

The Influence of Promotion and Consumer Behavior in Increasing Sales Volume at PT Mulia Boga Raya Tbk

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Abstract

Amidst the fierce competition in the food and beverage industry, companies must optimize marketing strategies and understand customer actions to sustain business growth. This study addresses how market interventions and customer dynamics drive revenue. This research aims to analyze the partial and simultaneous effects of promotion and consumer behavior on sales volume at PT Mulia Boga Raya Tbk. The method applied is a field study using an associative quantitative approach, which processes statistical data to test hypotheses and determine the relationships between the measured variables. The results indicate that promotion ($t\text{-count } 2.313 > t\text{-table } 1.669$, sig 0.024) and consumer behavior ($t\text{-count } 3.550 > t\text{-table } 1.669$, sig 0.001) both have significant partial effects on sales. Simultaneously, both factors heavily influence sales volume, as evidenced by the high F-value ($F\text{-count } 41.658 > F\text{-table } 3.138$, sig 0.000), which successfully rejects the null hypothesis. It is concluded that promotion and consumer behavior, both individually and collectively, provide a positive and statistically significant contribution to increasing the sales volume at PT Mulia Boga Raya Tbk.

Keywords

Promotion; Consumer Behavior; Sales Volume



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INTRODUCTION

The Indonesian processed cheese market is highly competitive, requiring PT Mulia Boga Raya Tbk to optimize its flagship brand, Prochiz. To sustain growth, companies must implement effective marketing management to achieve profitable consumer relationships (Kotler & Armstrong, 2019) through a tactical 9P marketing mix (Product, Price, Place, Promotion, Process, People, Physical Evidence, Public Relation, Power) that shapes buying behavior (Tjiptono, 2019; Assauri, 2019). Within this framework, promotional activities serve as crucial communication tools to shift consumer attitudes from unfamiliarity to long-term product retention (Laksana, 2019:129), while building brand awareness and loyalty (Armstrong & Kotler, 2021; Brown & Harris, 2020).

Promotional mix efficiency remains volatile because it is heavily contingent

upon dynamic consumer behavior (Yuliana & Prasetyo, 2023). Under the promotional mix matrix, companies integrate advertising, personal selling, sales promotion, publicity, and direct marketing to inform, influence, and remind target customers (Kotler & Keller, 2019; Tiwari & Kumar, 2022). For short-term acceleration, sales promotions utilize tactical incentives like discounts and coupons to expedite market responses (Laksana, 2019:143; Singh & Verma, 2023). However, continuous price reductions risk depreciating the product's perceived value (Kotler & Keller, 2019). Understanding consumer behavior the direct processes of obtaining, using, and disposing of products (Nugroho, 2019:2) is vital to manage cognitive, affective, and conative psychological buying dimensions (Kotler, 2019). Preserving quality consistency directly mitigates consumer risk and stabilizes sales volume, which represents the total units sold during a specific period (Kotler & Keller, 2019; Manurung, Ningsi, & Widodo, 2022).

This marketing and behavioral synergy is challenged by actual fluctuations in Prochiz sales volume (all variants) between 2021 and 2024. Statistical records indicate an upward trajectory from 2021 (161,501 units), culminating in a peak performance of 202,268 units in 2023. However, during the 2024 fiscal year, the market witnessed an unexpected contraction, with total sales dropping to 196,232 units, revealing an operational anomaly that demands rigorous scholarly investigation. A preliminary survey administered to 50 respondents across the 2023–2024 period revealed a paradox. Regarding promotional metrics, consumer attraction toward discounts escalated from 52% to 60%, and social media exposure expanded from 60% to 70%. Simultaneously, behavioral metrics indicated that product quality preferences rose from 70% to 80%, alongside a growth in brand advocacy from 56% to 64%. These indicators present a stark contradiction: while percentage-based consumer engagement with promotions and quality appreciation strengthened in 2024, the actual aggregate sales volume inversely diminished.

Theoretically, intensive digital advertising does not guarantee purchase conversion unless paired with robust service quality (Aulia & Nugroho, 2020) and aligned price-to-benefit appraisals (Utami & Wijayanto, 2022; Hidayat & Firmansyah, 2021). The empirical research gap lies in the disconnection between high promotional receptivity and the simultaneous decline in real sales volume during 2024. While literature presumes a linear, positive promotion-to-sales correlation, the novelty of this study centers on evaluating "promotion fatigue" and how internal behavioral determinants override digital promotions in the food sector. Premised on this, this investigation is titled "The Influence of Promotion and Consumer Behavior in

Increasing Sales Volume at PT Mulia Boga Raya Tbk". The primary objective is to critically assess the promotional mix matrix, dissect consumer behavioral patterns, and isolate the determinant variables driving sales fluctuations to formulate targeted marketing strategies.

METHODS

This study applies a positive associative quantitative approach to evaluate the statistical effects of promotion (X_1) and consumer behavior (X_2) on sales volume (Y) (Sugiyono, 2019). The research is physically located at PT Mulia Boga Raya Tbk North Sumatra Area (distributed by PT Citra Prima Adilestari) on Jl. Pulau Irian No. 88 Saentis, Deli Serdang, corresponding to the geographical coordinates 3.6744016387438996, 98.67119628054196. The investigation spans a total duration of five months, from June to October 2025, which encompasses the entire academic process from the initial research proposal phase to the final thesis defense.

The target population comprises 200 Prochiz consumers within the active distribution network of the Medan region (Sugiyono, 2019). To extract a representative subset, a non-probability purposive sampling method was chosen based on the specific criterion that respondents must have purchased the product at least twice (Sugiyono, 2019). Utilizing Slovin's Formula with a 10% margin of error tolerance, the final sample size is strictly determined to be 67 active respondents. The analytical framework involves independent and dependent variables measured through specific operational indicators. The first independent variable, Promotion (X_1), is constructed based on five main dimensions: advertising, sales promotion, personal selling, public relations, and direct marketing (Laksana, 2019). The second independent variable, Consumer Behavior (X_2), tracks the five operational stages of customer activity: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Nugroho, 2019). Meanwhile, the dependent variable, Sales Volume (Y), is evaluated through price, promotion, product quality, and distribution channel indicators (Kotler & Keller, 2019). For data collection, a self-administered questionnaire is distributed directly to respondents without external intervention (Sanusi & Arde, 2019), employing a 1–5 point Likert Scale ranging from strongly agree to strongly disagree (Sugiyono, 2020).

The fieldwork synthesizes primary data obtained from questionnaires, direct observations, and interviews, supplemented by secondary data from comprehensive literature reviews (Purnomo, 2021; Rahayu, 2019; Sugiyono, 2019; Sujarweni, 2020). The raw empirical data undergoes systematic data processing, which includes grouping, tabulating, displaying, and executing statistical computations to address

the underlying research questions (Sugiyono, 2019). Primary data derived from the questionnaires is calculated digitally via SPSS for Windows software and verified using manual computations. To ensure research integrity, the instrument is subjected to strict psychometric testing. First, content validity is tested using the Pearson Product-Moment Correlation method to verify how accurately the items represent the core concept of the variables (Prasetyo, 2021; Sugiyono, 2017; Sujarweni, 2020). Second, internal consistency and reliability are assessed using the Cronbach's Alpha coefficient to guarantee that respondent answers remain stable over time (Sugiyono, 2019).

Prior to testing the hypotheses, the model undergoes classical assumption tests to ensure unbiased estimations. Normality is evaluated using Normal Probability Plots, where the residual distribution is deemed normal if the plotted points cluster around and follow the direction of the diagonal line (Sugiyono, 2019). Multicollinearity is performed to detect any severe linear correlations between the independent variables in the regression model (Ghozali, 2019). Heteroskedasticity is tested via ZPRED and SRESID scatterplots, where a homoscedastic model is confirmed if the points spread randomly above and below the zero value on the Y-axis without forming distinct structural patterns (Ghozali, 2019). Subsequently, Multiple Linear Regression analysis is applied to project modifications in the dependent variable (Y) based on the values of the independent variables (X) (Sugiyono, 2019). The Coefficient of Determination (R^2) is calculated to assess the goodness-of-fit and determine the exact percentage of variation in sales volume explained by the independent predictors (Ghozali, 2019).

The structural relationship of this study is grounded in a systematic conceptual framework modeling how promotional efforts (Laksana, 2019) and active consumer behavior (Nugroho, 2019) dictate corporate sales output (Kotler, 2019), as illustrated in the author's paradigm model (Author, 2025). Based on this framework, three core hypotheses are formulated to guide the empirical testing (Creswell, 2019; Hair, 2021; Sekaran & Bougie, 2020). Hypothesis 1 (H_1) posits that promotion exerts a significant partial influence on increasing sales volume at PT Mulia Boga Raya Tbk. Hypothesis 2 (H_2) states that consumer behavior has a significant partial impact on driving sales volume at the company. Ultimately, Hypothesis 3 (H_3) proposes that promotion and consumer behavior exert a significant simultaneous and collective influence on increasing the sales volume at PT Mulia Boga Raya Tbk.

FINDINGS AND DISCUSSION

Findings

Research Results

PT Mulia Boga Raya Tbk is an internationally certified cheese producer (ISO 22000, HACCP, FSSC 22000, SNI, Halal MUI) under the Garudafood Group that has successfully segmented its Prochiz and Top Chiz product variations, driving its turnover significantly from IDR 0.9 trillion in 2020 to IDR 1.26 trillion in 2024. According to Indonesia Trade Industry data (2025), although Kraft still leads the market at IDR 2.3 trillion in 2024, Prochiz's performance as the No. 1 processed cheese brand in Indonesia by volume managed to massively outperform other competitors, such as Wincheez (IDR 0.36 trillion), Anchor (IDR 0.14 trillion), Diamond (IDR 0.13 trillion), Cheesy (IDR 0.11 trillion), Dairygold (IDR 0.07 trillion), Meg (IDR 0.06 trillion), and Emina (IDR 0.05 trillion). To analyze this performance, primary data was collected from 67 respondents dominated by females (52.24%), the 41–50 age group (31.34%), and high school/vocational school graduates (49.25%), using a structured 1–5 Likert scale questionnaire consisting of 10 items for Promotion (X_1), 10 items for Consumer Behavior (X_2), and 8 items for Sales Volume (Y).

Descriptive analysis reveals that the responses for Promotion (X_1) and Consumer Behavior (X_2) are heavily concentrated in the "somewhat disagree/neutral" cluster (score 3). For the X_1 variable, score 3 dominates the indicators for advertising intensity (38.81%), advertising comprehension (43.28%), special offer attractiveness (44.78%), purchase drive (49.25%), sales force persuasion (47.76%), post-discussion trust (37.31%), brand image activities (38.81%), and direct messaging intensity (43.28%), though "strongly agree" responses (score 5) are strong regarding positive news publicity (34.33%) and direct communication usefulness (37.31%). For the X_2 variable, score 3 peaks across need recognition (38.81%), environmental stimulation (47.76%), internet reference search (44.78%), peer reviews (50.75%), competitor comparison (46.27%), price-to-benefit appraisal (41.79%), offer confidence (41.79%), and post-consumption satisfaction (37.31%), while score 5 dominates firm purchase decisions (37.31%) and willingness to recommend (35.82%). Conversely, the Sales Volume (Y) variable experiences a stark polarization toward score 5 (strongly agree), particularly on price-quality alignment (43.28%), price consideration (41.79%), promotional information value (37.31%), special discounts (41.79%), distribution access ease (34.33%), product availability across locations (34.33%), and delivery efficiency (38.81%), whereas product durability/objective quality (40.30%) and feature performance satisfaction (32.84%) remain held at score 3.

Researcher Instrument Test

Based on the instrument testing, all items in this study are absolutely valid

and reliable for further analysis. Instrument validity was successfully achieved as the item-to-total correlation coefficients consistently exceeded the critical table value of 0.244, with the indicators for Promotion X 1 ranging from 0.631 to 0.825, Consumer Behavior X 2 from 0.534 to 0.879, and Sales Volume Y from 0.547 to 0.768. Furthermore, excellent internal consistency was established across all variables since their Cronbach's Alpha coefficients safely surpassed the required 0.60 benchmark, yielding reliable values of 0.763 for Promotion X 1 with 15 items, 0.757 for Consumer Behavior X2 with 15 items, and 0.760 for Sales Volume Y with 12 items.

Classical Assumption Test

Normality Test

Kolmogorov-Smirnov Test: The residual data is confirmed to be normally distributed as the asymptotic significance values (Asymp. Sig. 2-tailed) for all variables sit well above the minimum threshold of 0.05, specifically 0.115 for Promotion, 0.536 for Consumer Behavior, and 0.684 for Sales Volume. Visual Graph Analysis: The normality assumption is consistently supported by the histogram graph, which displays a symmetrical, bell-shaped curve without any skewness, as well as the Normal Probability Plot, where the data points tightly and consistently cluster along the diagonal line.

Multicollinearity Test

Model Indicators: The regression model is proven to be free from multicollinearity issues since the Tolerance value stands at 0.372 (well above the 0.10 minimum limit) and the Variance Inflation Factor (VIF) is recorded at 2.691 (safely below the maximum conservative threshold of 10). Partial Impacts: Promotion (X_1) exerts a significant effect with a significance value of 0.024 and an unstandardized coefficient of 0.270. Consumer Behavior (X_2) delivers a stronger and highly significant impact with a significance value of 0.001, an unstandardized coefficient of 0.423, and a standardized Beta weight of 0.480.

Heteroskedasticity Test

Data Dispersion: The visual analysis using the scatterplot graph confirms that the regression model does not suffer from any heteroskedasticity symptoms. Model Feasibility: The data points on the plot spread randomly and widely above and below the zero value on the Y-axis without forming any distinct geometric or structured patterns, indicating that the regression model is highly stable and feasible for further empirical processing.

Multiple Linear Regression Analysis and Hypothesis Testing

Multiple Linear Regression

Equation Model: The statistical analysis yields the following multiple linear regression mathematical formulation:

$$Y = 5.190 + 0.270X_1 + 0.423X_2$$

Coefficient Interpretation: The constant value of 5.190 represents the baseline score of sales volume when all independent variables are zero. The coefficients reflect a positive relationship, showing that every single-unit increase in Promotion (X_1) will raise the Sales Volume (Y) by 0.270, whereas a single-unit improvement in Consumer Behavior (X_2) triggers a larger increase of 0.423.

Hypothesis Testing (t-Test and F-Test)

Partial t-Test for Promotion (X_1): Promotion significantly influences sales volume because the t count value (2.313) is greater than the (t table) value (1.669) with a significance level of $0.024 < 0.05$. Therefore, the alternative hypothesis H_a is accepted. Partial t-Test for Consumer Behavior (X_2): Consumer Behavior significantly affects sales volume since the t count value (3.550) exceeds the t table value (1.669) with a significance level of $0.001 < 0.05$. The empirical evidence demonstrates that this variable has a more dominant contribution than the promotion variable. Simultaneous F-Test (X_1 and X_2): Promotion and consumer behavior collectively exert a significant simultaneous influence on sales volume. This joint relationship is robustly proven by an F count value of 41.658, which is much larger than the F table value of 3.138, backed by a significance level of $0.000 < 0.05$.

Coefficient of Determination (R^2)

Influence Percentage: The mathematical calculation of the model summary yields an R Square value of 0.566. Contribution Meaning: This index demonstrates that 56.6% of the variance and fluctuations in Sales Volume (Y) are collectively explained and determined by Promotion (X_1) and Consumer Behavior (X_2). Conversely, the remaining 43.4% is dictated by external factors and variables that were not incorporated into this specific research model.

Discussion

The Partial Effect of Promotional Strategies on Sales Volume Acceleration

Based on the partial statistical analysis (t-test), the Promotion variable (X_1) is proven to exert a positive and statistically significant influence on driving the Sales Volume (Y) of Prochiz products at PT Mulia Boga Raya Tbk. This significant contribution is firmly evidenced by the t count value of 2.313, which exceeds the t table of 1.669 with a significance level of $0.024 < 0.05$. This empirical finding confirms that the advertising intensity, sales promotions, personal selling, public relations, and direct marketing campaigns executed by the company correlate linearly with

triggering purchase conversions among target consumers. Integrated digital promotions, particularly intensive visual content across Instagram and TikTok platforms, have proven highly effective in capturing millennial attention and expanding brand exposure instantly. Theoretically, these findings reinforce the relevance of models proposed by Hidayat and Dewi (2021) as well as Ramadhani and Hidayat (2023), which argue that targeted promotional mix efficacy leads directly to real sales growth. This alignment also supports the arguments of Fadilah and Hartati (2022) and Setiawan and Halim (2021) regarding the significance of social media networks in processed product market penetration. Furthermore, this result strengthens the empirical foundations established by prior scholars such as Taufik (2019), Azwin (2020), Nirwana (2019), and Syahrial (2021), who highlight integrated marketing communication frameworks as crucial corporate mechanisms to outpace rivals within the competitive food and beverage sector.

the Dominance of Consumer Behavior as the Primary Determinant of Sales Volume

The partial t-test indicates that the Consumer Behavior variable (X_2) exerts a positive, statistically significant, and much more dominant impact on Sales Volume (Y) compared to the promotional strategy alone. This clear dominance is justified by a higher t text count value of $3.550 > t_{table} 1.669$, supported by a strong significance level ($0.001 < 0.05$). A unique insight derived from the descriptive questionnaire data reveals a contrasting psychological market dynamic; while a majority of respondents initially expressed hesitation (score 3) during the stages of online reference searches, peer reviews, and price-benefit comparisons, they still exhibited superior conviction (score 5) when finalizing rapid purchase decisions and showing readiness to recommend the product due to positive historical experiences. This behavioral dominance aligns closely with the theoretical frameworks of Anggraini and Prasetyo (2020) and Rahmadani and Sari (2023), which position the cognitive, affective, and conative psychological elements as the primary compass governing actual market consumption. The physical product quality consistency of Prochiz cheese empirically mitigates perceived risks and secures steady customer satisfaction, effectively overriding external digital advertising stimulations alone. Consequently, the linearity of these results successfully validates the academic conclusions of Hendra (2021), Yasmin (2020), Huda (2019), and Kurniawan (2019), reaffirming that a profound comprehension of customer taste shifts, internal needs, and post-purchase evaluations serves as the most critical determinant for maintaining long-term corporate sales stability.

Simultaneous Synergy, Resolving the Sales Paradox, and Research Limitations

Through simultaneous statistical evaluation (F-test), Promotion (X_1) and Consumer Behavior (X_2) collectively deliver a highly significant contribution to Sales Volume (Y), evidenced by an F count of $41.658 > F$ table 3.138 and a significance value of $0.000 < 0.05$. Furthermore, the coefficient of determination R^2 value of 0.566 demonstrates that these two independent predictors account for 56.6% of the variance and fluctuations in Prochiz sales volume, while the remaining 43.4% is dictated by external operational factors outside this regression model. This crucial synthesis successfully resolves the empirical contradiction (the sales paradox) observed in the 2024 fiscal period, where Prochiz real sales volume dropped to $196,232$ units despite strengthening percentage-based promotional metrics. Drawing from the insights of Yusuf and Rahmat (2022), Santosa and Andriani (2022), and Lestari and Suryani (2023), this conversion failure occurred because of "promotion fatigue" caused by massive digital advertisements that were not aligned with competitive price-to-benefit appraisals, robust service quality, or stable physical distribution channels (Manurung & Ningsi, 2024). This is further substantiated by the critical note from Maulana and Yulianto (2022), which states that digital ad exposure does not automatically guarantee real marketplace transactions if emotional fulfillment is neglected. Despite the strong validity of this regression model, several explicit research limitations must be acknowledged: Variable Scope Limitation: This study focuses solely on two independent variables (X_1 and X_2), leaving the remaining 43.4% of variance unexplored, which is likely driven by competitor price sensitivities, logistical supply chain reach, and sales force competencies. Sample and Geographical Limitations: The empirical data is restricted to a small cohort of 67 respondents localized within the North Sumatra/Medan distribution area, meaning that generalizing these findings to map national Indonesian market behaviors requires cautious interpretation. Measurement Approach Limitation: Relying on self-administered questionnaires introduces potential subject bias regarding how respondents interpret and assign scores to the Likert scale indicators in the field.

CONCLUSION

Based on the multiple linear regression analysis and empirical testing within this study, it is concluded that the promotional strategy X_1 exerts a positive and statistically significant partial influence on driving the sales volume Y of Prochiz cheese products at PT Mulia Boga Raya Tbk t count $2.313 > t$ table 1.669 , sig $0.024 < 0.05$), proving that digital advertising and strategic sales discounts work linearly to boost market conversions. Concurrently, the consumer behavior variable X_2 also

proves to have a positive and statistically significant partial effect on sales volume Y , standing out as the most dominant determinant in this empirical model (t count 3.550 > t table 1.669, sig 0.001 < 0.05), which highlights that internal psychological mechanics such as consistent taste preferences, past consumption satisfaction, and organic product recommendations serve as the underlying anchor that secures final purchase decisions. When evaluated collectively, promotional strategies and consumer behavior yield a highly significant simultaneous influence on sales volume (F count 41.658 > F table 3.138, sig 0.000 < 0.05), where the coefficient of determination calculation R^2 of 0.566 demonstrates that these dual independent variables explain and dictate 56.6% of the variance behind the company's real sales performance, while the remaining 43.4% is driven by external operational factors outside the boundaries of this statistical testing model.

Despite yielding a robust and mathematically stable regression model, a few key limitations within this study must be addressed, such as a restricted variable scope that leaves 43.4% of the sales variance unexplained, a field sample size structurally confined to 67 respondents concentrated strictly within the North Sumatra/Medan regional distribution lines which limits broad generalizability, and a reliance on self-administered questionnaires that creates a potential for subjectivity bias under real fieldwork conditions. Premised upon these empirical boundaries, several targeted directions are recommended for future academic inquiries; upcoming studies should expand the analytical framework by integrating critical missing marketing mix variables, such as pricing sensitivities and supply chain logistical capabilities, to comprehensively map the remaining sales volume variance. Furthermore, researchers are encouraged to broaden the sampling methodology by transitioning to a macro-level longitudinal approach that covers wider geographical distribution networks beyond North Sumatra, while employing mixed-method research designs that combine quantitative data with qualitative depth interviews to minimize individual response biases and critically capture the true structural threshold of digital promotion fatigue.

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