

Full Name : Muh Raihan Akham Arfan
Place, Date of Birth : Sengkang, October 19th 2022
Gender : Male
Address : CitraLand Tallasa City
E-mail: : reyhanarfan19@gmail.com

Educational Background

- 2008-2014 : SD Negeri 25 Nepo
- 2014-2017 : SMP Negeri 1 Bula
- 2017-2020 : SMA Negeri 1 Bula

Training and Courses

- Basic Learning Skill, Character, and Creativity (BALANCE) Universitas Hasanuddin (2020)
- Humber Global Summer School : Social Entrepreneurship: People, Profit and The Planet (2023)

Appendix 2

RESEARCH QUESTIONNAIRE

"THE INFLUENCE OF MARKETING STRATEGY ON THE SALES EFFECTIVENESS OF FOOD AND BEVERAGE SMES IN MAKASSAR CITY"

Respectfully,

Introducing me Muh Raihan Akham Arfan Student of FEB Hasanuddin University. Requesting your willingness to fill out the questionnaire that I submitted. Completing this questionnaire aims to develop science and is only used for the purposes of this thesis research. The researcher guarantees the confidentiality of your personal identity and the answers you have given. For that I hope that all questions are answered honestly. I as a researcher would like to thank you for your willingness and cooperation in taking the time to fill out this questionnaire.

Respondent Identity

Name :

Give a check mark (√) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

1. Gender

a. Female

b. Male

2. Age

a. 15-25 Year

b. 26-35 Year

c. 36-45 Year

d. >46

II. List of Question

Give a check mark (√) to the answer that is considered most appropriate according to your brother's/sister's answer, following the instructions below.

Information:

SA = Strongly Agree

A = Agree

N = Neutral

D = Disagree

SD = Strongly Disagree

1. Product Oriented Marketing (X1)

Num.	List of Question	SA	S	N	D	SD
------	------------------	----	---	---	---	----

1.	How important do you believe product excellence and quality are in your purchasing decisions?					
2.	How frequently do you employ traditional marketing tools in your business strategy?					
3.	How would you rate the importance of product orientation in shaping the image of a product?					

2. Customer Oriented Marketing (X2)

Num.	List of Question	SA	S	N	D	SD
1.	How frequently do you engage with brands on social media platforms?					
2.	How important is it for businesses to customize their content marketing strategies according to the needs of their target audience?					
3.	Have you actively participated in any industry-related communities or associations in the past year?					

3. Human Oriented Marketing (X3)

Num.	List of Question	SA	S	N	D	SD
1.	How aware are you of the concept of Corporate Social Responsibility (CSR)?					
2.	Do you believe that consumers have a responsibility to stay informed about the products they buy?					

3.	How frequently do you opt for eco-friendly or sustainable products when making purchasing decisions?					
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4. Digital Oriented Marketing (X4)

Num.	List of Question	SA	S	N	D	SD
1.	Have you ever implemented a content marketing strategy for your business or organization?					
2.	How frequently do you engage with businesses or services through digital platforms?					
3.	Which mobile applications do you use most frequently, and how often?					
4.	How frequently do you use mobile devices for online activities, such as browsing, shopping, or social media engagement?					

5. Sales Effectiveness (Y)

Num.	List of Question	SA	S	N	D	SD
1.	How would you rate the overall performance of your sales team in generating revenue?					
2.	How much your overall performance about customer retention?					
3.	How often do you encounter suggestions for additional products/services during your purchase experience?					
4.	How often you evaluate your customer about their feedback?					

Appendix 3

DATA TABULATION

Respondents Answers Regarding Product Oriented Marketing

Respondent	X1.1	X1.2	X1.3	Total X1
1	4	4	4	12
2	3	3	3	9
3	3	3	3	9
4	3	3	3	9
5	4	3	3	10
6	3	3	4	10
7	3	3	3	9
8	4	4	4	12
9	4	4	4	12
10	3	3	4	10
11	4	4	4	12
12	3	2	2	7
13	3	3	3	9
14	3	3	3	9
15	4	4	4	12
16	4	3	3	10
17	3	3	4	10
18	4	4	4	12
19	3	3	4	10
20	3	3	3	9
21	3	3	3	9
22	3	3	4	10
23	3	4	3	10
24	4	3	3	10
25	3	4	4	11
26	3	3	3	9
27	4	4	4	12
28	3	3	3	9
29	3	3	3	9
30	4	4	4	12
31	3	3	3	9
32	4	4	4	12
33	3	3	3	9
34	3	3	3	9
35	4	4	3	11
36	3	2	2	7
37	3	3	4	10
38	4	4	4	12

39	3	4	3	10
40	3	3	4	10
41	5	5	5	15
42	4	4	4	12
43	4	4	4	12
44	3	3	3	9
45	3	3	5	11
46	4	4	4	12
47	3	3	3	9
48	3	4	3	10
49	4	4	4	12
50	3	3	3	9
51	4	4	4	12
52	3	3	4	10
53	3	4	3	10
54	3	4	4	11
55	4	4	3	11
56	4	4	4	12
57	3	3	4	10
58	3	3	3	9
59	3	3	5	11
60	4	3	5	12
61	3	3	3	9
62	3	3	3	9
63	3	3	3	9
64	4	4	4	12
65	3	3	4	10
66	3	3	3	9
67	4	4	4	12
68	3	3	3	9
69	3	3	3	9
70	4	4	3	11

Respondents Answers Regarding Customer Oriented Marketing

Respondent	X2.1	X2.2	X2.3	Total X2
1	4	4	4	12
2	3	3	3	9
3	4	4	4	12
4	3	3	3	9
5	3	3	3	9
6	4	4	4	12
7	4	4	4	12

8	3	3	3	9
9	4	4	4	12
10	3	3	3	9
11	3	4	4	11
12	3	4	4	11
13	3	3	3	9
14	3	3	3	9
15	5	4	4	13
16	4	3	3	10
17	4	4	4	12
18	3	3	3	9
19	3	3	3	9
20	4	4	4	12
21	4	4	4	12
22	4	3	3	10
23	3	3	3	9
24	3	3	3	9
25	4	4	4	12
26	3	3	3	9
27	3	3	3	9
28	3	3	3	9
29	4	4	4	12
30	4	3	3	10
31	4	4	4	12
32	3	3	3	9
33	4	4	4	12
34	3	3	3	9
35	5	4	4	13
36	3	3	3	9
37	5	4	4	13
38	3	4	4	11
39	3	3	3	9
40	4	4	4	12
41	4	3	4	11
42	3	3	3	9
43	4	3	2	9
44	3	3	3	9
45	4	3	3	10
46	3	4	3	10
47	5	3	3	11
48	4	5	4	13
49	4	3	3	10
50	4	4	3	11

51	3	3	3	9
52	3	3	3	9
53	4	4	4	12
54	3	3	3	9
55	3	3	3	9
56	3	2	2	7
57	3	3	3	9
58	4	4	3	11
59	4	5	3	12
60	4	3	3	10
61	3	3	3	9
62	5	4	4	13
63	4	4	4	12
64	5	4	3	12
65	4	4	4	12
66	5	4	4	13
67	3	3	3	9
68	5	3	3	11
69	3	3	3	9
70	3	3	3	9

Respondents Answers Regarding Human Oriented Marketing

Respondent	X3.1	X3.2	X3.3	Total X3
1	4	4	4	12
2	2	2	2	6
3	3	3	3	9
4	2	2	2	6
5	2	2	2	6
6	2	2	2	6
7	3	3	3	9
8	2	2	2	6
9	2	2	2	6
10	4	3	4	11
11	3	2	3	8
12	3	4	2	9
13	2	2	2	6
14	2	2	3	7
15	2	2	2	6
16	2	2	1	5
17	3	3	4	10
18	3	2	2	7

19	2	3	3	8
20	3	2	2	7
21	2	3	3	8
22	2	2	2	6
23	2	2	2	6
24	4	3	3	10
25	4	2	4	10
26	4	3	3	10
27	3	2	2	7
28	3	3	3	9
29	2	3	3	8
30	2	2	2	6
31	2	2	3	7
32	3	2	3	8
33	4	3	3	10
34	3	3	3	9
35	3	3	4	10
36	3	2	2	7
37	2	2	2	6
38	3	2	2	7
39	2	3	3	8
40	4	3	3	10
41	2	2	4	8
42	4	2	3	9
43	4	2	3	9
44	2	2	4	8
45	3	3	3	9
46	2	2	3	7
47	4	2	4	10
48	3	2	2	7
49	2	2	2	6
50	3	4	3	10
51	4	2	4	10
52	2	2	2	6
53	3	2	3	8
54	2	2	2	6
55	3	3	3	9
56	3	3	3	9
57	2	2	2	6
58	3	3	2	8
59	3	3	3	9
60	3	3	3	9
61	2	2	3	7

62	3	4	2	9
63	2	2	3	7
64	2	2	2	6
65	3	3	3	9
66	2	2	2	6
67	2	2	2	6
68	2	2	2	6
69	2	2	3	7
70	3	3	3	9

Respondents Answers Regarding Digital Oriented Marketing

Respondent	X4.1	X4.2	X4.3	X4.4	Total X4
1	4	4	4	4	16
2	4	4	3	3	14
3	5	5	5	5	20
4	3	3	3	3	12
5	4	4	3	3	14
6	4	4	3	3	14
7	4	4	3	3	14
8	3	3	3	4	13
9	4	4	4	4	16
10	3	3	3	3	12
11	3	4	4	4	15
12	3	3	3	3	12
13	4	3	3	3	13
14	3	3	3	3	12
15	4	4	3	3	14
16	4	4	4	3	15
17	3	4	4	4	15
18	3	3	3	3	12
19	3	3	3	3	12
20	4	4	4	4	16
21	5	5	5	5	20
22	3	3	3	3	12
23	3	3	4	4	14
24	3	3	3	3	12
25	3	3	4	4	14
26	3	3	4	4	14
27	3	3	4	4	14
28	4	4	4	3	15
29	4	4	4	3	15
30	3	3	3	3	12
31	3	4	4	4	15

32	4	4	3	3	14
33	4	3	3	3	13
34	4	3	3	3	13
35	3	3	3	3	12
36	3	3	3	3	12
37	4	4	5	5	18
38	5	5	5	5	20
39	4	4	3	3	14
40	3	3	3	3	12
41	3	3	4	4	14
42	3	3	3	3	12
43	4	4	4	3	15
44	3	3	4	4	14
45	3	4	4	4	15
46	4	4	3	3	14
47	4	4	3	3	14
48	4	4	3	3	14
49	4	4	4	5	17
50	3	3	3	3	12
51	4	4	4	3	15
52	3	3	3	3	12
53	4	4	4	4	16
54	4	4	4	3	15
55	3	3	3	3	12
56	4	3	3	3	13
57	4	4	4	4	16
58	3	3	3	4	13
59	4	4	3	3	14
60	4	4	4	3	15
61	4	4	4	4	16
62	3	3	3	4	13
63	4	4	4	4	16
64	3	3	3	3	12
65	3	3	3	3	12
66	3	3	3	3	12
67	4	4	4	3	15
68	4	4	4	4	16
69	3	3	3	3	12
70	4	4	4	4	16

Respondents Answers Regarding Sales Effectiveness

Respondent	X4.1	X4.2	X4.3	X4.4	Total X4
------------	------	------	------	------	----------

1	5	5	5	5	20
2	3	3	3	3	12
3	3	3	3	3	12
4	4	4	4	4	16
5	3	3	3	4	13
6	3	3	3	3	12
7	3	3	3	3	12
8	4	4	4	4	16
9	4	3	3	3	13
10	3	3	3	3	12
11	4	4	3	3	14
12	3	3	3	4	13
13	3	3	3	3	12
14	3	3	3	3	12
15	3	3	3	3	12
16	4	4	4	4	16
17	4	4	4	5	17
18	3	5	3	4	15
19	3	5	3	3	14
20	3	3	3	3	12
21	3	5	4	4	16
22	3	4	4	4	15
23	3	3	3	3	12
24	4	4	4	4	16
25	4	4	3	3	14
26	4	3	3	3	13
27	3	3	3	4	13
28	3	3	3	3	12
29	4	3	4	4	15
30	3	3	3	4	13
31	4	4	4	5	17
32	3	3	3	3	12
33	3	3	3	3	12
34	3	3	3	3	12
35	3	3	3	4	13
36	4	4	4	4	16
37	5	4	4	4	17
38	3	3	3	3	12
39	3	3	3	3	12
40	4	4	4	4	16
41	4	4	4	4	16
42	3	3	3	3	12
43	4	4	4	5	17

44	3	3	3	3	12
45	4	4	4	3	15
46	3	3	3	3	12
47	3	3	3	4	13
48	3	3	3	3	12
49	4	4	3	3	14
50	4	4	4	5	17
51	4	4	4	5	17
52	3	3	3	3	12
53	4	4	4	3	15
54	3	3	3	3	12
55	4	4	4	4	16
56	3	3	3	3	12
57	3	3	3	3	12
58	3	4	3	4	14
59	4	4	3	3	14
60	4	4	4	4	16
61	3	3	3	3	12
62	4	4	4	4	16
63	4	4	4	4	16
64	3	3	3	3	12
65	4	4	4	4	16
66	3	3	3	4	13
67	3	3	3	4	13
68	3	3	3	3	12
69	3	3	3	3	12
70	3	3	3	3	12

Appendix 4

Validity Test Product Oriented Marketing (X1)

		Correlations			
		X1.1	X1.2	X1.3	X1.T
X1.1	Pearson Correlation	1	.712**	.432**	.836**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	70	70	70	70
X1.2	Pearson Correlation	.712**	1	.469**	.863**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	70	70	70	70
X1.3	Pearson Correlation	.432**	.469**	1	.793**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	70	70	70	70
X1.T	Pearson Correlation	.836**	.863**	.793**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Customer Oriented Marketing (X2)

		Correlations			
		X2.1	X2.2	X2.3	X2.T
X2.1	Pearson Correlation	1	.529**	.471**	.814**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	70	70	70	70
X2.2	Pearson Correlation	.529**	1	.763**	.885**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	70	70	70	70
X2.3	Pearson Correlation	.471**	.763**	1	.852**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	70	70	70	70
X2.T	Pearson Correlation	.814**	.885**	.852**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Human Oriented Marketing (X3)

Correlations

		X3.1	X3.2	X3.3	X3.T
X3.1	Pearson Correlation	1	.416**	.501**	.835**
	Sig. (2-tailed)		<.001	<.001	<.001
	N	70	70	70	70
X3.2	Pearson Correlation	.416**	1	.327**	.711**
	Sig. (2-tailed)	<.001		.006	<.001
	N	70	70	70	70
X3.3	Pearson Correlation	.501**	.327**	1	.795**
	Sig. (2-tailed)	<.001	.006		<.001
	N	70	70	70	70
X3.T	Pearson Correlation	.835**	.711**	.795**	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Validity Test Digital Oriented Marketing (X4)

Correlations

		X4.1	X4.2	X4.3	X4.4	X4.T
X4.1	Pearson Correlation	1	.827**	.471**	.267*	.769**
	Sig. (2-tailed)		<.001	<.001	.026	<.001
	N	70	70	70	70	70
X4.2	Pearson Correlation	.827**	1	.635**	.426**	.870**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	70	70	70	70	70
X4.3	Pearson Correlation	.471**	.635**	1	.778**	.883**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	70	70	70	70	70
X4.4	Pearson Correlation	.267*	.426**	.778**	1	.764**
	Sig. (2-tailed)	.026	<.001	<.001		<.001
	N	70	70	70	70	70
X4.T	Pearson Correlation	.769**	.870**	.883**	.764**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Validity Test Buyer's Interest (Y)

Correlations

		Y1	Y2	Y3	Y4	YT
Y1	Pearson Correlation	1	.622**	.782**	.510**	.840**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	70	70	70	70	70
Y2	Pearson Correlation	.622**	1	.692**	.532**	.835**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	70	70	70	70	70
Y3	Pearson Correlation	.782**	.692**	1	.713**	.924**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	70	70	70	70	70
Y4	Pearson Correlation	.510**	.532**	.713**	1	.819**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	70	70	70	70	70
YT	Pearson Correlation	.840**	.835**	.924**	.819**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	70	70	70	70	70

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability Test Product Oriented Marketing (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.765	3

Reliability Test Customer Oriented Marketing (X2)

Reliability Statistics

Cronbach's Alpha	N of Items
.798	3

Reliability Test Human Oriented Marketing (X3)

Reliability Statistics

Cronbach's Alpha	N of Items
.682	3

Reliability Test Digital Oriented Marketing (X4)

Reliability Statistics

Cronbach's Alpha	N of Items
.838	4

Reliability Test Sales Effectiveness (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.870	4

Appendix 5

Multiple Linear Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.845	0.831		9.442	0.000
	Product Oriented Marketing (X1)	0.198	0.048	0.307	4.154	0.000
2	Customer Oriented Marketing (X2)	0.311	0.046	0.511	6.712	0.000
3	Human Oriented Marketing (X3)	0.299	0.043	0.518	7.021	0.000
4	Digital Oriented Marketing (X4)	0.116	0.033	0.269	3.56	0.000

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39.052	4	9.763	22.897	.000 ^b
	Residual	20.768	65	0.32		
	Total	59.82	69			

a. Dependent Variable: Y (Sales Effectiveness)

b. Predictors: (Constant), Product Oriented Marketing(X1) , Customer Oriented Marketing (X2), Human Oriented Marketing (X3), Digital Oriented Marketing (X4)

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.808 ^a	0.653	0.631	0.56525
a. Predictors: (Constant), Product Oriented Marketing(X1) , Customer Oriented Marketing (X2), Human Oriented Marketing (X3), Digital Oriented Marketing (X4)				
b. Dependent Variable: Y (Sales Effectiveness)				