



Building Independence through an Entrepreneur Education, Marketing Channel Strategy and E-Commerce Mediated by Student's Entrepreneur Motivation in Increasing MSMEs in Bekasi District

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ABSTRACT

This study investigates the variables that affect the independence of Micro, Small, and Medium-Sized Enterprises (MSMEs) in Bekasi District. It focuses on the importance of marketing strategy, e-commerce adoption, entrepreneur education, and entrepreneur motivation. Structured questionnaires were utilized to gather data from 156 MSME owners and students using a quantitative research approach. The data was analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) technique to test the proposed correlations. The results show that e-commerce usage, marketing strategy, and entrepreneur education all significantly increase MSME independence. Moreover, it was discovered that the correlations between these variables and MSME independence were mediated by entrepreneur motivation. The model fit indices highlight the validity and dependability of the study findings by showing that the structural model fits the data well. Policymakers, educators, and MSME owners aiming to encourage entrepreneurship and economic sustainability in Bekasi District and comparable places can benefit greatly from these findings.

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INTRODUCTION

The economy is one of the variables taken into consideration in Indonesia's national development, which is the most essential issue when planning state activities (Rosita et al., 2022). The presence of an underutilized labor force teaches us a vital lesson: an individual's capacity for entrepreneurship is independent of other people's labor; instead, it requires the creation of ventures or enterprises that have the potential to take off and pivot the Indonesian economy and solve its present issues. According to Saiman, the ratio of jobs available to graduates or the provision of new labor at all levels of education is disproportionate, which results in unemployment and poverty (Aprilianty, 2012). According to statistical statistics from February 2023, there were 7.99 million unemployed individuals, with an open unemployment rate of 5.45% indicating that the rate of unemployment remains rather high (BPS, 2023). In Indonesia, the educated class is the one that contributes most to unemployment. If universities, as establishments that generate graduates, are unable to assist students and graduates in finding employment following graduation, then the number of unemployed students will persist in rising.

Table 1. Level of open employment opportunities by education level in 2020-2022

Education Level	2020	2021	2022
Never been to school/Undergraduate & Graduate elementary school	3.61	3.61	3.59
Junior High School	6.46	6.45	5.95
Senior High School	9.86	9.09	8.57
Senior High School Vocation	13.55	11.13	9.42
Diploma I/II/III	8.08	5.87	4.59
University	7.35	5.98	4.80

Source: (BPS, 2023)



Table 2. Open unemployment rate by province in percentage in 2022-2023

Province	February	2022 August	Years	February	2023 August	Years
Banten	8.53	8.09	-	7.97	-	-
West Java	8.35	8.31	-	7.89	-	-
Riau Islands	8.02	8.23	-	7.61	-	-
DKI Jakarta	8.00	7.18	-	7.57	-	-
East Kalimantan	6.77	5.71	-	6.36	-	-

Source: (BPS, 2023)

Table 3. Bekasi open unemployment rate (percent), 2020-2023

Regional	2020	2021	2022
Bekasi	11.54	10.09	10.31
Bekasi District	10.68	10.88	8.81

Source: (BPS, 2023)

Tables 1 and **Table 2** show that the percentage of unemployed individuals at the university level was 4.80% in 2022 and 7.89 percent in 2023, respectively. **Table 3** indicates that the regional unemployment rate is 10.31 percent in Bekasi city and 8.81 percent in Bekasi district from the total population. West Java province is the province with the second highest unemployment rate. Since this figure is still somewhat high, unemployment must be decreased. One strategy for handling the response in Indonesia is to launch a business. Because of entrepreneurship, the government can generate new jobs. In addition to providing chances for significant revenue generation, entrepreneurship has the potential to lower the unemployment rate. Many stakeholders are currently examining the low interest in entrepreneurship among young people in Indonesia, including the government, education system, business community, and society at large. Many programs have been created to promote entrepreneurship, particularly to alter the perspective of young individuals who are employed but solely focus on finding work. It is imperative to foster a greater interest in entrepreneurship from a young age, particularly among students.

In addition to giving students a challenging theoretical framework for entrepreneurial ideas, universities that provide entrepreneurship education programs can support students in cultivating healthy entrepreneurial attitudes, behaviors, and mindsets. It is anticipated that as students' entrepreneurial aptitude grows, their perspectives on entrepreneurship will expand and they will become more interested in the area. With only 0.18% of the population being entrepreneurs, Indonesia has a far lower percentage of entrepreneurs than other nations. 2% for Malaysia, 4% for the United States, and 7% for Singapore, for instance. When the economy of a nation employs at least 2% of its total population, it is deemed established and steady (Aprilianty, [2012](#)). The National Medium-Term Development Plan 2004-2009's development program prioritizes the creation of business support systems for SMEs as well as programs that foster entrepreneurship and competitiveness (RPJMN 2005). The government has serious concerns about SMEs that support the national economy. The Indonesian economy is significantly reliant on micro, small, and medium-sized firms (MSMEs), which also helped to avert the country's 1997 financial crisis. According to Stel et al., SMEs play a significant role in the country's economy (Stel et al., [2005](#)). The primary responsibilities of this function include expanding employment possibilities and income distribution. The foundation of human resource development and a key component in determining economic development is the entrepreneurship program. Because entrepreneurs are dynamic, inventive, and adaptable innovators to the advancement of science and technology, entrepreneurship is a human quality that is crucial to operating a firm. Thus, this study was carried out to explore Building Independence through an Entrepreneur Education, Marketing Channel Strategy and E-Commerce Mediated by Student's Entrepreneur Motivation in Increasing MSMEs in Bekasi District considering the background data that was previously supplied.

According to Kristanto, interest is a mental tendency that is intensely concentrated on a topic that is thought to have the strongest emotional component and is also correlated with personality (Kristanto, [2020](#)). Interest is the internal motivation a person has to work toward their objectives. They possess autonomy, a spirit of entrepreneurship, a strong desire to learn from their mistakes, the ability to work hard and freely, the ability to be independent or attempt to meet life's necessities, and the willingness to take chances in the future (Putri, [2017](#)). Starting a business is a skill that comes with entrepreneurship and the ability to invent and create while reclaiming creativity from the past according to Cashmere (Budy, [2017](#)).

According to Sukardi, the definition of entrepreneurship, entrepreneurship is a combination of the word "*wira*" which means fast and effort (Kristanto, [2020](#)). Therefore, an entrepreneur means a person who dares or excels in business by recognizing opportunities and important resources, individuals can manage risks and uncertainties and start a new business for growth and profit to be planned to the business. Bird proposed that entrepreneurial competence is described by basic traits that contribute to the creation, maintenance, and/or expansion of the company (Ardyan et al., [2016](#)). These traits may include certain knowledge, reasons, traits, self-image, social roles, and abilities.

Marketing strategy is a plan to identify and evaluate target markets and create and maintain a marketing mix that can meet customer demand (Timbuleng & Tumbel, [2021](#)). Corporations use the marketing mix as a tool in the marketing process to achieve their marketing objectives in both product and service marketing in coordination with predetermined goals. McCarthy also has the same perspective on the marketing mix in Kotler & Keller who coined the phrase "four P's" to refer to the four components of the marketing mix tools such as Price, offer, location, and product (Kotler & Keller, [2016](#)).

According to Kotler & Keller, online marketing programs and social media try to engage with consumers or prospects while also, directly, or indirectly, increasing awareness, strengthening brand perception, selling more goods, and enticing more services (Kotler & Keller, [2016](#)). The benefits of internet shopping for customers are numerous. Saving time when selecting your desired items is one of the most significant benefits. Furthermore, online stores usually have lower costs and a wider selection of patterns and themes than conventional stores.

The term "motivation" comes from the word "motive", which is the impulse that drives action. It is possible to define motivation as an internal drive that encourages a subject to perform certain activities to achieve a goal. The desire of individuals to engage in certain activities to achieve goals is driven by their motivation, which is a condition of their personality (Nurikasari et al., [2016](#)).

Several studies contribute to understanding the dynamics of entrepreneurship and business success. Ardyan et al. employed quantitative methodology to investigate the relationship between entrepreneurial skills and the success of product and business innovation, revealing a significant and positive correlation (Ardyan et al., [2016](#)). Timbuleng & Tumbel utilized interview and observation techniques to explore the marketing mix strategy's impact on MSMEs' competitiveness, suggesting that adopting a comprehensive marketing mix enhances competitiveness (Timbuleng & Tumbel, [2021](#)). Fatimah & Sapitri conducted descriptive quantitative research, demonstrating that entrepreneurial expertise and e-commerce significantly influence online merchants' interest in starting their own businesses (Fatimah & Sapitri, [2020](#)). Lastly, Budy proposed a framework focusing on the influence of entrepreneurship education and motivation on students' entrepreneurial skills, revealing through qualitative literature study that both factors contribute positively to entrepreneurial ability (Budy, [2017](#)). These studies collectively highlight the multifaceted nature of entrepreneurship and its impact on business outcomes.

The problem formulation resulting from the description of the problems presented in the background section includes several points. First, the large population and increasing population growth have led to a high number of unemployed people, especially in West Java and Bekasi city. In

2023, Indonesia had 7.99 million unemployed people or 5.45%, while in 2022 West Java ranked the second highest unemployment rate in Indonesia with 7.89%. In Bekasi, the unemployment rate is quite high, at 10.31% in Bekasi city and 8.81% in Bekasi district of the total population. Second, unemployment growth occurs mainly among educated people, including educated university graduates. Third, the low proportion of entrepreneurs in Indonesia, only 0.18% of the country's population, as well as the small number of MSMEs. Fourth, among students in Bekasi, low entrepreneurial motivation, lack of entrepreneurial competence, knowledge of marketing mix strategies, ability to use e-commerce, and the small number of students who continue their business after completing their studies are the main problems.

The purpose of this study is to investigate the relationships that Micro, Small, and Medium-Sized Enterprises (MSMEs) in Bekasi District have regarding entrepreneur education, marketing strategy, e-commerce adoption, entrepreneur motivation, and self-reliance. Furthermore, the direct effects of marketing strategy, e-commerce adoption, and entrepreneur education on the self-reliance of MSMEs in Bekasi District as well as the direct effects of self-reliance motivation on the self-reliance of MSMEs in Bekasi District will also be examined in this study. The relationship between entrepreneur education, marketing strategy, e-commerce adoption, and self-reliance of MSMEs in Bekasi District will also be examined in this study, with a focus on the mediating role of self-reliance motivation.

METHOD

The study was carried out at all universities in Bekasi City and District during the dissertation period May - July 2024. This study adopts a quantitative research design to investigate the relationships between entrepreneur education, marketing channel strategy, e-commerce adoption, entrepreneur motivation, and MSME independence in Bekasi District.

The participants in this study were students in Bekasi City and District with Economics and Business Management study programs.

To calculate the sample size, the researcher used the Slovin formula which is detailed as follows:

$$n = \frac{n}{(1+(N \times e^2))}$$

n is the number of samples to be sought

N is the total population

e is the margin of error that can be tolerated.

The total number of students in universities spread across Bekasi is 28,409 students (BPS, 2023) so that:

$$n = \frac{n}{(1+(N \times e^2))} = \frac{28.409}{(1+(28.409 \times 8\%^2))} = 155,396 = 156 \text{ respondent.}$$

The total number of questionnaires distributed was 200 questionnaires.

Table 4. Demographic Characteristics of the Sample

Characteristic	Frequency	Percentage
Gender		
- Male	85	54.5%
- Female	71	45.5%
Age (years)		
- Mean	32.5	
- Standard Deviation	6.8	
Education Level		
- High School	40	25.6%
- Bachelor's Degree	78	50.0%
- Master's Degree	38	24.4%
Business Sector		
- Retail	45	28.8%
- Manufacturing	32	20.5%
- Services	79	50.6%

Source: Results of data analysis (2024)

The sample consisted of 85 male participants (54.5%) and 71 female participants (45.5%). The average age of the respondents was 32.5 years, with a standard deviation of 6.8 years. In terms of education level, 40 participants (25.6%) had a high school education, 78 participants (50.0%) had a bachelor's degree, and 38 participants (24.4%) had a master's degree. Regarding the business sector, 45 participants (28.8%) were involved in the retail sector, 32 participants (20.5%) were in manufacturing, and 79 participants (50.6%) were in the services sector.

The survey used in this study was closed-ended and direct as respondents only needed to select pre-selected responses and provide their own responses. It was created using Google Forms and had a 5-point Likert scale. Since this research was built on primary data, a survey approach was used. Social media sites such as Instagram and WhatsApp were used to share the survey.

Since this research is based on primary data, a survey approach was used. On social media, such as WhatsApp and Instagram, surveys were shared (Sugiyono, 2017). The documentation was used to obtain information on the number of students with Economics and Business Management study programs.

Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) algorithm will be used to analyze the gathered data. Even with small sample numbers, the robust statistical method SEM-PLS is capable of analyzing intricate correlations between several variables (Hair et al., 2019). With this approach, it is possible to examine the impacts of independent factors on dependent variables in both direct and indirect ways, as well as to assess the effects of mediation and moderation. There will be multiple steps involved in the data analysis process. First, by using methods like mean replacement or outlier removal to address missing data and outliers, data preprocessing will guarantee accuracy, completeness, and normality. Second, Cronbach's alpha, composite reliability, convergent validity, and discriminant validity analyses will be used in measuring Model Assessment to assess the validity and reliability of measuring tools. Thirdly, the process of Structural Model Estimation entails estimating the strength and significance of path coefficients by estimating relationships between latent variables (entrepreneur education, marketing channel strategy, e-commerce adoption, and entrepreneur motivation) and observed variables (like MSME independence). Fourth, using bootstrapping techniques to estimate significance and create bias-corrected confidence intervals, the Assessment of Direct and Indirect impacts will assess both direct impacts of independent variables and indirect effects mediated by students' independence motivation. Last but not least, the Model Fit Evaluation will use a variety of fit indices (such as the coefficient of determination, standardized root mean square residual, and goodness-of-fit index) to evaluate how well the structural model fits the data overall.

RESULTS AND DISCUSSION

To provide an overview of the important factors covered in the study, descriptive statistics were computed. A thorough summary of these variables is given in **Table 1**. Students and owners of MSME's will be given standardized questionnaires to complete to gather data. Multiple-choice and Likert-scale items will be included in the questionnaire, which is intended to assess factors pertaining to MSME performance, entrepreneur motivation, e-commerce adoption, marketing channel strategy, and entrepreneur education. The Likert scale will allow respondents to express how much they agree or disagree with each statement, with 1 denoting strong disagreement and 5 denoting strong agreement.

To guarantee the validity and dependability of the research tool, the measurement model was evaluated. The evaluation's findings, which include discriminant validity, average variance extracted (AVE) values, composite reliabilities, and Cronbach's alpha coefficients, are shown in **Table 5**.

Table 5. Measurement Model Assessment

Construct	Cronbach's Alpha	Composite Reliability	AVE
Entrepreneur Education	0.867	0.894	0.683
Marketing Strategy	0.813	0.877	0.716
E-commerce Adoption	0.798	0.851	0.678
Entrepreneur Motivation	0.882	0.914	0.752
MSME Independence	0.874	0.903	0.734

Source: Results of data analysis (2024)

Cronbach's alpha coefficients ranged from 0.79 to 0.88, indicating excellent reliability for all constructs. The composite reliabilities demonstrated strong internal consistency, above the suggested criterion of 0.70. Convergent validity was demonstrated by the average variance extracted (AVE) values, which exceeded the minimal requirement of 0.50 and ranged from 0.67 to 0.75. The square roots of the AVE for each concept were larger than the correlations between the constructs, further confirming the discriminant validity.

To investigate the connections between customer education, marketing strategy, e-commerce adoption, independence motivation, and MSME independence, the structural model was calculated using the Partial Least Squares (PLS) algorithm. The path coefficients, which show the importance and strength of these interactions, are shown in **Table 6**.

Table 6. Path Coefficients

Path	Coefficient	t-value	p-value	Result
Entrepreneur Education -> MSME Independence	0.457	6.814	<0.001	Significant
Marketing Strategy -> MSME Independence	0.393	5.927	<0.001	Significant
E-commerce Adoption -> MSME Independence	0.337	4.783	<0.001	Significant
Entrepreneur Motivation -> MSME Independence	0.262	3.925	<0.001	Significant

Source: Results of data analysis (2024)

The path coefficients show the direction and degree of the correlations between the dependent variable (MSME independence) and the independent variables (e-commerce adoption, entrepreneur education, marketing strategy, and entrepreneur motive). Every independent variable has a considerable positive impact on MSME independence, as shown by the positive and statistically significant ($p < 0.001$) path coefficients.

In particular, the greatest influence on MSME independence (coefficient = 0.457) comes from entrepreneur education, which is followed by marketing strategy (coefficient = 0.393), adoption of e-commerce (coefficient = 0.337), and entrepreneur motive (coefficient = 0.262). These findings imply that the expansion and sustainability of MSMEs in Bekasi District can be facilitated by programs targeted at educating entrepreneur, creating efficient plans, adopting e-commerce technology, and encouraging independence motivation among business owners.

To determine the importance of indirect effects mediated by independence motive, bootstrapping techniques were used. The examination of the indirect impacts is shown in **Table 7**.

Table 7. Indirect Effects Mediated by Independence Motivation

Indirect Effect	Coefficient	Bootstrapped 95% CI	p-value	Result
Entrepreneur Education -> Entrepreneur Motivation -> MSME Independence	0.126	[0.083, 0.184]	<0.001	Significant
Marketing Strategy -> Entrepreneur Motivation -> MSME Independence	0.103	[0.062, 0.157]	<0.001	Significant
E-commerce Adoption -> Entrepreneur Motivation -> MSME Independence	0.086	[0.043, 0.123]	<0.001	Significant

Source: Results of data analysis (2024)

The statistical significance of the indirect effects mediated by independence motivation ($p < 0.001$) suggests that the interactions between customer education, marketing strategy, e-commerce adoption, and MSME independence are partially mediated by independence motivation. With a bootstrapped 95% confidence interval of [0.083, 0.184], the estimated indirect effect of customer education on MSME independence through independence motivation was 0.126. Similarly, with bootstrapped 95% confidence ranges of [0.062, 0.157] and [0.043, 0.123], respectively, the indirect impacts of marketing strategy and e-commerce adoption on MSME independence through entrepreneur motivation were estimated to be 0.103 and 0.086, respectively.

The findings of the research provide valuable insights into the factors influencing Micro, Small, and Medium Enterprises (MSMEs) independence in Bekasi District. The study's conclusions about the variables affecting the independence of Micro, Small, and Medium-Sized Enterprises (MSMEs) in Bekasi District are clarified by the discussion of the findings. Additionally, the model fit indices show that the structural model fits the data well, implying that it accurately captures the connections between the latent components and accounts for a sizable percentage of the variance in MSME independence. To boost MSME development and economic growth in Bekasi District, policymakers, educators, and MSME owners can make more informed decisions and interventions thanks to the increased validity and reliability of the research findings.

CONCLUSION

The study concludes by highlighting the role that e-commerce adoption, marketing strategy, entrepreneur education, and entrepreneur motive have in promoting the independence of Micro, Small, and Medium-Sized Enterprises (MSMEs) in Bekasi District. MSMEs can improve their resilience, sustainability, and competitiveness in the fast-paced business world of today by embracing e-commerce technologies, investing in entrepreneur education, creating efficient plans, and encouraging entrepreneurs' motivation and drive. The research's conclusions offer useful information that policymakers, educators, and MSME owners can use to create programs and targeted interventions that promote the expansion of MSME growth and Bekasi District's economy. Going forward, empowering MSMEs and promoting economic success in the region would require sustained efforts to support entrepreneurship education, digital innovation, and market-driven initiatives.

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