



Analysis of Marketing Strategy on Marketing Effectiveness at Yomart Retail Stores in Majalengka Regency

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ABSTRACT

This study aimed to analyze the marketing strategies implemented by Yomart retail stores in Majalengka Regency and evaluate their effectiveness in supporting marketing performance. The research addressed key components of the marketing mix, including product, price, place, and promotion. A descriptive quantitative method was employed by distributing questionnaires to 40 Yomart consumers. The data collected were processed using validity testing, reliability testing, and multiple regression analysis to determine the influence of marketing strategy variables on consumer responses. The findings indicated that Yomart's marketing strategy had been effectively implemented, particularly in terms of product completeness and competitive pricing, which contributed significantly to consumer satisfaction and purchasing decisions. Promotional activities, especially short-term programs, also demonstrated a positive impact on increasing consumer interest. However, the study identified the need to strengthen customer loyalty initiatives and expand digital promotional efforts to enhance market reach. Overall, the research concluded that Yomart's marketing strategy had effectively supported retail performance, while also providing practical insights for improving future strategic planning and sustaining competitiveness in the retail industry.

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1. Introduction

In the era of globalization, business competition is becoming increasingly intense. Companies must not only be able to adapt quickly to the dynamic business environment but also continuously develop effective and adaptive marketing strategies. One such strategy includes the use of online promotional tools through social media platforms, combined with offline promotional efforts, such as participating in weekend bazaars or community events. These hybrid approaches allow businesses to expand their market reach and engage directly with diverse customer segments. To achieve sustainable success, companies must begin by conducting a comprehensive and data-driven analysis in formulating strategies that align with the current market conditions. This includes determining accurate market segmentation,

product positioning, and the selection of optimal distribution channels all of which are foundational steps in capturing consumer attention and increasing sales volume. As revealed by Daryana and Yudhistira (2024), the integration of strategic frameworks such as the Pentahelix model can significantly enhance business development efforts. This model emphasizes the involvement of five key stakeholders' academia, business, community, government, and media to drive innovation, collaboration, and socio-economic impact. Supporting this, Rohmah and Wibowo (2023) argue that the success of tourism and entrepreneurial ventures in Indonesia, particularly those involving halal culinary development, is highly influenced by the strength of inter-sectoral collaboration fostered by the Pentahelix approach. Furthermore, Wahyuni and Ramadhan (2022) emphasize that synergizing the Pentahelix actors not only strengthens competitiveness, but also builds a more resilient and responsive entrepreneurial ecosystem, especially in regions where local culture and halal values are central to consumer behavior. These studies underscore the relevance of inclusive, multi-stakeholder collaboration in creating marketing strategies that are not only effective but also culturally aligned and socially empowering.

In the competitive retail business world, marketing strategies have an important role to create, convey, and maintain relevant value for customers, this strategy not only serves to promote products, but also to shape consumer perception of the brand and build long-term mutually beneficial relationships. One of the main approaches in marketing strategy is to segment the market, namely divide the market and group consumers with the same needs and characteristics, then the Company identifies potential target markets and in accordance with their business capabilities, The next step is to do the right brand positioning, so that the brand occupies a special space in the minds of consumers and has advantages over competitors. This concept is known as the STP (Segmentation, Targeting, Positioning) approach, which is at the core of effective marketing strategy planning in the modern retail industry. Marketing strategy is one of the important instruments that companies use to set target markets and create value for customers (Kotler & Armstrong, 2021).

Yomart is one of the retail business units that implements a modern approach in its operational activities and service provision. The application of this concept can be seen from the aspects of ergonomic spatial planning, the integration of information technology in transactions and stock management, and the provision of a hygienic and comfortable shopping environment. One of the strategic advantages applied is the concept of Strategic Business Unit (SBU), which is the grouping of products in business units that are managed independently but still integrated in the main system.

Unlike the franchise-based retail model that is commonly used in this industry, Yomart does not carry out a form of franchise cooperation. All operational activities are carried out directly by the central management, as an effort to maintain consistency of service standards and product quality in all branches. In addition, the membership system used is not open to the public, but is exclusive and is only intended for individuals or entities that have a direct affiliation with the Company, this strategy shows a more closed and selective business orientation, which can significantly affect market segmentation and positioning.

In the context of modern retail, marketing strategies must be adaptive and integrated, which includes various aspects ranging from the selection of products that suit market needs, attractive store space arrangements, to adequate customer service, Marketing strategy plan is to understand and determine how marketing activities are, taking into account market competitive conditions, In general, the success of a company is determined by the marketing strategy applied in company and also various factors that affect the marketing strategy, so the Company needs to understand what are the disadvantages and advantages in facing competition.

In general, the Company implements a combination of offensive and defensive strategies (sari Rahayu, 2023). In the offensive marketing strategy, the search for new consumers is more

emphasized, so that with this the Company can expand the market reach, and for defensive marketing strategies, it is more likely to retain old consumers while maintaining its services (sari Rahayu, 2023) In implementing the marketing strategy, Yomart uses these two strategies, namely the offensive strategy and also the defensive strategy. members to new consumers who are shopping for the first time, in addition to that the strategy used is to provide discount promo offers to all consumers without any exclusions and requirements such as promo product offers that are carried out on weekends (Friday, Saturday, Sunday) promos for one week, and promos for two weeks that are routinely carried out and offered, so that with this strategy it can attract more consumers and the market coverage is increasing,

Strategically, it is defensive, namely retaining old consumers, in this case the strategy that can be given to old consumers is by offering double promos, so that consumers who have joined for a long time will continue to shop continuously because of the double promo offer. Marketing is not just about selling products, but also creating value for consumers. By understanding market needs and preferences, companies can design more targeted strategies, improve customer satisfaction, and ultimately, increase sales.

Research by Ersalena, Soliha, and Kuswardhani (2026) emphasizes that marketing capabilities especially those supported by brand equity and competitive advantage play a crucial role in enhancing a company's marketing performance. They argue that the integration of strategic marketing functions significantly strengthens an organization's ability to sustain itself amid market competition. This aligns with the findings of Tanjung and Young (2026), who explore how guerrilla digital marketing strategies, competency-based marketing, and social communication can improve the performance of micro, small, and medium enterprises (MSMEs), especially in competitive and resource-constrained environments. These studies indicate that the right marketing approach not only supports organizational sustainability but also equips businesses to adapt swiftly to changing consumer behavior and digital trends.

In addition, according to I et al. (2023), marketing strategies serve as a foundational component for companies in directing marketing activities, achieving business objectives, and sustaining a competitive edge in an ever-evolving marketplace. The effectiveness of these strategies has a significant impact on both consumer purchasing decisions and overall business performance. Supporting this, Ramadhani (2023) found that the implementation of the marketing mix particularly the 7P elements (Product, Price, Place, Promotion, People, Process, and Physical Evidence) significantly influences consumer purchasing decisions, especially in the context of online retail platforms. The study revealed that certain dimensions, such as product quality, promotional strategies, and customer service (people), had the strongest positive correlation with consumers' intention to purchase. These findings emphasize that an integrated and consumer-oriented marketing strategy can effectively increase purchase conversions and strengthen brand trust in competitive marketplaces.

In the case of Dewaponik, a hydroponic-based marketplace, aligning marketing tactics with consumer expectations and behavior was proven to be essential for influencing decision-making processes. Therefore, a well-executed marketing mix not only attracts potential buyers but also fosters long-term customer relationships and repeat purchases key factors in sustaining competitive advantage in the digital retail sector. Similarly, Sembiring and Wulandari (2022) emphasize that a company's performance is significantly influenced by internal structural factors such as company size, liquidity, and dividend policy. These financial and organizational dimensions act as foundational supports that enable firms particularly in competitive sectors like retail to allocate resources more efficiently, respond to market demands, and sustain long-term profitability. While their study does not focus solely on marketing, it reinforces the broader idea that strategic management of internal variables, including marketing effectiveness, contributes to improved financial performance.

This perspective is highly relevant in the context of retail businesses where competitive advantage is shaped by both outward-facing strategies (such as product differentiation and promotion) and inward-facing financial controls. By maintaining healthy liquidity and managing dividend policies wisely, retail companies like Yomart can support their marketing initiatives more effectively, ensuring consistent product availability, responsive pricing strategies, and enhanced customer experiences factors that collectively drive superior financial outcomes.

Some current marketing strategy research tends to focus on social media optimization as the primary channel of promotion, but often ignores other supporting factors that have an important role in shaping marketing strategies. However, the success of a marketing strategy is not only determined by one factor, there are several supporting factors that become the success of the marketing strategy, so that it can develop effectively and sustainably. Therefore, this study aims to assess the factors that support the success of the marketing strategy and evaluate the impact of the effectiveness of the strategy on the Company's sustainability and performance.

Problem Formulation:

1. What marketing strategies does Yomart use?
2. How effective is Yomart's marketing strategy?
3. What is an effective marketing strategy for Yomart?

Research Objectives:

1. to analyze the shortcomings of the strategies that have been implemented.
2. Analyze and identify appropriate and effective marketing strategies.
3. identify any things that affect consumer interest.

Research Benefits:

This research aims to improve and improve the marketing strategy that has been implemented, with the hope of improving the company's performance. The results of the research will help companies in understanding the factors that affect consumer interest, so that they can design a more targeted marketing strategy.

Research Limitations:

This research has several limitations. First, it is only done at one Yomart store in a certain location. Second, the limited number of respondents can affect the representation of the data, especially in quantitative research. Lastly, the research only focuses on specific aspects of the marketing strategy, such as promotion or pricing, and does not cover all elements of the marketing mix in depth, the Impact of the Strategy on Sales or Consumer Satisfaction, the Suitability of the Strategy with the Target Market.

2. Methodology

This study uses a descriptive quantitative research method to assess the effectiveness of marketing strategies implemented by Yomart retail stores in Majalengka Regency. The main goal of this approach is to quantitatively measure and analyze the marketing strategies applied to the marketing component, including products, prices, venues, and promotions. The descriptive approach makes it possible to present the collected data clearly and systematically.

2.1 Research Design

This study is designed as a cross-sectional study, which means that data collection is carried out at a single point in time. This research lasted from April to June 2025, focusing on the marketing strategy implemented by Yomart. This time span allows researchers to get a clear

picture of the marketing practices being implemented without being influenced by external changes or seasonal factors that can disrupt the data.

2.2 Sampling Methods

The sampling method used in this study is non-probability, with a convenience sampling approach. A total of 40 respondents were selected from customers who regularly shop at Yomart in Majalengka Regency. The convenience sampling method was chosen due to time constraints and ease of access to respondents who frequently visit stores. Although this method limits generalization capabilities, it is still relevant for this study which focuses on evaluating marketing strategies in one specific retail outlet.

2.3 Data Collection

The data in this study was collected through questionnaires that were distributed to consumers who were willing to participate. The questionnaire is designed to assess consumers' perception of Yomart's marketing mix, which includes product quality, pricing strategies, store locations, and promotional activities. Each item in the questionnaire uses a Likert scale with answer options ranging from 1 (strongly disagree) to 5 (strongly agree), which makes it possible to measure the level of agreement respondents have with the statement submitted. Before being distributed to respondents, the questionnaire was first tested in small groups to ensure its clarity, relevance, and reliability. After improvement, the refined questionnaire was then distributed to 40 respondents who were selected based on their willingness and availability at the time of the study.

2.4 Data Analysis

The data collected from the questionnaire was then analyzed using descriptive statistics to track general trends and patterns in consumer perception of Yomart's marketing strategy. This analysis process is carried out using SPSS (Statistical Package for the Social Sciences), which allows researchers to perform several types of analysis, including:

1. **Validity Test:** This process is done to ensure that the survey instrument used actually measures what it is intended to do. Validity testing is carried out using significance values. Significance values of less than 0.05 are considered valid, which means that the questions in the questionnaire can be relied upon to measure the marketing elements in question.
2. **Reliability Test:** Cronbach's Alpha coefficient is used to test the internal consistency of items in a questionnaire. A value of Cronbach's Alpha greater than 0.70 is considered to indicate good reliability, which indicates that the measurement instrument is reliable to measure the intended construct consistently.
3. **Regression Analysis:** Multiple linear regression is used to determine the relationship between marketing strategies and consumer satisfaction. Specifically, this analysis aims to evaluate whether the elements of the marketing mix (product, price, venue, and promotion) have a significant influence on consumer perception and purchase decisions. The significance level is set at 0.05, and results with a p-value below 0.05 are considered significant.

3. Results and Discussion

From the results of the collection of questionnaires of 40 respondents, and the data that has been tested through SPSS, it can be concluded that for the question questions that are asked have and meet the results of the validation test, a data is declared valid if the significance value

(sig.) < 0.05 and can use a method of comparing the calculation value with the r table. so that it can be seen from the first question that meets the validation test because the significance value is < 0.05, which is 0.01, And by comparing the calculation value with the R table, namely with the number of respondents 40 people and the significant level for the number of data of 40 people is 0.312, then the first question has been declared valid based on table 1.1 in the first question 0.676 > compared to 0.312, then it is concluded that the first question is valid and for the next question it is declared valid

Tabel 1. Reliability Test Results

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
P1	32.3500	27.208	.584	.877
P2	32.4000	26.503	.655	.871
P3	32.7500	26.244	.695	.868
P4	32.6750	26.071	.646	.872
P5	32.8000	23.908	.845	.853
P6	32.2750	27.999	.634	.874
P7	32.4500	26.869	.652	.872
P8	32.9750	26.230	.552	.881
P9	32.9250	26.892	.509	.884

A data is declared reliable if the question meets the following requirements Cronbach Alpha values between 0.70 and 0.90 indicate high reliability. A Cronbach Alpha value between 0.50 and 0.70 indicates moderate reliability. A Cronbach Alpha value below 0.50 indicates low reliability.

Commonly used reliability limits:

The acceptable reliability limit is $C - R \geq 0.7$. Cronbach Alpha > 0.60 is considered reliable.

So that it can be concluded that the test of questions to the Respondent with the Reliability Test of the Cronbach alpha value in table 1.2 is 0.885 which is > from 0.060, then the data is considered reliable.

Tabel 2. Regression Analysis Test Results

Coefficients ^a						
Table		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1.510E-14	.000		.000	1.000
	X1	1.000	.000	.125	31093592.601	<.001
	X2	1.000	.000	.134	17560760.946	<.001
	X3	1.000	.000	.173	33764253.582	<.001
	X4	1.000	.000	.189	37312193.834	<.001
	X5	1.000	.000	.164	29582405.372	<.001
	X6	1.000	.000	.111	24046224.451	<.001
	X7	1.000	.000	.146	23508245.505	<.001
	X8	1.000	.000	.187	43106515.379	<.001
	X9	1.000	.000	.177	41323168.241	<.001

a. Dependent Variable: Y

The purpose of Linear Regression Analysis is to find out whether or not there is an influence of variable (X) on the variable (Y) the basis for this collection is:

If the value is sig.<0.05, then there is an influence of variable X on variable Y

So, it can be concluded that the value of $\text{sig.} < 0.05$ in table 1.4 is 0.01 which indicates that the marketing strategy carried out by yomart has met the level of consumer satisfaction.

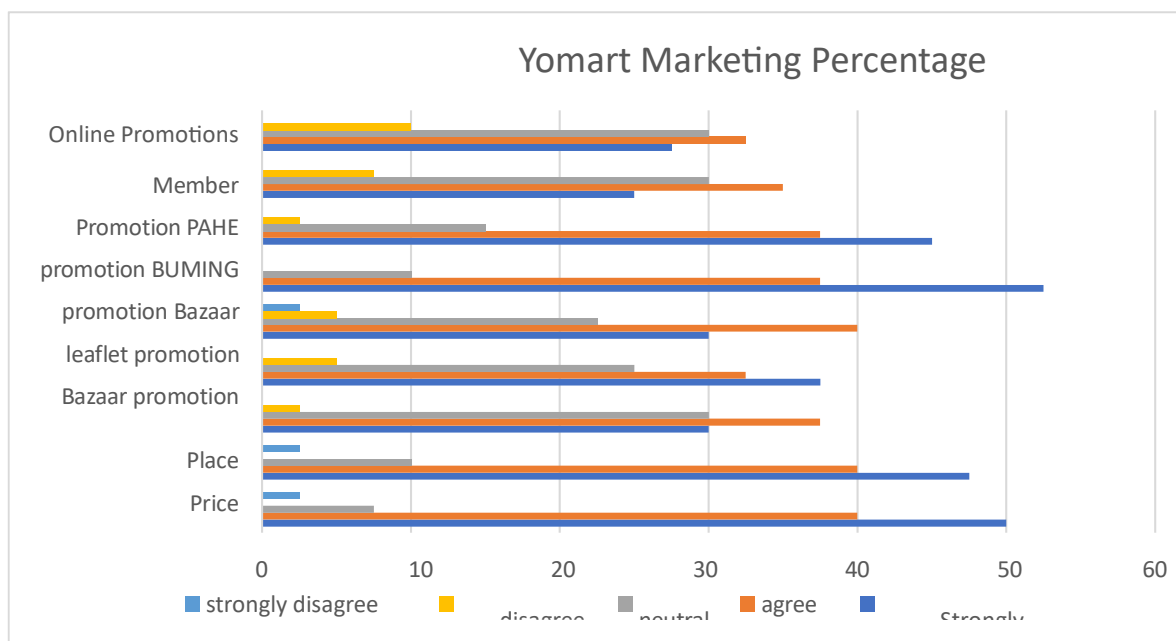


Figure 1. Yomart Marketing Percentage

It can be concluded from the distribution of questionnaires to 40 respondents on the marketing strategies implemented by yomart, there are 3 marketing strategies that are very effective compared to other marketing strategies, namely marketing strategies in the field of product completeness have been successfully and effectively implemented so that it can be seen from the presentation table that reached 50% of respondents, so that the ability of the store to meet various customer needs is very good so that it can improve In the marketing strategy at the price received a response of 47.5% so that this marketing strategy was quite successful because with a competitive price it could increase customer satisfaction and could increase consumer loyalty in shopping. The marketing strategy where it received a response of 37.5% so that the marketing strategy supports marketing effectiveness because the store layout is easily accessible and also located in a strategic area. An effective promo marketing strategy among other promotions is the "Buming promotion" which gets a response of 52.5% in this case it is proven that, even though the promo is short-term. effective to increase sales of certain products.

"Marketing performance plays a pivotal role in shaping firm value, particularly when supported by sound investment decisions and effective dividend policy" (Indriyani & Putra, 2023, p. 1330). In the context of public companies in the retail sector, strategic marketing implementation directly influences financial outcomes by enhancing customer satisfaction, brand positioning, and operational efficiency. Yomart, as a retail company, exemplifies this through the application of a comprehensive marketing mix strategy that encompasses product, price, place, and promotion. Products are positioned as the central component of Yomart's marketing strategy. The company offers a wide and diverse range of goods to cater to various consumer segments. These include essential daily needs such as rice, cooking oil, soap, and fresh produce like fruits, as well as specialized products such as baby diapers, adult incontinence products, baby milk, children's milk, and nutritional milk for adults. This diversity in product offerings reflects Yomart's responsiveness to consumer needs, which in turn strengthens its market competitiveness and financial performance. Moreover, the emphasis on product mix quality and relevance directly aligns with the findings of Indriyani and Putra

(2023), who argue that marketing activities when optimized in alignment with broader strategic objectives contribute significantly to enhancing firm value through increased profitability and market responsiveness.

"When consumers are satisfied with the quality of the product, customers will make continuous purchases on the same brand" (Kognisietal., 2021). The pricing strategy implemented by Yomart is competitive and affordable pricing, with this strategy, Yomart targets shopping efficiency for consumers and makes the image of the store as an economical shopping place.

According to Wiranda and Waluyo (2025), price is a critical component of the marketing mix that significantly shapes perceived value and consumer trust, both of which are key determinants of purchasing and repurchasing behavior. Their study, which employed structural equation modeling (SEM), reveals that pricing strategies not only impact the immediate purchase decision but also influence long-term consumer loyalty by affecting trust and perceived fairness. Similarly, Rachma (2025) highlights that among various factors such as product quality, promotion, and design, price plays a central role in consumers' evaluation of value, especially in competitive markets such as the motorcycle industry. Her findings indicate that transparent and attractive pricing strategies, when combined with quality and promotional appeal, create stronger psychological assurance, leading to a higher likelihood of purchase. These insights underline that price is not just a transactional factor, but a strategic variable that intersects with perception, branding, and emotional decision-making, reinforcing its importance in shaping consumer behavior. In terms of places, Yomart has a modern concept store building with a relatively larger size than some competitors in the vicinity. The layout of the store is spacious, comfortable, and the existence of an SBU (Strategic Business Unit) such as the existence of Bolen Lilit. The selection of store locations close to dense settlements also supports an efficient distribution strategy.

Promotion plays a central role in shaping consumer behavior and driving purchase intentions, especially in digital and technology-mediated environments. According to Gelibolu and Mouloudj (2025), persuasive elements such as personalized recommendations, perceived convenience, and promotional cues significantly influence consumer engagement and decision-making, particularly when facilitated through smart voice assistants (SVAs). In online shopping contexts, these promotional strategies act not only as triggers for attention but also as reinforcements that encourage actual purchase behavior. The study highlights that when promotional efforts are aligned with consumer expectations such as relevance, simplicity, and trust—they can overcome initial hesitation and motivate users to complete transactions. This reflects the broader principle that promotion is not merely about attracting attention, but about strategically guiding the consumer toward conversion, even more so in environments where digital interaction replaces physical presence. Thus, effective promotion remains a cornerstone of marketing communication, particularly in the evolving digital retail space where technologies like SVAs and algorithmic targeting redefine how consumers encounter and act on promotional messages.

Yomart's promotional strategy is multichannel because it promotes offline and online. Offline Promotions include Weekend Bazaar and Bazaar on the Road activities that aim to attract customers directly to Yomart stores. In addition, Yomart also runs BUMING Promo (Weekly Cheap Shopping), which is held every week, and PAHE Promo (Pasti Hemat), which lasts for two weeks. Another form of offline promotion is the Member Discount, which is given to customers who use the Yomart member card.

Online Promotion is conducted through social media platforms, especially Instagram. Yomart regularly holds live sales for 3–4 hours every weekend. During these live sessions, superior products such as cooking oil, baby diapers, and cosmetic products are offered at promotional prices.

4. Conclusion

Based on the results of the survey of the distribution of questionnaires to 40 respondents, most customers were satisfied with the completeness of the product and also the price applied by yomart. Promotion and price are the two aspects of marketing strategy that have the most significant effect on marketing effectiveness. Consumers tend to prefer affordable prices and offers of various attractive promos. Yomart's marketing effectiveness is reflected in the increase in the number of customers, consumer loyalty as seen from the number of consumers who have a membership card when they use it to shop, and periodic sales growth due to the number of promos.

However, there are several suggestions put forward by the author to further improve the marketing strategy, including by further increasing the use of digital social media To expand the scope of promotion and reach a wider market segment, maintain what has become a highlight of the marketing strategy and maintain the completeness of the products in the store because with the completeness of the product it can increase consumer satisfaction, evaluate the strategy periodically so that it can adapt to market trends that are always changing in order to remain competitive in the retail industry.

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