

An Analysis of Marketing Strategies for PS Djeram Kretek Cigarette Products in Bima Regency

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Abstract

This study aims to analyze the marketing strategy of PS Djeram Kretek Cigarettes in Bima Regency based on consumer perceptions using the marketing mix (4P) approach, which includes promotion, product quality, price, and place/distribution. The research employed a quantitative descriptive method with data collected through questionnaires distributed to 100 consumers of PS Djeram Kretek Cigarettes in Bima Regency. The sampling technique used was purposive sampling. Data were analyzed using validity and reliability tests, as well as descriptive statistical analysis with the assistance of SPSS version 25. The results indicate that all research instruments were valid and reliable. The price variable obtained the highest mean score of 4.3800, followed by promotion (4.3775), place/distribution (4.3175), and product quality (4.3150). All variables were categorized as very good. The overall grand mean score of 4.3475 demonstrates that the marketing strategy of PS Djeram Kretek is perceived very positively by consumers. The product's main competitive advantage lies in its affordable pricing, which aligns with consumers' purchasing power, supported by effective promotional activities, good product quality, and accessible distribution channels. These findings suggest that the implementation of the 4P marketing mix has been effective in enhancing the competitiveness of PS Djeram Kretek in Bima Regency.

Keywords

Marketing Strategy; Marketing Mix; PS Djeram Kretek



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INTRODUCTION

The cigarette industry in Indonesia is one of the manufacturing sectors that has a strategic role in the national economy. The contribution of this industry to state revenue through tobacco excise consistently reaches more than Rp150 trillion per year, while absorbing millions of workers from upstream to downstream, ranging from tobacco and clove farmers, factory workers, to retail traders throughout the archipelago (Abdillah & Jaya, 2025). On the other hand, the prevalence of cigarette consumption in Indonesia is still relatively high, with clove cigarettes as the main

choice of the majority of domestic smokers, reflecting the strong cultural preference of the public towards this type of traditional tobacco product (Haryono & Kurnianingsih, 2022).

The competition for the clove cigarette industry in Indonesia is getting tighter with the presence of various brands from major manufacturers such as HM Sampoerna, Djarum, Gudang Garam, and Bentoel who continue to innovate in marketing strategies, product development, and pricing to win market share (Purnomo, 2024). In the midst of these competitive dynamics, Djarum as one of the main players in the national clove cigarette industry has various product variants that target diverse segments of society, one of which is PS Djeram Kretek which is known as a folk cigarette at an affordable price and a distinctive taste of clove tobacco (Rusdiana et al., 2021).

Bima Regency as one of the areas in West Nusa Tenggara Province has unique consumer characteristics, with the majority of the population working in the agriculture, livestock, and trade sectors. The level of cigarette consumption among the people of Bima Regency is quite high, and PS Djeram Kretek Cigarettes is one of the brands that is widely consumed by people in the area, especially in the lower middle segment which considers price as the main factor. This phenomenon makes Bima Regency a relevant location to be studied in the context of the analysis of the marketing strategy of clove cigarette products.

Marketing strategy is an important factor in maintaining the sustainability and competitiveness of a product in the market. According to Kotler & Armstrong (2016), marketing strategy is the marketing logic that companies use to create value for customers and build profitable relationships with consumers. It is important to note that marketing strategies can be analyzed through the concept of marketing mix which consists of four main elements, namely product, price, place/distribution, and promotion) (Kotler & Armstrong., 2016). Product quality is the ability of a product to carry out its function in accordance with consumer expectations (Azmi & Yusuf, 2022), According to Purnomo (2024), promotion is one of the important elements in the marketing mix that can affect consumer buying interest. Meanwhile, price is a sum of value or money that consumers must pay to benefit from a product (Sipayung & Fahrizal, 2021). In addition, Saputra & Widodo (2024) state that a distribution channel is a series of organizations involved in the process of providing products or services for use or consumption by consumers or business users. These four elements must be managed in an integrated manner so that the company is able to maintain a competitive position and reach the target market effectively.

From the product aspect, the quality of raw materials, taste, aroma, and durability of the product are important factors in shaping consumer perception of PS Djeram Kretek Cigarettes (Perdana et al., 2024). From the price aspect, pricing is a fairly important factor considering that most consumers in Bima Regency come from community groups with lower middle income levels so they tend to consider price affordability in choosing products (Alma, 2021). Furthermore, the aspect of place or distribution is related to the ease with which consumers obtain products through availability in stores, kiosks, and other distribution networks (Budianto & Pujiani, 2021). Meanwhile, the promotional aspect is a challenge for the cigarette industry due to restrictions on tobacco product advertising regulations, so companies are required to develop more effective and adaptive promotional strategies (Purnomo, 2024).

Several previous studies have shown the importance of marketing strategies in supporting the success of marketing a product. Research conducted by Saputra and Widodo (2024) entitled "Analysis of the Marketing Strategy of Vapestore Brand Refre5h in Kota Kasablanka Mall Through a SWOT Approach" shows that a marketing strategy that combines internal strength and external opportunities is able to increase marketing effectiveness through online and offline promotion optimization. The study also uses the marketing mix as the basis for strategy analysis.

Research by Sope (2023) entitled "Analysis of Marketing Strategies Towards Increasing Sales" found that the implementation of marketing strategies that include market segmentation and marketing mix optimally can improve marketing performance. Furthermore, research by Perdana et al. (2024) Regarding the marketing strategy of tobacco products in the cigarette industry, it shows that the strength of brands and distribution networks is the main factor in facing the challenges of the cigarette industry amid rising excise rates and market competition.

In addition, Suhada and Norhabiba's (2025) research on marketing communication strategies on Clasmild cigarette products shows that marketing strategies based on marketing mix (4P) and marketing communication are able to strengthen the product's position in the market. Another study by Rahmadina et al. (2023) also shows that the application of marketing elements that include products, prices, places, and promotions has an important role in supporting marketing activities in the business of selling cigarette products.

Although various previous studies have discussed marketing strategies on different types of businesses and the cigarette industry, most studies use qualitative approaches and SWOT analysis. The research that specifically analyzes the marketing

strategy of PS Djeram Kretek Cigarettes in Bima Regency with a quantitative descriptive approach based on consumer perception of product elements, prices, places, and promotions is still relatively limited.

Based on this description, this study was conducted to analyze and describe the marketing strategy of PS Djeram Kretek Cigarettes in Bima Regency through four elements of the marketing mix, namely product, price, place/distribution, and promotion so that it can provide an overview of the condition of the marketing strategy applied to the product.

METHODS

This study uses a quantitative approach with a descriptive type of research. This research was conducted in Bima Regency, West Nusa Tenggara Province. The selection of the location of this study is based on the consideration that Bima Regency is one of the areas with a fairly high level of consumption of PS Djeram Kretek Cigarettes in the West Nusa Tenggara region, and has unique socio-economic characteristics of the community with the majority of the population working in the agriculture, livestock, and trade sectors. The population in this study is all consumers who have bought and consumed PS Djeram Kretek Cigarettes in the Bima Regency area, with the number of samples used being 100 respondents. The data collection techniques used in this study are questionnaires, observations, and library studies. The data analysis technique used in this study is quantitative descriptive analysis. Data processing in this study was carried out using the Statistical Package for the Social Sciences (SPSS) version 25 program.

FINDINGS AND DISCUSSION

Findings

Quantitative Descriptive Analysis

Quantitative descriptive analysis was carried out to provide an in-depth picture of consumer perception of each element of the marketing strategy of PS Djeram Kretek Cigarettes in Bima Regency. The interpretation of the assessment category used the following average score interval criteria: 1.00–1.80 (Very Poor), 1.81–2.60 (Not Good), 2.61–3.40 (Moderately Good), 3.41–4.20 (Good), and 4.21–5.00 (Very Good) (Sugiyono, 2022).

Descriptive Analysis of Promotional Variables

Promotional variables were measured using four statement items that included the reach of promotional media, the effectiveness of advertising in influencing buying

interest, the appeal of sales promotions, and the influence of promotions on consumer knowledge of products.

Table 1. Descriptive Analysis of Promotional Variables

Code	Statement	Mean	Std. Dev	Min	Max	Category
P1	Promotions are carried out in various media (social media, banners, etc.)	4,43	0,624	3	5	Excellent
P2	Advertisements/promotions of PS Djeram Kretek make you interested in buying	4,31	0,748	2	5	Excellent
P3	The sales promotions (discounts/bonuses) offered are very attractive	4,34	0,742	2	5	Excellent
P4	Knowing this product through promotions made by sellers	4,43	0,607	3	5	Excellent
	Average Promotion Variables	4,3775	0,680	2	5	Excellent

Based on Table 1, the promotion variable obtained an overall average value of 4.3775, which is in the Very Good category. Items P1 (Promotion is carried out in various media) and P4 (Knowing the product through seller promotion) obtained the highest average of 4.43, indicating that the reach of promotional media and the effectiveness of promotional channels at the point of sale are perceived most positively by consumers. Meanwhile, the P2 item (Advertising/promotion makes you interested in buying) got the lowest average of 4.31, although it is still in the Very Good category. The standard deviation values ranging from 0.607 to 0.748 indicate a relatively consistent level of uniformity of respondents' perception of product promotion aspects.

In terms of frequency distribution, the Strongly Agree (SS) answer dominated all promotional items with a percentage between 44%–50%, and no respondents chose Strongly Agree (STS). This confirms that the promotion strategy of PS Djeram Kretek is seen as effective and able to reach consumers in Bima Regency.

Descriptive Analysis of Product Quality Variables

Product quality variables are measured through four main dimensions, namely tobacco quality, product physical resistance, raw material quality, and product aroma distinctiveness.

Table 2. Descriptive Analysis of Product Quality Variables

Code	Statement	Mean	Std. Dev	Min	Max	Category

Pr1	The quality of the tobacco used is very good	4,38	0,663	3	5	Excellent
Pr2	The product is not easily damaged/destroyed so it is convenient to use	4,30	0,674	2	5	Excellent
Pr3	The raw materials used are of high quality	4,23	0,750	1	5	Excellent
Pr4	Has a pleasant distinctive aroma	4,35	0,730	1	5	Excellent
	Average Product Variables	4,3150	0,704	1	5	Excellent

Based on Table 2, the product quality variable obtained an overall average value of 4.3150, in the Very Good category. Item Pr1 (Excellent quality of tobacco used) obtained the highest average of 4.38, reflecting that consumers highly appreciate the quality of tobacco raw materials used. The item Pr4 (Pleasant distinctive aroma) obtained an average of 4.35, indicating that the product's sensory identity is an advantage that is perceived directly by consumers. On the other hand, the item Pr3 (High quality raw materials) obtained the lowest average of 4.23 with the highest standard deviation of 0.750, indicating a higher variation in perception among respondents regarding the consistency aspect of raw material quality. In terms of frequency distribution, each product item has a dominant combination of SS and S answers, with a combined percentage of SS+S ranging from 88%–92%, emphasizing consumers' positive assessment of the product quality dimension.

Descriptive Analysis of Price Variables

Price variables are analyzed through four indicators which include price affordability, price suitability with people's purchasing power, price advantage over competitors, and price compatibility with product quality (Alma, 2021).

Table 3. Descriptive Analysis of Price Variables

Code	Statement	Mean	Std. Dev	Min	Max	Category
H1	The price of PS Djeram Kretek is very affordable	4,43	0,624	3	5	Excellent
H2	The price is in accordance with people's purchasing power	4,34	0,742	2	5	Excellent
H3	Cheaper price than other similar cigarette brands	4,36	0,746	2	5	Excellent
H4	Price according to quality produk Offered	4,39	0,650	3	5	Excellent

	Average Price Variables	4,3800	0,690	2	5	Excellent
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Based on Table 3, the price variable obtained the highest overall average value among the four variables, which is 4.3800, in the category of Excellent. Item H1 (The price of PS Djeram Kretek is very affordable) obtained the highest average of 4.43, followed by H4 (Price according to product quality) of 4.39, and H3 (Price cheaper than other brands) of 4.36. The acquisition of the highest average price variable among all variables confirms that the pricing strategy is the main competitive advantage of PS Djeram Kretek Cigarettes in Bima Regency. The relatively low standard deviation value (0.624–0.746) indicates a high uniformity of respondents' perception of the price aspect. In terms of frequency distribution, items H1 and H3 had the highest proportion of Strongly Agree answers at 50% and 48%, respectively, with no respondents choosing Strongly Agree (STS), reflecting a strong positive consensus among consumers.

Descriptive Analysis of Place/Distribution Variables

The place/distribution variables are measured through four indicators which include the ease of finding products at the nearest stalls/stores, the ease of searching in the surrounding environment, the availability of adequate quantities of products, and the equitable distribution distribution.

Table 4. Descriptive Analysis of Place/Distribution Variables

Code	Statement	Mean	Std. Dev	Min	Max	Category
T1	PS Djeram Kretek is easy to find at the nearest stalls/shops	4,32	0,790	1	5	Excellent
T2	No trouble finding this product in the surrounding environment	4,32	0,764	1	5	Excellent
T3	Products are available in sufficient quantities on the market	4,33	0,668	2	5	Excellent
T4	The distribution of products is well spread in various places	4,30	0,718	1	5	Excellent
	Average Place Variables	4,3175	0,735	1	5	Excellent

Based on Table 4, the place/distribution variable obtained an overall average value of 4.3175, in the Very Good category. Item T3 (Products available in sufficient quantities) obtained the highest average of 4.33, while items T1 (Easy to find in stalls/stores) and T2 (No difficulty finding products) obtained an average of 4.32 each. Item T4 (Well Spread Distribution) obtained the lowest average of 4.30. The standard deviation value of the place variable was relatively higher than that of the other

variable (0.664–0.790), indicating a greater variation in perception among respondents regarding product distribution, especially in certain areas that may have limited distribution accessibility. In terms of frequency distribution, the answer Agree (S) dominates all place variable items with a percentage between 46%–51%, followed by Strongly Agree (SS) between 42%–45%.

Recapitulation of Descriptive Analysis Results

Recapitulation of the average value of all research variables and their interpretation.

Table 5. Average Recapitulation of Research Variables

No	Variabel	Average	Std. Dev	Category
1	Promotions	4,3775	0,680	Excellent
2	Product Quality	4,3150	0,704	Excellent
3	Product Quality	4,3800	0,690	Excellent
4	Venue/Distribution	4,3175	0,735	Excellent
	Grand Mean (Overall 16 indicators)	4,3475	-	Excellent

Based on Table 5, all variables of PS Djeram Kretek's marketing strategy obtained the Very Good category with an overall grand mean value of 4.3475. The price variable obtained the highest average (4.38), followed by promotion (4.3775), venue/distribution (4.3175), and product quality (4.3150). This assessment pattern indicates that from the perspective of consumers in Bima Regency, the main strategic advantage of PS Djeram Kretek lies in the aspect of affordable and competitive pricing.

Discussion

PS Djeram Kretek Promotion Strategy

The results of the descriptive analysis showed that the promotion variable obtained an average of 4.3775 with the category of Excellent. This finding reflects the effectiveness of the promotional strategy implemented by PS Djeram Kretek in reaching and influencing consumers in Bima Regency. Theoretically, promotion is one of the crucial elements in the marketing mix that serves to inform, persuade, and remind consumers of a product (Kotler & Keller, 2016). The persuasive function of promotion was proven to be effective in the context of this study, as reflected by the high consumer assessment of items P1 (promotional media reach, mean = 4.43) and P4 (product introduction through seller promotion, mean = 4.43).

This finding is in line with the research of Suhada and Norhabiba (2025) who

analyzed the marketing communication strategy of Clasmild cigarettes, where the use of various elements of the promotional mix in an integrated manner including advertising, personal selling, and word of mouth has been proven to contribute significantly to increasing brand awareness. Its relevance to this research lies in the importance of the diversity of promotional channels in winning consumer perception. Similarly, Purnomo's (2024) research shows that word of mouth promotion strategies and brand image have a positive effect on cigarette purchase decisions, reinforcing the finding that promotional approaches that involve personal interaction at the retailer level are effective instruments, especially in local markets such as Bima Regency. Although the cigarette industry faces regulatory limitations in terms of advertising and promotion as stipulated in Government Regulation Number 109 of 2012 concerning the Safety of Materials Containing Addictive Substances in the Form of Tobacco Products for Health, promotion strategies based on points of sale, local sponsorship, and indirect marketing communication have been proven to still have a positive impact on consumer perception. Saputra and Widodo (2024) in their research on the marketing strategy of Vapestore Refre5h also emphasized that a comprehensive promotional strategy both online and offline is the key to increasing marketing effectiveness. The practical implication is that the management of PS Djeram Kretek needs to maintain and optimize promotional strategies through channels that have been proven to be effective, while exploring innovative promotional approaches that are in accordance with applicable regulations.

Quality of PS Djeram Kretek Products

The product quality variable obtained an average value of 4.3150, being in the Very Good category, but was the variable with the lowest average among the four variables studied. These findings indicate that although the overall quality of the product is perceived as positive, there is room for improvement that can be optimized, especially in the consistency aspect of raw materials (Pr3, mean = 4.23) which obtained the lowest average with the highest dispersion (SD = 0.750). Tjiptono (2015) emphasized that product quality reflects the overall characteristics of products that are able to meet customer needs and desires, including the dimensions of performance, reliability, durability, specification suitability, and aesthetics. The results of this study are relevant to the findings of Azmi and Yusuf (2022) which show that product quality has a positive and significant effect on the purchase decision of Gudang Garam Signature cigarettes. In the context of clove cigarette products, sensory attributes such as taste and aroma are the most direct quality dimensions that can be felt by consumers. This was confirmed in this study through the high assessment of items Pr1 (tobacco quality,

mean = 4.38) and Pr4 (typical aroma, mean = 4.35). Similar findings were also found by Abdillah and Jaya (2025) who found that product quality is a determining factor in cigarette purchase decisions among Indonesian consumers.

From a marketing management perspective, consistency of product quality is a fundamental prerequisite for building long-term customer loyalty (Kotler & Armstrong, 2016). Higher perceptual variation in Pr3 items indicates that some consumers feel inconsistencies in the quality of raw materials between productions, which has the potential to affect consumer satisfaction and loyalty. Therefore, investment in raw material quality control and standardization of production processes is a relevant strategic recommendation for product management to pay attention to.

PS Djeram Kretek Pricing Strategy

The price variable obtained the highest average value among all research variables, which was 4.3800, in the category of Excellent. These findings empirically confirm that the pricing strategy is the main competitive advantage of PS Djeram Kretek in the Bima Regency market. In marketing theory, Alma (2021) defines price as the value of an item expressed in money and becomes the basis for exchange in marketing activities, so that the right price can affect sales levels, competitiveness, and consumer satisfaction.

The demographic characteristics of respondents dominated by the self-employed (50%) and productive consumers aged 17–40 years (79%) show a profile of consumers who have strong economic value considerations in purchasing decisions. The socio-economic condition of the people of Bima Regency, the majority of whom work in the agriculture, livestock, and trade sectors, makes price affordability the dominant consideration factor. The highest rating on item H1 (Very affordable price, mean = 4.43) and the absence of a single respondent who voted Strongly Disagree on the affordability dimension of the price indicates a strong consensus among consumers regarding the price advantage of this product.

These findings are in line with the research of Arbinta et al. (2021) which examines the purchase decision of Mainstay Cigarettes, where price has proven to be a significant factor in the purchase decision of cigarette consumers from the middle to lower segment. Research by Haryono and Kurnianingsih (2022) also emphasized the relevance of price as a determinant of cigarette purchase. In the context of the increasingly fierce competition in the national clove cigarette industry, Perdana et al. (2024) found that competitive pricing is one of the adaptive strategies that are effective

in facing the pressure of increasing excise tariffs, relevant to the conditions faced by PS Djeram Kretek in Bima Regency.

Distribution Strategy/Place of PS Djeram Kretek

The place/distribution variable obtained an average value of 4.3175, in the Very Good category. Despite being the variable with the second lowest average value after product quality, consumer perception of the accessibility and availability of PS Djeram Kretek in Bima Regency remains very positive. Saputra and Widodo (2024) define distribution channels as a series of organizations involved in the process of providing products or services for consumption by consumers, with the efficiency and breadth of the distribution network as the key to product accessibility.

Items T3 (Products available in adequate quantities, mean = 4.33) and T1 and T2 (Ease of finding and searching products, mean = 4.32 each) received high ratings, indicating that PS Djeram Kretek's distribution network has managed to reach various points of sale in Bima Regency effectively. However, this variable has the highest average standard deviation value (0.735) compared to other variables, reflecting a greater variation in accessibility perception among consumers from various locations in the Bima Regency area that have diverse geographical characteristics.

These findings are consistent with the research of Rahmadina et al. (2023) which identifies that distribution elements in the 7P marketing mix have an effect on cigarette sales volume. Sope (2023) in his research also emphasized the importance of optimal distribution channel management as part of a comprehensive marketing mix. The practical implication is that increasing the density of the distribution network in the suburbs of Bima Regency that may experience limited accessibility is a strategic opportunity that needs to be prioritized to expand market reach and increase consumer satisfaction equally.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that the marketing strategy applied to PS Djeram Kretek Cigarette products in Bima Regency has gone very well and has gained positive perception from consumers. This is shown by the grand mean value of 4.3475 which is in the very good category. Of the four elements of the marketing mix (4P), the price variable obtained the highest score with an average of 4.3800, which shows that price affordability and price competitiveness compared to similar products are the main advantages of PS Djeram Kretek in attracting and retaining consumers. The promotional variable also received an excellent rating with an average value of 4.3775, where promotional activities through

various media and points of sale proved to be effective in increasing consumer awareness and interest in the product.

In addition, the quality of the product obtained an average value of 4.3150 and shows that consumers give a high appreciation to the quality of tobacco and the peculiarity of aroma owned by PS Djeram Kretek. However, the consistency of raw materials still needs attention to maintain product quality in a sustainable manner. Meanwhile, the distribution or place variable obtained an average value of 4.3175, which indicates that the product has been well available at various points of sale. However, the variation in consumer perception between regions shows the need to optimize the distribution network so that product availability can be more evenly distributed. Overall, the results of this study confirm that the marketing success of PS Djeram Kretek is supported by the synergy between competitive pricing strategies, effective promotions, good product quality, and adequate distribution.

The findings of this study provide an implication that companies need to maintain advantages in terms of price and promotion, while continuing to improve product quality and equitable distribution to strengthen their competitive position in the market. However, this study is still limited to analyzing consumer perception of the 4P marketing mix in the Bima Regency area. Therefore, further research is recommended to develop a research model by including other variables such as customer loyalty, consumer satisfaction, brand image, repurchase behavior, as well as the growing influence of digital marketing. In addition, comparative research in different marketing areas or with a mixed methods approach is also important to gain a more comprehensive understanding of the effectiveness of PS Djeram Kretek's marketing strategy in facing the ever-growing competitive dynamics of the cigarette industry.

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