

# Purposing Marketing Strategy for Small Medium Enterprise (SME) To Improving Brand Awareness and Sales: Case on Samokheshi

Raihan Shiddiqi Delia<sup>1</sup>, Prawira Fajarindra Belgiawan, S.T, M.Eng., Ph.D.<sup>2</sup>

<sup>1,2</sup> School of Business Management, Institut Teknologi Bandung, Indonesia

\*Corresponding Author: Raihan Shiddiqi Delia<sup>1</sup>

**ABSTRACT:** This study is finding the suitable marketing for small medium enterprise (SME) female fashion brand to increasing brand awareness and sales. The SME in Indonesia is very vibrant especially in fashion industry and create a strong competition among the player in fashion industry. The challenge is the fashion brand should have a good marketing strategy to increasing brand awareness to make the sales is increase. This study is evaluating internal analysis using segmenting, targeting, and positioning (STP) analysis and 4P Marketing Mix from the brand. After evaluating the internal analysis, this study also evaluating external analysis that affecting the fashion industry. This study using customer analysis and PESTEL analysis to evaluate the external analysis. After conducting external analysis and internal analysis, this study is evaluating the company using SWOT Analysis and continues with TOWS matrix to determine the strategy to gaining the brand awareness for Samokheshi that affecting to increasing sales.

**KEYWORDS:** – Marketing Strategy, Small Medium Enterprise, Fashion Brand, Brand Awareness, Marketing Mix.

## I. INTRODUCTION

Small Medium Enterprise (SME) are expanding rapidly in Indonesia's thriving fashion industry, which is strengthening competitiveness. With the goal of gaining international recognition for the Indonesian fashion industry, the government of Indonesia is dedicated to building deeper relationships with all relevant parties in order to advance the nation's fashion industry and ecosystem. The Indonesian government is actively promoting initiatives to elevate Indonesian fashion to a prominent position in the international fashion scene [1].

Textile industry especially in apparel in Indonesia in the last three facing the up and down trend. In the first quarter 2023 is showing negative trend on textile industry especially in apparel industry. Other than that, the sales of the used fashion that come from overseas is also impacting to the sales of fashion in Indonesia. The first quarter of 2023 saw the textile and clothing industry's GDP, measured at constant prices, reach IDR 34.58 trillion. In comparison to the same period last year, this value decreased by 0.07% year over year (YoY), amounting to IDR 34.61 trillion [2]. The cause of the negative trend of is this drop in industrial performance was caused by the loss of the home market as well as a lack of orders from export destination countries [3].

Since the beginning of the company, Samokheshi's commercial situation has fluctuated recently. Samokheshi began operations via online platforms, particularly e-commerce platforms. Samokheshi is also using social media to disseminate information about the product. It has been four years since Samokheshi's owner launched the company. There are numerous competitors in the clothing industry, particularly for women's clothing. The target market for Samokheshi is not well-versed in the brand. Given that the brand is not well-known to consumers, Samokheshi's sales have been stagnant and declining over the past year. Samokheshi uses various online channels, including e-commerce platforms like Shopee and Tokopedia, and social media platforms like Instagram and WhatsApp, to sell their product. They also hire a micro social media influencer to market their product. However, sales decrease during Eid-Fitr and the rest of the year. Based on interview with the owner of Samokheshi. From the interview, the owner also allows the author to access the data regarding the sales of Samokheshi from 2020 until 2023. The data of sales of Samokheshi is sales from the all the channel of selling channel. In 2023, Samokheshi is cooperating with Diverse Collective to selling the product as their offline selling channel. The following table is show the data of sales Samokheshi from 2020 until 2023.

Table 1.1 Sales of Samokheshi

	Sales Samokheshi			
	2020	2021	2022	2023
Jan - Mar	13	26	25	6
Apr - Jun	19	19	26	10
Jul - Sept	10	9	15	22
Oct - Dec	17	6	9	4
<b>Total</b>	<b>59</b>	<b>60</b>	<b>75</b>	<b>42</b>

Source: Owner of Samokheshi

From the table above, the table shows the quantity that sold from 2020 until 2023. Sales are high in around January until June, the sales is gradually decrease since April until June, except 2020. The sales in last two quarter is decreasing and the lowest sales in the quarter 4. Based on annually, Samokeshi sales decrease from 75 pieces sold to 42 pieces of product sold. Preliminary studies reveal that Samokheshi sales are stagnant due to insufficient marketing efforts. The majority of customers choose online channels, and Samokheshi's current strategy is not effective in reaching the target audience. This lack of exposure and lack of product information has led to a decrease in sales in 2023. From the preliminary studies, found that from 10 person, only two person that know Samokheshi. Samokheshi facing lack of brand awareness trough female fashion brand. The author is analysing the current marketing strategy and aims to develop a new strategy to improve brand awareness and sales. Addressing these business issues is crucial for Samokheshi's success.

## II. THEORITICAL FOUNDATION

### 2.1 Brand Awareness

Brand awareness is the recognition and recall of a brand by its target audience, influencing consumer perceptions and purchasing decisions. It is crucial for building customer loyalty and solidifying a brand's position in a competitive market. Effective communication and memorable experiences contribute to brand awareness. Brand awareness involves the ability to recognise and recall a brand's name, logo, and symbol, ensuring it is remembered and understood by consumers [4]. To maximise communication benefits, raise overall business performance, and increase brand awareness, effective communication and strategic media utilisation are essential [5] Brand awareness is the recognition and understanding of a brand by consumers, enhancing its value beyond its functional features. It is a crucial aspect of brand equity, contributing to increased sales, customer loyalty, and market share. Measured through surveys and market research, brand awareness is crucial for a company's success [6]. The brand's awareness on Instagram is significantly influenced by signalling theory, which suggests that qualified content signals credibility, and information quality, which is associated with accurate, reliable, and understandable information [7]. Brand awareness and recall are crucial for consumer purchase decisions, with brand equity being built on the foundation of both aspects [8]. Effective communication and strategic media usage are crucial in enhancing brand awareness, ensuring optimal communication effects, and enhancing overall business performance [8]. Brand awareness is the probability that an individual will be able to recall a brand name, a product category, or a category requirement in a variety of contexts related to the brand [9].

### 2.2 Marketing Mix

The marketing mix is a fundamental idea in marketing that lists the several tools a business can employ to effectively sell its goods and services. A business can modify the aspects of the marketing mix that are under its control to impact their intended audience. Businesses can develop an offering that connects with their target market, meets their marketing objectives, and eventually increases revenue by judiciously packing these components. The marketing mix encompasses all the actions that the company can take to interact with consumers and provide value to them. Product, pricing, place or distribution channel, and promotion were the four components of the marketing mix that were thought to be important factors influencing consumer choices, according to recognised marketing theories [10]. The collection of tactical marketing tools that the company combines to elicit the desired response from the target market is known as the marketing mix [11]. The marketing mix design supports planning and decision-making in the product lifecycle curve, analysing market demand and supply components. It includes the 4Ps: product, price, place, and promotion, ensuring customer loyalty and satisfaction [12]. The marketing mix significantly influences customer satisfaction, with strategies like social media marketing, innovative content, and product deficiencies influencing consumer interest in

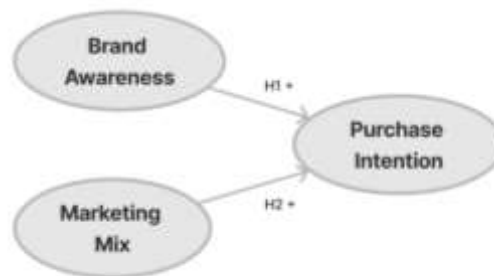
repurchasing products [13]. Marketing mix structure aims to achieve organizational goals and customer satisfaction by combining target customer needs, varying company-to-company based on resources and marketing objectives, resulting in the desired result [14].

### **2.3 Purchase Intention**

Purchase intention describes a customer's propensity or inclination to purchase a specific good or service. It is a key idea in studies on consumer behaviour since it captures the emotional and cognitive assessments that buyers make before to deciding what to buy. Many factors, such as individual preferences, perceived value, brand reputation, prior experiences, and outside stimuli like marketing campaigns and social pressures, all have an impact on purchase intention. It indicates the consumer's readiness and desire to participate in a transaction under particular circumstances, acting as a predictor of actual purchasing behaviour. Purchase intention refers to a consumer's positive attitude towards a brand and their commitment to continue purchasing from that brand in the future. It is a motivational factor that influences their behaviour towards purchasing goods or services, influencing their decision regarding preferences within the selection set [15]. Purchase intention is the propensity of a customer to make a purchase under circumstances, impacted by variables such as perceived value, price, and quality as well as internal or external incentives. These elements may cause the choice to alter from one of intention to real purchasing [16]. The likelihood or willingness of a customer to make a purchase in the future is referred to as purchase intention [17]. Purchase intention is the willingness and strategy of a customer to make a purchase in the future [18]. Purchase intention refers to a customer's willingness to purchase a product based on their desires, past experiences, and genuine eagerness to interact with a brand [19].

### **2.4 Hypothesis Development**

**Figure 2.4 Hypothesis Development**



Source: Author

#### **2.4.1 Brand Awareness on Purchase Intention**

According to earlier study, brand awareness has a favourable influence on consumers' purchase intentions in the fashion sector [20]. From the previous study conduct by Rastini and Rahatna stated that brand awareness has a positive relationship with purchase intention [21]. brand awareness has positive relationship with purchase intention [22]. brand awareness positively influences purchase intention in the fashion industry. Brand awareness is one important of factors that impacting customer to influence the purchase intention [23]. Brand that brand awareness that spreading widely among the target market can have a good impact for the brand to increasing sales.

**H1: Samokheshi's brand awareness have a positive relationship on purchase intention.**

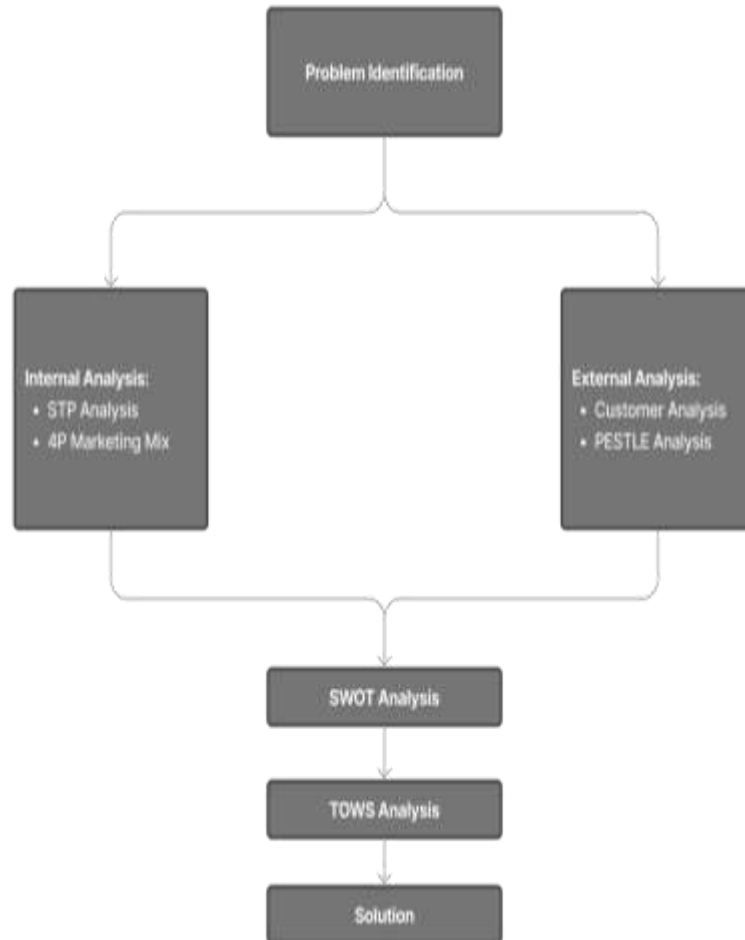
#### **2.4.2 Marketing Mix on Purchase Intention**

The previous study, the research found that marketing mix have positive relation with purchase intention [24]. product, price, promotion, and place together, or the marketing mix, have a favourable and substantial impact on purchasing decisions [25]. Marketing mix have positive relation with purchase intention according to the previous research [26]. Supported by previous study, marketing mix have positive impact to fashion product [27]

**H2: Samokheshi's marketing mix have positive relationship on purchase intention.**

### III. RESEARCH METHODOLOGY

Figure 3.1 Research Framework



Source: Author

The research design above will explain about the steps on this research. At the beginning of this research, the author conducts in depth interview with the business owner of Samokheshi to determine the business issue. Author also conducts the preliminary survey and gathered 10 source persons. The result of preliminary research is determining the research question and research objectives and develop conceptual framework in chapter II. The next step is this research is developed and continuing to analysing internal and external factors that will be explaining in the next section.

#### 3.1 External Analysis

To conduct the external analysis on this research, the author using four tools to analyzing the external analysis namely: (1) costumer analysis and (2) PESTLE analysis. From the external analysis, the author gains the information regarding the external factors that can affect the current business condition.

##### 3.1.1 Costumer Analysis

Understanding customer behaviour and motivations through customer analysis is valuable for businesses. By combining quantitative and qualitative data, businesses can gain insights into customer needs, leading to improved marketing campaigns, improved products, and a more satisfying customer experience. This ultimately leads to increased sales and customer loyalty. The focus are to requires the customer analysis [28]:

##### 3.1.1.1 Consumer Behaviour

The intriguing discipline of consumer behaviour studies how and why people make decisions about what to buy. It explores the psychology, social dynamics, and economic aspects that influence a customer's journey from need identification to choose evaluation, purchase, and experience reflection. Businesses can improve customer happiness and loyalty by customising their marketing, goods, and services to better appeal to their target audience by understanding these factors.

### **3.1.1.2 Customer Buying Decision**

The consumer buying decision process involves five stages: Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-Purchase Evaluation. Consumers identify a problem or desire, seek information about potential solutions, evaluate alternatives, decide on a purchase, and reflect on their purchase. Factors like price, brand reputation, features, and benefits influence the decision. The final stage is post-purchase evaluation, where consumers reflect on their purchase and assess if it met expectations, potentially influencing future buying decisions and brand loyalty.

### **3.1.1.3 Selecting Target Market**

Targeting market segments is locating customer groups with comparable traits or wants, then modifying product offers and marketing tactics to successfully address those demands. Businesses may improve resource allocation, tailor messaging to each segment's distinct tastes, and ultimately boost consumer happiness and loyalty by segmenting the market. Companies can set themselves apart from rivals, increase sales potential, and cultivate enduring connections with their most valued client groups by using this focused approach, all of which contribute to long-term growth and profitability.

## **3.1.2 PESTEL Analysis**

PESTLE analysis is a tool to identify or understand the external factors that affect the businesses. Businesses can use PESTEL analysis to create more successful strategies for navigating the current business climate. PESTEL analysis consist of six indicators that including [29]:

### **3.1.2.1 Political**

Political variables assess the company's exposure to the influence of the government and its policies. In addition to trade, fiscal, and taxing policies, this also entails study of political and stability measures.

### **3.1.2.2 Economic**

Product demand and supply models are influenced by several factors, including consumer income, inflation, interest rates, currency rates, and economic development, all of which have a major impact on consumer purchasing power.

### **3.1.2.3 Social**

Social dimensions encompass demographic characteristics, norms, customs, and values of the population, influencing customer characteristics. These factors, including income, careers, lifestyle, and culture, are crucial for targeting products.

### **3.1.2.4 Technological**

Technological changes that might have an impact on the firm include innovation, digitization, and other related variables.

### **3.1.2.5 Environment**

Environmental elements that might have an impact on the business, such as climate change, environmental laws, and other environmental considerations.

### **3.1.2.6 Legal**

Legal influencing elements that might have an impact on the business include copyright and patent laws, consumer protection, and other regulations.

## **3.2 Internal Analysis**

This internal analysis on this research using: (1) STP Analysis, and (2) 4P Marketing Mix. The author provides the current condition of business for the internal analysis on this research.

### **3.2.1 STP Analysis**

Marketing strategies involve segmentation, targeting, and positioning to identify and capitalize on market opportunities. Segmentation divides the market into distinct consumer groups, while targeting aligns with the company's objectives and resources. Positioning creates a unique brand image within target segments, emphasizing the company's value proposition. This strategic approach enhances competitive advantage. STP marketing strategy employs segmentation and targeting to enhance customer value, thereby enhancing the overall value of the business, thus thereby boosting profitability [30]. The three component of STP are:

#### **3.2.1.1 Segmenting**

A strategic marketing tool called market segmentation breaks a large market into more manageable groups according to characteristics like requirements, interests, behaviour, or demography. Companies can adjust their marketing messages and tactics accordingly, so that they appeal to the target audience. A market is divided into several segments by market segmentation. A market segment is made up of a subset of consumers with comparable demands and desires. Determining the proper number and type of market segments and selecting which one or ones to target is the responsibility of the marketer [31]

#### **3.2.1.2 Targeting**

Targeting is the strategic decision-making process that focuses marketing efforts on specific segments based on shared needs, traits, or behaviours. The size, growth potential, competitiveness, accessibility, and fit

with the company's product and brand are key factors considered when making targeting decisions. Targeting is a strategic approach that involves dividing a broad market into smaller, relevant segments to better understand consumer preferences and preferences [32].

### **3.2.1.3 Positioning**

To establish a distinctive identity and image for the consumer, positioning is the strategic process of developing a unique value proposition for a brand. As part of the process of developing a brand position, positioning the brand requires having a Point of Difference and Point of Parity when compared to competitors [33].

## **3.2.2 4P Marketing Mix**

The 4Ps (Product, Price, Place, and Promotion) are commonly known as the marketing mix, which is a basic framework in marketing strategy that helps companies place their goods and services in the market. The marketing mix, a technique used by businessmen to decide what to provide and how to offer the products sold to consumers, is one of the many aspects that influence the consumer's own purchase decisions [34]. The marketing strategy utilizes a marketing mix as a crucial tool to achieve its goals, strengthen market position, establish long-term consumer relationships, and generate desired business results [35].

### **3.2.2.1 Product**

Product symbolise the range of features, design, quality, and packaging that the company provides to fulfil the needs of its customers. Product refers to the combination of goods and services that the business provides to the target market [36].

### **3.2.2.2 Price**

Price, which is determined by several variables including perceived value, rivalry, and production costs, is the amount of money that is paid for a certain good or service. The price is the sum of money that buyers must spend to purchase the item [37].

### **3.2.2.3 Place**

Comprises business operations that enable the product to be accessed by the intended customer base. Place refers to the ways in which the product is distributed and made available to consumers, such as physical storefronts, internet portals, and middlemen [38].

### **3.2.2.4 Promotion**

Promotion includes all the different communication strategies used to increase awareness of the product and convince consumers to buy it, such as public relations, sales promotion, advertising, and personal selling. Promotions are a strategy used by marketers to persuade customers to try or use a product or service [39]

## **3.3 Data Collection Method**

The data collection method use on this research is:

### **3.3.1 Interview**

Author conducts an interview with the target customer as preliminary studies with the purpose of determine the research question and research objectives for this research. Other than that, the author also conducts an interview with the owner of business Samokheshi to determine the business issues.

### **3.3.2 Observation**

Observation is a sophisticated research technique that provides a deeper comprehension of people's viewpoints, yet it raises issues with validity, ethics, and trustworthiness [40]. This process is observing the business process in Samokheshi to find out the phenomenon of this research object.

### **3.3.3 Questionnaire**

Questionnaire is an essential research instrument that asks participants a series of questions with the goal of gathering data on a variety of topics relating to the study topic [41]. The author is distributing the questionnaire using Google Form media to respondent that regarding brand awareness, marketing mix, and purchase intention at Samokheshi.

## **3.4 Data Analysis Method**

This research is applied research that have a purpose of to solve the problem in Samokheshi and the output is the right solution for the store for improvement in marketing strategy. In the context of market research, applied research refers to the actual application of research methodology to address issues and provide measurable results [42]. The author uses IBM SPSS software and multi-linear regression analysis to analyze brand awareness, marketing mix, and purchase intention in Samokheshi, identifying issues and eliminating insignificant variables.

A research population refers to the entire set of individuals or entities of interest, with the size and extent determined by the study's topics and objectives. A sample may be selected from this population. In research, populations are defined by the unit of analysis and comprise the subsets of the population and their attributes [43]. In this study, the population of this study is people in Jabodetabek area who desire to buy a women apparel and who have purchase trough online and offline store.

The selection of sample size is largely influenced by the nature of the study. The sample size is typically small in the context of exploratory research designs, which mostly use qualitative approaches. For example, the required minimum sample size is often set at 200 responders [44]. The author is conducting the sample size with the criteria of female that live in Jabodetabek area with the range of age 16 – 35 years old that want to buy female apparel.

#### IV. RESEARCH RESULT

##### 4.1 External Analysis

A research population refers to the entire set of individuals or entities of interest, with the size and extent determined by the study's topics and objectives. A sample may be selected from this population.

##### 4.1.1 Customer Analysis

From the questionnaire gathered for this studies, the respondent that know the brand of Samokheshi only 12.1% or 27 respondent out of 220 respondent and all respondent is women and stay in Jabodetabek are. This study employs multiple linear regression analysis, including Coefficient of Determination (R<sup>2</sup>), Simultaneous Influence Test (F-Test), and Partial Influence Test (T-Test), to eliminate irrelevant variables one by one.

Figure 4.1: Multiple Linear Regression Result

Model	Variables Entered	Variables Removed	Method
1	X2, X1 <sup>a</sup>	.	Enter

a. All requested variables entered.  
b. Dependent Variable: Y

Source: Author

From the data that is already processed using IBM SPSS, the Figure IV.1 shows that the stepwise approach test findings indicate that two variables, called brand awareness (X1) and marketing mix (X2), are significant and are included in the regression equation. In the stepwise procedure, variables that are not significant will not show up in the entered/removed variables table, but they will be present in the excluded variable table when no insignificant variables are found.

##### 4.1.1.1 Coefficient Determination

Figure 4.2: Model Summary (Coefficient of Determination Test Result)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.622 <sup>a</sup>	.387	.381	2.306	1.621

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y

Source: Author

From the model summary, Figure 4.2 above shows that R<sup>2</sup> (R Square), the value in this study is 0,387. It follows that 38.7% of the dependent variable's variance is attributable to the independent variable, while the remaining 61.3% is determined by other factors not included in the study model.

##### 4.1.1.2 F-Test (Simultaneous Influence)

The purposes of F-Test is to find out the influence between independent variable throughout the dependent variable, with the hypothesis that already proposed as follow:

- H0:  $\beta_1, \beta_2 \leq 0$ , meaning that indicating that the independent variables brand awareness (X1) and marketing mix (X2) do not positively affect the dependent variable purchase intention (Y) at the same time.
- H1:  $\beta_1, \beta_2 > 0$ , indicating that the independent variables of brand awareness (X1) and marketing mix (X2) have a positive impact on the dependent variable of purchase intention (Y) at the same time.

With decision making criteria of F-Test as follow:

- P-value < 0.5: Indicate a significant relationship between the independent variables (Y) and the dependent variable (X), rejecting the H0 hypothesis and H1 is accepted.
- P-value > 0.5: Indicates that there is no significant correlation between the independent variable (X) and dependent variables (Y), failing to reject the H0 hypothesis. The conclusion is H0 is accepted and H1 is rejected.

Figure 4.3: ANOVA (F-Test Result)

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	728.117	2	364.058	68.486	.000 <sup>b</sup>
	Residual	1153.865	217	5.317		
	Total	1881.982	219			

a. Predictors: (Constant), X2, X1  
b. Dependent Variable: Y

Source: Author

Based on the Figure IV.7 above, The given p-value (Sig.) of .000 indicates that the data is less than the widely accepted significance level of 0.05. This implies that the H0 hypothesis is rejected and the H1 hypothesis is accepted since the independent variables, X1 and X2, together, have a statistically significant influence on the dependent variable, Y.

4.1.1.3 T- Test (Partial Influence)

In a regression study, the statistical significance of each independent variable's individual regression coefficient is determined using the t-test. The t-test determines if each coefficient (related to X1 and X2) in a regression analysis with two independent variables (X1 and X2) and one dependent variable (Y) is significantly different from zero. With the significant level of  $\alpha = 0.05$ , In this study, purchase intention (Y) is the dependent variable, while the independent variables brand awareness (X1) and marketing mix (X2) are utilized to test the following hypothesis:

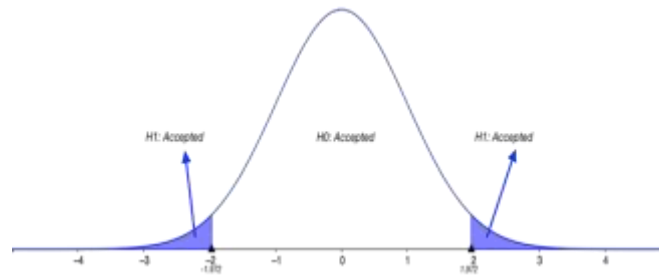
Influence of brand awareness (X1) to purchase intention (Y):

- H0:  $\beta \leq 0$ , represents a negative correlation between brand awareness (X1) and purchase intention (Y).
- H0:  $\beta > 0$ , shows that brand awareness (X1) and purchase intention (Y) are directly correlated.

Influence of marketing mix (X2) to purchase intention (Y):

- H0:  $\beta \leq 0$ , represents a negative correlation between marketing mix (X2) and purchase intention (Y).
- H0:  $\beta > 0$ , shows that marketing mix (X2) and purchase intention (Y) are directly correlated.

Figure 4.4: Two-Tailed Normal Distribution Curve



Source: Author

Based on the critical value of t for two-tailed test, the total respondent of 220 have t value is 1.972. The criteria of T-Test as follow:

- If the value t count is between -1.972 and 1.972, the H0 is accepted and H1 is rejected. It means that the independent variable (X) partially has no influence to dependent variable (Y)
- If the value of t count < t table (-1.972) or t count is > t table (1.972), the H1 is accepted and H0 is rejected. It means partially has influence to dependent variable (Y)

Figure 4.5: Coefficient (T-Test Result)

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.675	.935		5.054	.000		
	X1	.423	.085	.417	4.957	.000	.398	2.510
	X2	.091	.032	.240	2.846	.005	.398	2.510

a. Dependent Variable: Y

Source: Author

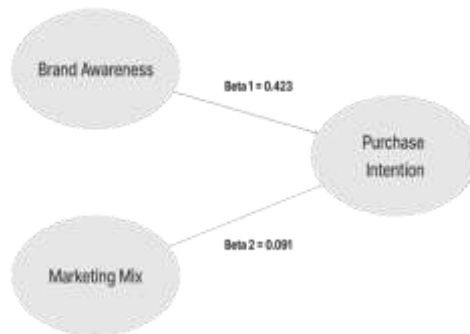
Based on the figure IV.9, the explanation is follow:

- H0 is rejected and H1 is accepted because the t count (4.957) is greater than t table (1.972). Brand awareness (X1) has a positive relation to purchase intention (Y).



- H0 is rejected and H1 is accepted because the t count (2.846) is greater than t table (1.972). Marketing mix (X2) has a positive relation to purchase intention (Y).

**Figure 4.6: Research Regression Model**



**Source: Author**

From Figure IV.10, the multiple linear regression in this study as follow:

$$Y = 4.675 + 0.423 X_1 + 0.091 X_2 + \epsilon$$

According to the following multiple linear regression equation, brand awareness (X1) of 0.423 and marketing mix (X2) of 0.091 may both explain purchase intention (Y). The positive values for the independent variables X1 (0.423) and X2 (0.091) demonstrate that customers are more likely to make purchases from Samokheshi if the company has a strong marketing mix and strong brand awareness, and vice versa. It would be preferable if Samokheshi could raise brand awareness first since it has a greater effect than the other two independent variables examined (X1).

#### **4.1.2 PESTEL Analysis**

##### **4.1.2.1 Political**

The Government of Indonesia is supporting SME to make the economic growth in the country. Fiscal policy is supporting the SME that deduct the tax is different from the firm. The Government of Indonesia regulates the transaction of purchasing through e-commerce. The regulation is from the Ministry of Finance Indonesia in PMK 210/PMK.010/2018 concerning Tax Treatment of Trade Transactions via Electronic Systems (E-commerce), hereinafter written PMK 210/PMK. The government of Indonesia also gives a tax incentive for SME that collect 0,5% of tax. Meanwhile, Article 5 of PP No.23/2018 states that the period for using the UMKM final PPh rate of 0.5% is a maximum of 7 years for individual taxpayers, 4 years for business entities in the form of cooperatives, CVs and firms, as well as 3 years for Limited Liability Companies (PT).

##### **4.1.2.2 Economic**

Indonesia's economy is expanding, but it also fluctuates depending on what's going on in the world economy. Consumer purchasing power is influenced by variables including GDP growth, income levels, and inflation rates. A burgeoning middle class with more disposable means has emerged in Indonesia in recent years, which could enhance demand for designer goods. On the other hand, consumer spending patterns may be impacted by financial crises or exchange rate changes.

##### **4.1.2.3 Social**

Fashion trends in Indonesia make people dress up, find proper apparel or fashion and look tidy. Fashion trends are greatly influenced by social movements, lifestyle modifications, and cultural preferences. The emergence of digital platforms and social media has also changed the way that customers interact with fashion brands by highlighting the value of social responsibility and an online presence. Trend fashion among the people in Indonesia also makes the fashion industry grow according to the national bureau of statistics (BPS). People nowadays are also buying a fashion apparel product looking for detail (stitching, cutting of the product and finishing of product), quality of product, and the model of apparel product.

##### **4.1.2.4 Technological**

The fashion business has been greatly impacted by technological innovations, which have affected everything from marketing methods to design and production procedures. Using technology for e-commerce platforms such as Shopee and Tokopedia, social media, and digital marketing tactics optimization is essential for a Bandung-based womenswear firm to remain competitive in the market. Furthermore, new materials and manufacturing processes present chances for product development that is sustainable and innovative.

##### **4.1.2.5 Environment**

Indonesia's tropical environment has a major impact on consumer demand and product appropriateness. The steady heat and humidity call for materials that are lightweight, breathable, and moisture-wicking, which is in line with Samokeshi's product line. In order to lessen its carbon footprint, the business has used recycled

materials. Additionally, Indonesia's biodiversity offers a chance to find distinctive natural fibers and colors, which will increase the appeal of the brand. Minimal seasonal variations also require sporadic product line modifications to account for minute temperature swings and monsoon seasons, guaranteeing ongoing market relevance. Samokheshi was established due to the founder's awareness of environmental issues caused by the fashion industry. The brand places significant emphasis on environmental values throughout its production process. As a result, Samokheshi follows a slow fashion business concept and upholds sustainability by utilizing natural garment materials and timeless designs.

#### **4.1.2.6 Legal**

The businesses especially for small medium enterprise (SME) are suggested to register the businesses through online single submission (OSS) Ministry of Investment of Indonesia. Registered business through OSS is to make the business have legal standing in Indonesia. Other than that, to make the business not copied by the other parties, the brand should patent the brand name and logo to avoid piracy. According to UU No 13 Tahun 2016, A patent is an exclusive right granted by the state to an inventor for the results of his invention in the field of technology for a certain period of time to implement the invention himself or give approval to another party to implement it.

### **4.2 Internal Analysis**

The internal analysis used by the author for this research is STP Analysis and 4P Marketing Mix

#### **4.2.1 STP Analysis**

##### **4.2.1.1 Segmenting**

Four separate customer segments were identified for Samokeshi based on demographic, psychographic, and geographic variables. High school students in Segment I, who are mainly from lower-class origins and are dependent on their parents, range in age from 16 to 19 and have a significant interest in trying out different fashion designs. Segment II focuses on college students and young, middle-class employees (ages 20 to 25) who have started working and who like to dress comfortably but stylishly. Segment III is made up of people in the 26–30 age range who are employed, business owners, and housewives from middle-class to upper-class families. They have steady salaries and a penchant for casual, comfortable attire. Lastly, Segment IV is made up of housewives and workers from middle-class origins who are between the ages of 31 and 35 and who likewise want to dress comfortably and casually. All market categories are geographically concentrated in Jakarta and the cities that surround it, namely Bogor, Depok, Tangerang, and Bekasi. This suggests that the Greater Jakarta area is the focus of the market.

##### **4.2.1.2 Targeting**

Samokheshi is targeting Segmen II and Segment III

##### **4.2.1.3 Positioning**

Samokeshi offers a distinctive value proposition focused on the use of natural, eco-friendly, and biodegradable materials, aiming to attract clients looking for breathable apparel materials. This guarantee makes sure that every product is made with the least amount of harmful textile effects on the environment. To set itself apart from the competition, Samokeshi places a strong emphasis on unique designs, clean cuts, and adjustable sizing modifications, giving clients the opportunity to enjoy both style and the ideal fit. Customers can feel fashionable and at ease while also supporting environmental sustainability with this method, which improves their emotional sense of both ecological and personal well-being.

#### **4.2.2 4P Marketing Mix**

##### **4.2.2.1 Product**

Samokheshi is a sustainable fashion brand that utilizes natural materials such as cotton, linen, lace and rayon. This environmentally conscious approach ensures both comfort for its users and alignment with Indonesia's tropical climate. Samokheshi sells various kinds of clothing ranging from tops, outerwear, dresses, bottoms, to masks. Comfort is the main factor in dressing, therefore Samokheshi choose quality materials that absorb sweat and are cool when worn considering the tropical climate in Indonesia. Linen is known as an expensive material because of its ingredients, but at Samokheshi consumers can buy it at an affordable price with good, neat stitching and cutting. With this business, Samokheshi hopes consumers can see more of the urgency of caring for the environment in what they wear. Samokheshi is committed to minimizing plastic usage in its packaging while ensuring product safety. For shipping, they utilize cassava poly mailers, and for in-store purchases, they provide paper bags. What sets Samokheshi's products apart is their unique design, which is hard to find elsewhere. Additionally, Samokheshi pays meticulous attention to the quality of the selected garments, as well as the stitching and cut of the clothing to ensure comfort when worn.

##### **4.2.2.2 Promotion**

Promotional channel of Samokheshi is through social media especially on Instagram. Samokheshi shares the promotion oftenly through Instagram Story. The content usually shows the mix and match the fashion using Samokheshi products. Other than that, the social media Samokeshi also engages with customers, for example reposting the content that is mentioned to Samokheshi Instagram account. Promotions in the form of discounts

are typically offered during festive occasions such as Eid al-Fitr and Christmas, national online shopping days, or other special moments like Kartini Day and payday sales. Additionally, Samokheshi offers promotions through in-store events at Divers Collective.

#### 4.2.2.3 Place

Samokheshi began operations via an internet retail channel. Samokheshi began selling the goods on e-commerce sites like Shopee and Tokopedia as well as social media, particularly Instagram. Samokheshi has also taken part in bazaars hosted in youth-oriented places, such as the Roona Pop-Up Bazaar and the Paris Van Java Mall. In 2023, Samokheshi worked with Diverse Collective in Bandung. In order to reach customers, Samokheshi began selling offline. Customers may test products in-store. Joining Diverse Collective's offline store boosts Samokheshi sales and expands its customer base. Jl. Anggrek No.55, Cihapit, Kec. Bandung Wetan, Kota Bandung, Jawa Barat 40114 is the address of the store.

#### 4.2.2.4 Price

The price that consumers need to pay to buy Samokheshi products ranges from IDR 200,000-400,000. The price of Samokheshi product is based on the materials of the product also the model. More complex the model and the materials, the more expensive. Samokheshi is also discounted on national shopping date or twin dates (example: 12.12) and usually on the public holiday, for example Eid Fitr and Christmas. Other than that, Samokheshi discounts the product price for new customers and the customers that buy through the Diverse Collective store.

### 4.3 SWOT Analysis

Table 4.1: SWOT Analysis

	Strength	Weakness
	<ul style="list-style-type: none"> <li>(1) Samokheshi product are suitable for environment in Indonesia also Samokheshi use the environmental friendly materials <b>(PESTEL)</b></li> <li>(2) The businesses have a legal standing <b>(PESTEL)</b></li> <li>(3) Samokheshi's product are comfortable and have a unique design <b>(4P Marketing Mix)</b></li> <li>(4) Range of price Samokheshi is in the range of Rp 230K - Rp 345K <b>(4P Marketing Mix)</b></li> </ul>	<ul style="list-style-type: none"> <li>(1) Samokheshi have a weak promotion even already doing promotion in social media <b>(4P marketing Mix)</b></li> <li>(2) Channel of shopping of Samokheshi is not covered a wide range to customer <b>(4P Marketing Mix)</b></li> </ul>
Opportunity	S-O Strategies	S-T Strategies
<ul style="list-style-type: none"> <li>(1) Brand Awareness have a positive relation with purchase intention <b>(Customer Analysis)</b></li> <li>(2) Marketing Mix have positive relation with purchase intention <b>(Customer Analysis)</b></li> <li>(3) Policy from government especially from Ministry of Finance regarding tax policy for MSME <b>(PESTEL)</b></li> <li>(4) The purchase power from people in Indonesia in increase recent year <b>(PESTEL)</b></li> <li>(5) Fashion trends in Indonesia, driven by social and digital influences, enhance tidy</li> </ul>	<ul style="list-style-type: none"> <li>(1) Utilise the favourable correlation between brand awareness and purchase intention to propel sales by implementing focused marketing efforts that showcase the distinctive style and cosiness of Samokheshi merchandise. <b>(S3, O1)</b></li> <li>(2) In order to draw in the target demographic of people in their 20s and 30s, strategically create promotions and discounts during holiday seasons by using the beneficial influence of the marketing mix on purchase intention. <b>(S4, O2, O6)</b></li> <li>(3) To reach the target</li> </ul>	<ul style="list-style-type: none"> <li>(1) To stand out from the competition and overcome low brand recognition, strengthen brand positioning by highlighting the items' environmental friendliness. <b>(S1, T1)</b></li> <li>(2) In marketing campaigns, emphasise the products' distinctive designs and reasonable prices to fight the textile industry's downward trend and economic downturns. <b>(S1, S2, S4, T1)</b></li> <li>(3) To assure a greater market reach and combat the restricted retail channels, develop alternative distribution</li> </ul>

<p>dressing and detail-oriented purchasing, boosting industry growth <b>(PESTEL)</b></p> <p>(6) Samokheshi targeting the potential customer in the range of age 20 - 30 years old <b>(STP Analysis)</b></p>	<p>demographic and increase brand awareness, work with digital influencers. Utilise social media platforms to capitalise on Indonesia's growing purchasing power and fashion trends. <b>(S3, O4, O5)</b></p>	<p>channels, such as partnerships with neighbourhood stores and online marketplaces. <b>(T1, S3)</b></p>
<b>Threats</b>	<b>W-O Strategies</b>	<b>W-T Strategies</b>
<p>(1) Lack of brand awareness <b>(Customer Analysis)</b></p>	<p>(1) Enhance promotional tactics to solve the issue of weak promotion by putting SEO techniques into place and raising social media platform involvement. This will reach a wider audience. <b>(W1, O1, O2)</b></p> <p>(2) Form strategic alliances with online fashion influencers to reach the 20–30 age range and increase brand awareness, hence enhancing the efficacy of current marketing initiatives. <b>(W1, O1, O6)</b></p>	<p>(1) Establish consumer feedback mechanisms to combat ineffective marketing and constrained shopping channels by continuously enhancing product offerings and customer happiness. <b>(W1, W2, T1)</b></p> <p>(2) In order to improve market presence, solve constrained shopping channels, and boost brand visibility and customer interaction, strengthen your offline presence by taking part in local events and fashion shows. <b>(W2, T1)</b></p>

#### 4.4 TOWS Analysis

##### 4.4.1 Strength – Opportunity (S-O) Strategies

###### 1. Leveraging brand awareness (S3, O1)

Samokheshi can boost sales by leveraging brand awareness and purchase intention through targeted marketing campaigns, emphasizing unique design and comfort to attract customers who value distinct fashion choices.

###### 2. Utilizing marketing mix (S4, O2, O6)

Samokheshi can enhance purchase intention by implementing strategic promotions and discounts, particularly during festive seasons, targeting the 20-30 year old demographic, which is more likely to be influenced by promotional offers.

###### 3. Collaborate with influencer (S3, O4, O5)

Utilizing digital influencers and social media effectively can boost brand awareness and appeal to Indonesian consumers, leveraging increasing purchase power and fashion trends, while showcasing unique features and comfort.

##### 4.4.2 Strength – Threats (S-T) Strategies

###### 1. Strength brand positioning (S1, T1)

Samokheshi's brand positioning can be enhanced by emphasizing its environmental friendliness, addressing brand awareness issues and promoting sustainable consumer preferences.

###### 2. Highlight affordability and design (S3, S4, T1)

Samokheshi can counteract negative textile industry trends and economic downturns by highlighting affordability and unique design of products, appealing to cost-conscious consumers seeking stylish fashion items and reducing the impact of economic challenges.

###### 3. Develop distribution channel (S3, T1)

Developing new distribution channels, including partnerships with local boutiques and online marketplaces, can ensure a wider market reach. This strategy addresses the threat of limited shopping channels and enhances the brand's visibility and accessibility, thereby increasing sales potential.

##### 4.4.3 Weakness – Opportunity (W-O) Strategies

###### 1. Improve promotional strategies (W2, O1, O2)

Samokheshi can enhance brand awareness and purchase intention by enhancing promotional strategies through increased social media engagement and SEO practices, thereby reaching a broader audience.

**2. Develop strategic partnership (W1, O1, O6)**

Strategic partnerships with online fashion influencers can enhance brand visibility and target the 20-30 age demographic, improving marketing effectiveness and addressing promotion weaknesses.

**4.4.4 Weakness – Threats (W-T) Strategies**

**1. Implement customer feedback system (W1, W2, T1)**

Samokheshi can enhance product offerings and customer satisfaction by implementing customer feedback systems, addressing weaknesses like weak promotion and limited shopping channels, and addressing competition threats.

**2. Strengthen offline presence (W2, T1)**

Participating in local events and fashion shows can enhance brand visibility and customer engagement, addressing the weaknesses of limited shopping channels and competition.

**4.5 Business Solution**

**4.5.1 Maximise Recognition of a Brand with Focused Marketing Campaigns**

Samokheshi has the potential to enhance its brand recognition and buy intent by devising and executing a range of focused marketing initiatives on diverse digital channels, including Facebook, Instagram, and TikTok. These marketing strategies ought to emphasise the items' distinctive style and comfort using eye-catching media such as films, client endorsements, and behind-the-scenes glimpses at the environmentally friendly manufacturing process. These campaigns will leverage the capabilities of comfy and distinctively designed items to draw in new customers and improve brand recognition by exhibiting the company's USPs.

**4.5.2 Collaborate with Influencers to Enhance Brand Awareness**

In order to augment brand recognition, Samokheshi ought to partner with well-known fashion influencers who share the company's principles. By showcasing Samokheshi items in sponsored articles, reviews, and styling advice, these influencers can reach a larger audience. In addition to engaging their followers and driving traffic to Samokheshi's online store, coordinating collaborative giveaways and promotional events will help them take advantage of Indonesia's growing purchasing power and emerging fashion trends. This approach aims to expand the target market by utilising the advantages of the product's comfort and design.

**4.5.3 Improve Promotional Strategies**

To reach more people and encourage more purchases, Samokheshi needs to improve its promotional tactics. Samokheshi can increase online visibility by improving their social media presence through consistent, high-quality postings, interaction with followers, and use of tools like Instagram Stories, Reels, and Facebook Ads. Organic traffic can also be generated by search engine optimising the website with pertinent keywords, speed improvements, and useful content like style guides and blogs. This strategy takes advantage of chances to raise brand recognition while addressing ineffective promotional activities.

**4.5.4 Utilize the Marketing Mix to Drive Sales**

Samokheshi ought to create a thorough marketing strategy that uses the marketing mix to increase sales, paying special attention to the 20–30 age range. This entails planning clever sales, discounts, and exclusive deals for important occasions like Eid, Christmas, and national shopping days. It is recommended that these promotions be promoted using social media ads, email marketing, and partnerships with online marketplaces. Samokheshi can increase purchase intention and boost sales by customising the aspects of the marketing mix to match the preferences of the target audience.

**4.5.5 Strengthen Offline Presence Through Event**

Engaging in pop-up stores, fashion shows, and local events can greatly boost Samokheshi's consumer interaction and brand visibility. Attendees will be drawn in by working with event organisers to acquire excellent booth spaces and designing eye-catching displays. Building brand identification and customer loyalty can be achieved by providing exclusive event discounts and participatory experiences, such styling sessions and product customisation. In order to improve market presence and strengthen brand positioning, this strategy makes use of in-person customer encounters to solve the limited shopping channels.

**V. CONCLUSION**

The present study investigated the efficacy of marketing techniques designed to augment brand awareness and purchase intention for the small and medium-sized enterprise (SME) Samokheshi. The results show that the marketing mix applied strategically and focused promotional efforts have a big impact on customer behaviour. Crucial tactics for overcoming the challenges facing the market today include boosting offline presence through partnerships and events, leveraging comprehensive marketing campaigns catered to the 20–30 age group, and enhancing online visibility through social media and SEO. The report also emphasises how crucial it is to strengthen market position by fixing distribution channel flaws and offering competitive

pricing. In summary, the study highlights the need for small and medium-sized enterprises (SMEs) such as Samokheshi to use diverse and adaptable marketing strategies in order to attain long-term expansion and a competitive edge.

## **VI. RECOMMENDATION**

### **6.1 For Business Owner**

#### **1. Boost Digital Marketing Efforts**

Samokheshi should concentrate on developing a strong online presence through a variety of digital marketing techniques in order to raise brand awareness and draw in a larger audience. This involves being active on social media sites like Facebook, Instagram, and TikTok, where interesting information may be published, including videos, client endorsements, and behind-the-scenes glimpses at the environmentally friendly production process. Incorporating search engine optimisation (SEO) techniques into the website will also raise its search engine ranking, resulting in an increase in organic traffic. Maintaining a user-friendly interface, adding useful material like blogs and style guides, and updating the website frequently with pertinent keywords will all help to increase internet presence and draw in new clients.

#### **2. Leverage Events and Partnerships**

Samokheshi may greatly increase brand recognition and generate opportunities for direct connection with potential customers by taking part in local events, fashion shows, and partnerships with influencers. Samokheshi can draw sizable crowds to these events by acquiring prominent venues and designing eye-catching displays. Visibility will also be increased by working with fashion influencers that share the brand's beliefs to produce sponsored posts, reviews, and styling advice that highlight Samokheshi items. Moreover, coordinating collaborative giveaways and marketing activities can interact with these influencers' fan bases, increasing traffic to Samokheshi's website and fostering a devoted following.

#### **3. Optimise Product offers and Pricing**

It's critical to continuously assess customer preferences and market developments in order to improve product offers and implement competitive pricing strategies that appeal to the target market, especially the 20–30 age range. To make sure that it continues to satisfy the changing demands and tastes of its clientele, Samokheshi should periodically assess and modify its product line. Sales can be increased by implementing dynamic pricing models and providing seasonal discounts on important shopping occasions such as national shopping days, Christmas, and Eid. Samokheshi can boost its market position and promote business growth by offering products that are both fashionable and reasonably priced.

### **6.2 For Academician**

#### **1. Examine the Effect of Digital Marketing on SMEs**

Researchers should look more closely at how digital marketing techniques, such social media interaction and SEO tactics, might improve the visibility of brands and encourage small and medium-sized businesses (SMEs) to make purchases. Future studies might look at the particular components of digital marketing that have the biggest effects on customer behaviour and how best to use them to help SMEs across a range of industries. Gaining an understanding of these dynamics can help fledgling organisations develop marketing strategies that work.

#### **2. Examine Pricing Strategies and Customer Preferences**

Academicians ought to think about looking at how SME sector pricing strategies, product offerings, and customer preferences relate to one another. It would be interesting to investigate how seasonal discounts and dynamic pricing models affect consumers' decisions to buy as well as how SMEs may successfully match their pricing strategies to customer preferences and market trends. These studies' insights can aid SMEs in creating competitive pricing strategies that draw in and keep clients, thereby fostering their expansion and sustainability.

## **REFERENCES**

- [1] Kementrian Perdagangan RI. Buka Jakarta Fashion Week 2024, Mendag Zulkifli Hasan: Bangun Industri Fesyen Go Global, Pemerintah Perkuat Kolaborasi. Retrived from: <https://www.kemendag.go.id/berita/siaran-pers/buka-jakarta-fashion-week-2024-mendag-zulkifli-hasan-bangun-industri-fesyen-go-global-pemerintah-perkuat-kolaborasi>. 2023
- [2] Sadya. Kinerja Industri Tekstil Merosot 0,07% pada Kuartal I/2023. DataIndonesia. Retrieved from: <https://dataindonesia.id/industri-perdagangan/detail/kinerja-industri-teks41-merosot-007-pada-kuartal-i2023>. 2023
- [3] Zahira. (2023). Baju Bekas Impor Gerus 20% Pasar Lokal, Sebabkan Ribuan Pengangguran. Retrieved from: <https://katadata.co.id/4akomala/berita/6412f1d704633/baju-bekas-impor-gerus-20-pasar-lokal-sebabkan-ribuan-pengangguran>

- [4] Rachmadhian, A. K., & Chaerudin, R. THE IMPACT OF EVENT MARKETING ON BUILDING BRAND AWARENESS FOR FASHION CUSTOMERS. *ASEAN Marketing Journal*, 11(1), 2019.
- [5] Rusdianti, & Nurul Fajar. Unravelling the Impact of Brand Awareness, Promotion, Security, and Service Quality on Customer Satisfaction and Loyalty in E-Wallet OVO: An Analytical Study. *Journal of System and Management Sciences*, 13(6), 2023.
- [6] Keller, K. L. (2013). *Strategic Brand Management*. Prentice Hall. 2013, 232.
- [7] Suryani, T., Fauzi, A. A., & Nurhadi, M. What Should Companies Do to Improve Brand Awareness Through Instagram? The Lens of Signalling Theory. *Asian Journal of Business and Accounting*, 15(2), 247–279, 2022.
- [8] Li, & Che Mat. The Impact of Visual Image on Brand Communication: A Multi-Dimensional Interaction Model Analysis. *Journal of Logistics, Informatics and Service Science*, 10(4), 2023.
- [9] Bergkvist, L., & Taylor, C. R. Reviving and Improving Brand Awareness As a Construct in Advertising Research. *Journal of Advertising*, 51(3), 294–307, 2022.
- [10] Moktar, Lubis, Toni, & Matondang. Analysis of Marketing Mix on Consumer Preferences in Purchasing Wuling Cars with Personal Branding as An Intervening Variable in North Sumatra Province. *Journal of System and Management Sciences*, 14(1), 2023.
- [11] Armstrong, G. M., Adam, S., Denize, S. M., Volkov, M., & Kotler, P. *Principles of Marketing*. Page 542, 2018.
- [12] Kongthanasuwan, T., Sriwiboon, N., Horbanluekit, B., Laesanklang, W., & Krityakierne, T. Market Analysis with Business Intelligence System for Marketing Planning. *Information*, 14(2), 116, 2023
- [13] Jasin, M., & Firmansyah, A. The role of service quality and marketing mix on customer satisfaction and repurchase intention of SMEs products. *Uncertain Supply Chain Management*, 11(1), 383–390, 2023.
- [14] Tabit, & Raewf. The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 4(4), 2018.
- [15] Pradana. The Effect of Youtube Advertisement on Consumer Purchase Intention of Online Transportation Brands in Bandung (Case Study on Grab and Gojek Companies). *South Asian Research Journal of Engineering and Technology*, 3(2), 44–54, 2021.
- [16] Sanny, L., Julianto, T. D., Savionus, S., & Kelena, B. W. B. Y. Purchase Intention in the Fashion Industry on Local and International E-Commerce in Indonesia. *International Journal of Asian Business and Information Management*, 13(2), 1–12, 2021.
- [17] Mulyana, M. R., & Ina Oktaviana Matusin. ANTESEDEN DARI PURCHASE INTENTION. *Jurnal Ekonomi Trisakti*, 3(1), 1775–1784, 2023.
- [18] Rahmi, S. F., & Kurniawati, K. FAKTOR YANG MEMENGARUHI PURCHASE INTENTION KONSUMEN INDONESIA SAAT BELANJA ONLINE. *SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 5(4), 1062–1073, 2022.
- [19] Hendro, H., & Keni, K. eWOM dan Trust sebagai Prediktor terhadap Purchase Intention: Brand Image sebagai Variabel Mediasi. *Jurnal Komunikasi*, 12(2), 298, 2020.
- [20] Shwastika, R., & Keni, K. The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry. *Advances in Social Science, Education and Humanities Research*, 2021.
- [21] Rastini, & Rahanatha. HOW DOES BRAND AWARENESS AFFECT PURCHASE INTENTION IN MEDIATION BY PERCEIVED QUALITY AND BRAND LOYALTY? *Journal of Critical Reviews*, 7(02), 2020.
- [22] Madiha Raees, Khan, S., & Kousar Zaheer. Impact of Social Media Marketing On Consumer Purchase Intention: A SEM Based Study of Attitude towards Information. *International Journal of Social Science & Entrepreneurship*, 3(2), 2023.
- [23] Dewi, F. M., Sulivyo, L., & Listiawati. Influence of Consumer Behavior and Marketing Mix on Product Purchasing Decisions. *APTISI Transactions on Management (ATM)*, 6(2), 151–157, 2022.
- [24] Dewi, G. C., Purwono, B. S. A., Bernardus, D., Efrata, T. C., & Yulianah, Y. ANALYSIS OF THE MARKETING MIX STRATEGY ON PURCHASE INTENTIONS AT MINIMARKET ALFA M LEBU SIDOARJO. *Jurnal Multidisiplin Sahombu*, 3(01), 46–53, 2023.
- [25] Muslikah, P., & Dupri, M. D. Pengaruh Implementasi Marketing Mix Terhadap Keputusan Pembelian Pada Supermarket Tokomu Kotagajah. *Jurnal Manajemen DIVERSIFIKASI*, 2(1), 131–144, 2022.
- [26] Sutedjo, A. A. Pengajian Analisa Marketing Mix-4p Terhadap Purchase Intention Produk Aqua Di Dki Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 2(3), 2019.
- [27] Das, G. Linkages between self-congruity, brand familiarity, perceived quality and purchase intention: A study of fashion retail brands. *Journal of Global Fashion Marketing*, 6(3), 180–193, 2015.

- [28] Healey, & Gomez. Marketing Modules Series (Marketing Module 2: Customer Analysis). Charles S. Dyson School of Applied Economics & Management College of Agriculture and Life Sciences Cornell University, 2013.
- [29] Oktriwina, A. S. PESTLE Analysis: Pengertian dan 6 Komponen Pentingnya. Glints Blog. <https://glints.com/id/lowongan/pestle-analysis-adalah/>, 2021
- [30] Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. Marketing Management. Prentice Hall. Page 268, 2016
- [31] Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. Marketing Management. Prentice Hall. Page 268, 2016
- [32] Thomas, M. R., & George, G. Segmenting, targeting, and positioning (STP) of generational cohorts Y, Z and Alpha. IIMS Journal of Management Science, 12(2), 115-129, 2021.
- [33] Nuraini, S., & Purwanegara, M. S. Business Strategy for Longgar Outfit as a New Fashion Brand. Tourism and Sustainable Development Review, 1(1), 14-24, 2020.
- [34] Sari, S. A. P., & Kusdiyanto, K. Analysis of the Effect of Marketing Mix (4p) on Purchase Decisions Fashion Products on Shopee's E-commerce (Case study on the Z Generation of the City of Surakarta). Proceedings Series on Social Sciences & Humanities, 15, 127-141, 2024.
- [35] Kovač, I., Palić, M., & Tolić, M. THE IMPORTANCE AND SIGNIFICANCE OF THE MARKETING MIX ELEMENTS IN A FASHION RETAILING. InterEULawEast: Journal for the International and European Law, Economics and Market Integrations, 8(1), 15–38, 2021.
- [36] Armstrong, G. M., Adam, S., Denize, S. M., Volkov, M., & Kotler, P. Principles of Marketing. Page 542, 2018.
- [37] Armstrong, G. M., Adam, S., Denize, S. M., Volkov, M., & Kotler, P. Principles of Marketing. Page 542, 2018.
- [38] Armstrong, G. M., Adam, S., Denize, S. M., Volkov, M., & Kotler, P. Principles of Marketing. Page 542, 2018.
- [39] Keller, K. L. Strategic Brand Management. Prentice Hall. Page 232, 2013.
- [40] Baker, L. Observation: A Complex Research Method. Library Trends, 55, 171 – 189, 2006.
- [41] Holmes, A. G. D. The Design and Use of Questionnaires in Educational Research: A New (Student) Researcher Guide. Innovare Journal of Education, 1–5, 2023.
- [42] Naresh, K., Malhotra., David, F., Birks. Marketing Research: an applied approach: 3rd European Edition, page 210, 2007.
- [43] Casteel, A., & Bridier, N. Describing Populations and Samples in Doctoral Student Research. International Journal of Doctoral Studies, 16, 339–362, 2021.
- [44] Malhotra, N. K. Marketing Research An Applied Orientation SEVENTH EDITION, Page 216, 2017.

*\*Corresponding Author: Raihan Shiddiqi Delia<sup>1</sup>*

*<sup>1</sup>School of Business Management, Institut Teknologi Bandung, Indonesia*