

DAFTAR KEPUSTAKAAN

- Bugwandin, V., & Bayat, M. S. (2022). A sustainable business strategy framework for small and medium enterprises. *Acta Commercii*, 22(1), 1–12.
- Caciulan, L. R., Mihart, L. A., Vagner, D. F., Vodislav, M. G., Ivascu, L., & Tamasila, M. (2023). Evaluating the Impact of Promotional Activity on Marketing. *Scientific Bulletin of the Politehnica University of Timișoara Transactions on Engineering and Management*, 3(1), 7–13.
- Colm, L. I. M. (2022). Strategies to Improve B2B Customer Relationships Through Digitally Enabled Experiences. In *Handbook of Research on Digital Innovation and Networking in Post-COVID-19 Organizations* (pp. 18–35). IGI Global.
- Fadhilah, A. R., & Berliana, R. K. (2022). Strategi Komunikasi Marketing Produk Perawatan Kulit Bloomka dalam Menarik Minat Beli Konsumen. *Journal of Education, Humaniora and Social Sciences (JEHSS)*, 4(4), 2604–2614.
- Fauzi, D. I., & Gofur, A. (2021). Pengaruh Komunikasi dan Motivasi Terhadap Kinerja Karyawan PT Fit And Health Indonesia Cabang Cilandak Jakarta Selatan. *Jambis: Jurnal Administrasi Bisnis*, 1(5), 444–452.
- Hase, S., Busch, C., Hase, S., & Busch, C. (2018). The sales team. *The Quintessence of Sales: What You Really Need to Know to Be Successful in Sales*, 57–75.
- Hidayat, M. T., & Maqsudi, A. (2024). PELATIHAN DAN PENDAMPINGAN KARYAWAN BUMY DALAM PENYUSUNAN BUSSINESS PLAN. *ABDI MASSA: Jurnal Pengabdian Nasional (e-ISSN: 2797-0493)*, 6(02), 8–19.
- Kim, H.-B., & Park, E.-J. (2022). The Effects of Service Marketing Mix Factors (7P) on Experience Satisfaction and Consumer Preference Behavior in Beauty Service. *Journal of the Korean Society of Cosmetology*, 28(4), 761–771.
- Kotler, P., & K. K. L. (2021). *Marketing Management (16th ed.)*. Pearson.
- Mayer, M., & Voeth, M. (2022). Improving negotiation success in B2B sales organizations: is structured negotiation management a success factor? *Journal of Business Economics*, 92(2), 163–196.
- Phadnis, V. (2020). Strategic Management through Innovation and Cost Saving. *SAMRIDDHI: A Journal of Physical Sciences, Engineering and Technology*, 12(02), 112–121.
- Putri, R. A., Yanto, C. H., Amalia, I., Sinarudia, L. E., & Ricoida, D. I. (2024). Perencanaan Strategis Sistem Informasi untuk Meningkatkan Efisiensi

- dan Efektivitas Proses Bisnis di PT. Karunia Mitra Distribusi. *Jurnal Teknologi Sistem Informasi*, 5(1), 214–226.
- Rahmanita, A. D., & Panuju, R. (2023). Marketing Communication in Increasing Sales in Media Ilmu Publishers of Sidoarjo. *GREENOMIKA*, 5(1), 61–67.
- Sari, Y. P. (2022). Persepsi Konsumen Terhadap Promosi Pada Aplikasi “FISDOK” Solusi Smart Pelayanan Kesehatan: Study kasus: Desa Banjarsari, Kecamatan Gajah, Kabupaten Demak. *MAMEN: Jurnal Manajemen*, 1(2), 134–145.
- Srinivasan, R. (2025). *Strategic management: the Indian context*. PHI Learning Pvt. Ltd.
- Wichmann, J. R. K., Uppal, A., Sharma, A., & Dekimpe, M. G. (2022). A global perspective on the marketing mix across time and space. *International Journal of Research in Marketing*, 39(2), 502–521.
- Wongkar, M., Paath, F. M., Tandaju, T. Y., Ekonomi, F., Program, B., Akuntansi, S., De, U., & Manado, L. S. (2023). PENERAPAN STRATEGI TINGKAT FUNGSIONAL SEBAGAI MANAJEMEN STRATEGI UNTUK KEUNGGULAN BERSAING PERUSAHAAN (STUDI: USAHA MIKRO DAN KECIL DI KOTA MANADO). In *Jurnal Innovative* (Vol. 20).
- Yunus, M., Ibrahim, M., Musnadi, S., Buchari, A. M., Maihani, S., Syauqi, T. M., Harahap, R. E., & Sawitri, R. (2024). *Manajemen strategi*. Deepublish.
- Zahrah, H., Rahayu, A., & Dirgantari, P. D. (2022). The Effect of Partnership Strategy on Business Success (Case Study on Hospitality in West Java). *Journal of Accounting and Finnance Management*. <https://doi.org/10.38035/jafm.v3i5>
- Zeng, Z. (2022). Discussion on B2B international marketing strategy based on customer relationship theory. *2022 International Conference on Artificial Intelligence in Everything (AIE)*, 384–388.
- Zuhdi, S., Hutabarat, A. S., & Octavian, H. S. (2025). *Manajemen Strategi*. Kesatuan Press.