

STRATEGY BUILDING AND MAINTAINING CUSTOMER RELATIONSHIPS TO IMPROVE CONSUMER LOYALTY IN MSME CHICKEN CHEESE BALLS MEDAN

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Abstract: *Study This aim For know the strategy used in building and maintaining customer relationships and its influence to improvement loyalty Consumers at the Checken Cheese Balls UMKM Medan. Research This use approach study qualitative with method descriptive . Respondents in study This consists of from owner Selected Checken Cheese Balls Medan MSME businesses and consumers purposively . The data collection technique was carried out through interviews , observation , and documentation . Data analysis techniques used covering data reduction , data presentation , and data extraction conclusion . Research results show that the customer relationship strategy implemented by the UMKM Checken Cheese Balls Medan includes friendly service , quality consistent products , good communication with customers , as well as promotion and response fast to complaint consumers . The strategy proven capable increase satisfaction and loyalty consumers , which is characterized with purchase repeat and recommendations to other consumers .*

Keywords: *Segmentation Customer , Relationship Strategy customers , Customer relationship management*

INTRODUCTION

Development MSMEs in Indonesia Keep going show increasing trend along with demands economy and change behavior consumers . in environment dynamic and competitive business , especially in the sector culinary , UMKM sued For have a management strategy that is not only quality - oriented product but also the relationship term long with customers . in the current digital era this , consumers the more critical in evaluate experience shopping , services , to communication between perpetrator business and customers . because of that that , the strategy of building and maintaining connection customers (customer relationships) become aspect important things that influence sustainability and growth umkm . umkm chicken cheese balls medan , as one of the business culinary that is currently developing , facing challenge in maintain loyalty consumers in the middle competition business food light based processed chicken and cheese that is getting varied . with Thus , the study regarding customer relationship strategies in MSMEs This become relevant and needed For support sustainability as well as Power competition business .

Various study previously has show that customer relationships are factor dominant in increase loyalty consumers . Rahmawati's research (2021) revealed that dimensions trust , commitment , and communication in a way significant influence loyalty customers in culinary MSMEs . Meanwhile that , a study by Putri and Siregar (2022) showed that quality service and proximity emotional between MSMEs and customers contribute big to decision purchase re-examined . Another study by Lubis (2023) emphasized that utilization of social media in weave two- way communication can increase satisfaction and engagement customer to product food contemporary . However , research the Still focus on context general culinary MSMEs and not yet highlight in a way specific customer relationship strategy for the Chicken Cheese Balls product , which has character consumer different — more visual, faster consume information , as well as interested in unique experiences . In addition , research that combines relationship strategies customer with The characteristics of local MSMEs in Medan are still very limited so that required further study comprehensive .

Although various study has discuss connection customers and loyalty consumers , there are some important research gaps For identified . First , some big study previously Not yet take MSME objects with category product specific such as Chicken Cheese Balls which have dynamics marketing and character consumer separately . Second , not yet Lots research that highlights how is the relationship strategy customer carried out by small MSMEs that have limitations source power , good in matter power work , experience marketing , as well as technology . Third , gaps were also found in the aspect of integration experience customer experience with relationship marketing strategies in food MSMEs light . Most of the study previously only highlight factor service and communication , without discuss experience comprehensive which includes quality of taste, speed service , response seller , until digital interaction through social media . Emptiness this is what makes study towards the Medan Chicken Cheese Balls UMKM to become important For give greater understanding relevant and in-depth .

Novelty (newness) of research This lies in a combining approach in a way simultaneous three element main in the customer relationship strategy at the Medan Chicken Cheese Balls UMKM, namely : (1) quality product consistency, (2) digital and interpersonal communication (hybrid communication), and (3) experience customer (customer experience) as determinant loyalty consumer research This display approach more contextual specific towards culinary MSMEs local in Medan with different market characteristics from city big others . In addition , research This give contribution practical in the form of a customer relationship strategy model that can implemented by small MSMEs with source Power limited , and potentially increase loyalty

consumer without need investment big . From the side academic , research This add literature in field MSME marketing and relationship marketing with present corner view new based on behavior consumer food contemporary .

Focus study This is analyzing strategies for building and maintaining customer relationships at the Medan Chicken Cheese Balls UMKM and its influence to loyalty consumers . Research objectives This includes : (1) identifying the customer relationship strategy implemented by the Medan Chicken Cheese Balls UMKM; (2) analyzing the most influential factors loyalty consumers ; and (3) formulating effective strategies for MSMEs to increase loyalty customer . Research This use method qualitative descriptive with technique data collection through interview in-depth , observation direct , and documentation . This method chosen For get description real and comprehensive about practice connection customers implemented by MSMEs and dynamics loyalty consumer in context business food contemporary .

LITERATURE REVIEW

Customer Relationship Management (CRM) is draft strategic focus on development connection term long between business and customers through integration of marketing processes , service , and consumer data management . Payne and Frow (2005) emphasized that CRM includes identification mark customer , development continuous interaction , as well as delivery consistent service For increase loyalty . In the context of MSMEs such as Chicken Cheese Balls Medan, CRM is not only understood as system technology , but also approach managerial that emphasizes interpersonal closeness , responsiveness , and personalization service .

Study previously show that relationship strategy customer influential significant to loyalty consumers in culinary MSMEs . According to Rahmawati's research (2021), implementation of CRM based on personal communication and service fast increase trust as well as decision purchase repeat to consumers product food light . Consumers feel more bound when feel valued and involved in interaction business , for example through quick response and personal greeting . This reinforced by Siregar and Putri (2022) who found that CRM -based relationship marketing approach is capable strengthen *customer retention* through consistent service , openness information and resolution problem customer in a way effective . Findings This show role crucial CRM in guard continuity connection between MSMEs and its customers .

In addition , Lubis 's research (2023) shows that utilization *digital CRM* such as Instagram, WhatsApp Business, and marketplaces provide impact big to loyalty culinary MSME customers in the city big Indonesia. Customers feel more loyal when they accept interesting information , get response fast , and get exclusive personalized promotions . This study confirm that relationship strategy customer digital- based to become factor important for MSMEs facing generation consumer young with preference online communication . Relevance findings this is very appropriate with UMKM Chicken Cheese Balls Medan which has market segmentation of the people active young people in social media .

Practical study related The implementation of CRM in Indonesian MSMEs shows that network business successful culinary generally implementing relationship strategies structured customers although own Limited human resources and technology . Yusuf's (2020) research on snack MSMEs current affairs in Bandung reveals that interpersonal interactions such as hospitality , giving clear information and attention to preference customer in a way direct can increase satisfaction and loyalty . CRM practices in case the more interpersonal and manual in nature , but capable create loyalty tall Because existence proximity emotional between MSMEs and customers who become characteristics typical business small in Indonesia.

study by Dewi and Kurniawan (2021) on culinary MSMEs in Surabaya showed that an effective CRM strategy covers maintenance taste quality, consistency service, giving simple rewards, and use of digital platforms for expand interaction with customers. Network practice This describe that MSMEs in Indonesia tend to combine service direct with digital engagement for build connection term long. Involvement customer in a way active through social media like give bait Feedback, testimonials, and reposts are proven CRM strategies. capable maintain loyalty in various studies case.

Although a number of study previously has examining CRM and loyalty consumers in culinary MSMEs, still there are important gaps that require study continued. First, no Lots studies that are specific researching CRM strategies on products food category *Chicken Cheese Balls* which have characteristics consumer unique, namely fast consume visual information and selecting product based on experience sensory. Second, some big study focus on digital CRM or interpersonal CRM, but Not yet integrate both of them in one suitable model with conditions of small MSMEs. Third, the context local Medan still seldom researched, even though characteristics social, cultural, and preferences its consumers different from city other big cities like Jakarta or Bandung. This gap show existence room for further research holistic and contextual.

Novelty of the study This lies in the merger approach *operational CRM*, *collaborative CRM*, and *customer experience* in a way simultaneous in The context of Medan Chicken Cheese Balls MSMEs. Research This No only evaluate the role of CRM as system connection customers, but also emphasize experience consumers (sensory, emotional, and digital experience) as an integral part of formation loyalty. In addition, research This focus on MSME products specifically in Medan which has been This Not yet become object study in CRM literature. Other novelties is development recommendations for CRM strategy models that can applied by large-scale MSMEs small with source Power limited, different from the company's CRM model big with support technology tall.

Based on description theories and findings study previously, the framework study This built on three component main CRM: operational CRM (service) direct and consistent quality), collaborative CRM (two-way communication) through social media and interpersonal interactions), as well as analytical CRM (understanding preference customers). Third aspect This predicted influence loyalty consumer through role mediation experience customers (customer experience). With Thus, the research framework propose that a good CRM strategy — both digital and interpersonal — will increase satisfaction, trust, and closeness emotional in the end strengthen loyalty Chicken Cheese Balls Medan customers. This model reflect integration modern CRM theory with more MSME practices simple but still effective.

Loyalty in a way literally interpreted loyalty, namely faithfulness somebody to something object. Mowen and Minor (1998) define loyalty as conditions in which customers have attitude positive to something brand, have commitment to the brand said, and intends to continue future purchases. Loyalty show trend customer For use something brand certain with level high consistency (Dharmmesta, 1999). This means loyalty always related with preference customers and purchases actual.

Definition loyalty from the experts mentioned above based on two approaches, namely attitudes and behavior. In the approach behavior, need differentiated between loyalty and behavior buy repeat. Behavior buy repeat can interpreted as behavior customers who only buy something product in a way repeatedly, without include aspect feelings and ownership in it. On the contrary loyalty contain aspect favorites customers at a product. This means that aspect attitude covered in it.

Loyalty customer need obtained Because loyal customers will active promote , give recommendation to his family and friends , make product as choice main , and not easy move . The researchers as if agreed that satisfaction customer is factor main thing that can interesting loyalty customer satisfaction customer can seen from pride to institutions said , the fulfillment desire customers , institutions is ideal for customers and satisfaction customer to institutions provider product .

METHOD

Study This use type study qualitative For dig more in about How *the Chicken Cheese Balls* UMKM in Medan builds and maintains connection with customer they , as well as How matter This contribute to the improvement loyalty consumer research qualitative chosen Because approach This allows researchers For understand phenomena that occur in a way more in-depth and holistic , as well as get outlook about perception and experience customer as well as MSME managers . With use method this research This No only focus on numbers or quantitative data , but also on aspects qualitative which can give greater understanding deep regarding relationship strategies customer in MSME context . In research this , the approach used is approach descriptive qualitative , which aims For describe in a way details of the process and factors involved in development as well as maintenance connection Customers at the *Chicken Cheese Balls UMKM* Medan. Research This will analyze the strategies implemented by MSME managers in increase loyalty consumer with prioritize interaction direct and relational term long with customer . Researcher will dig various dimensions from connection customers , such as communication , trust , values plus products and experiences customer approach This allows a richer understanding of practices and challenges faced by MSMEs in maintain loyalty customers in the middle increasing competition strict . Stages implementation study This started with identification problems and goals clear research . After that , researcher will do studies literature For get framework relevant theories related to relationship strategy customers and loyalty consumer in MSME context . Stage next is data collection , which is carried out through interview deep with owner and staff *Chicken Cheese Balls* , as well as customers who become consumer remains . After the data is collected , the data will be analyzed with use technique analysis thematic For identify patterns important in relationship strategy customers and loyalty . The results of analysis This Then will used For compile recommendation for MSME managers in improve and maintain loyalty consumer they. Data sources in study This consists of of two types : primary data and secondary data . Primary data is obtained direct from relevant sources through interview deep . Interview deep will done with owner business , managers , and some *Chicken Cheese Balls* UMKM employees For get information about the strategies they use apply in build and maintain connection with customers . Primary data will also be collected through interview with consumer still For understand experience and perception they to products and services provided by this MSME . Secondary data will obtained through studies literature from journals , books and related articles with theory and practice management connection customers and loyalty consumers in MSMEs. In addition , relevant documents like internal company reports and materials promotions will also be collected For give a clearer picture wide about practices implemented by the *Chicken Cheese Balls UMKM* .

In data collection , researchers will use a number of technique , namely interview in-depth interviews and document browsing . deep will done semi - structured , where researchers will submit question open For give room for informant For disclose views and experiences they in a way more free . This technique allows researchers obtain richer and more in-depth data about how

to build and maintain strategies connection customer applied in the *Chicken Cheese Balls UMKM* . Finally , the document browsing technique will used For gather various related documents with marketing , promotion , and communication strategies carried out by the *Chicken Cheese Balls UMKM* . Documents This will help researchers understand How material communication and promotion play a role in build connection with customer .

With implementation method comprehensive qualitative this , it is hoped can obtained clear picture regarding the strategies implemented by the Medan *Chicken Cheese Balls UMKM* in increase loyalty consumer . Analysis deep to the data collected expected can give useful insights for other MSMEs in build and maintain strong relationship with customers , as well as give contribution to development theory connection customers and loyalty consumer in MSME context

RESULTS AND DISCUSSION

Study This discuss two things the main thing that becomes attention main , namely the strategy of Medan Chicken Cheese Balls UMKM in build and maintain connection with customers , as well as the right strategy in increase loyalty consumers in culinary MSMEs . Data obtained through interview deep with owner business and consumers , observation directly , and documentation activity business and social media .

Strategy for Building Customer Relationships at Medan Chicken Cheese Balls UMKM based on results interviews and observations show that the UMKM Chicken Cheese Balls Medan built connection with customer since stage beginning interaction through personal approach and consistency quality product . Owner business emphasize that taste, texture , and appearance product kept in order to remain consistent from time to time . Consistency product This become foundation main in build consumer trust , because customer feel Certain that purchased products will give same taste experience every time I do purchase .

Besides quality products , strategies for building customer relationships are also implemented through service friendly and responsive direct . Owner business make an effort recognize customer still , using personal greetings , as well as respond questions and orders with fast . Interaction This create impression proximity emotional bonding between MSMEs and customers . Consumers interviewed state that friendliness seller and attitude communicative make they feel appreciated and more comfortable For return buy product .

Digital communication strategies are also becoming part important in build connection customers . UMKM Chicken Cheese Balls Medan in general active utilize Instagram and WhatsApp to introduce products , providing promotional information , as well as interact with customers . Visual content such as product photos and videos used For interesting attention consumers , in particular segment child young . This digital communication No only functioning as means promotion , but also as a medium for build two- way interaction that strengthens connection beginning with customer .

Strategy to Maintain Customer Relationships in maintain connection UMKM Chicken Cheese Balls Medan customers implement a strategy that focuses on experience customers (customer experience) in a way comprehensive . Research results show that experience customer No only influenced by the taste of the product , but also by the speed service , convenience ordering and response to complaint . Owner business make an effort give response fast to complaint or input consumers , both in a way direct and through digital media.

Simple CRM strategy implemented in form recording customer fixed and history booking manually . This data used For understand preference consumers , such as favorite flavor variants

or time frequent orders done . Although Not yet use CRM based system technology , approach This helping MSMEs in guard connection term long with customers and improve consumer commitment to product .

In addition , MSMEs also maintain connection customer through communication sustainable , such as inform product new , special promotions , and greetings accept love after purchase . Consumers interviewed disclose that attention simple the make they feel noticed and encouraged desire For do purchase repeat . This is show that the strategy for maintaining customer relationships is personal, flexible and tailored with limitations source MSME power .

Effective Strategy For Increase Loyalty Consumer Results study show that the most effective strategy in increase loyalty consumer is integration between quality products , consistent communication , and experiences positive customer experience . Medan Chicken Cheese Balls UMKM succeeded increase loyalty consumer through a simple relationship marketing approach However consistent . This strategy covering guard quality of taste, build two -way communication , as well as create experience happy customers .

In addition , simple integrated CRM reinforcement with digital media assessed effective in read pattern behavior customers and retain connection term long . Although scale small , this MSME capable build loyalty consumer through personal approach that is not need investment big , but impact significant to sustainability business .

There are some how to be able to maintain and preserve loyalty consumer among others as following :

1) Suspects and prospects , Suspects is a person who might buy service or product . It is called suspect Because seller believe or thought they will buy but seller Not yet Enough sure . Prospects is a person who needs product or services and have ability For purchase.Consumer first time. Consumer the first time is the person who has buy One times. The person Can So is consumer alone and at the same time consumer competitors For that's it focus main in consumer first time with fulfil or beyond hope consumers .

2) Consumers recurring , Consumer repetitive is a person who has buy twice or more . They Possible has buy the same product twice or buy different products and services on two occasions or more.Focus primary to consumers This that is with give benefit worth plus on each purchase repeat .

3) The client is consumers who buy anything that is sold and that can be He use as well as buy it in a way regular , have a strong and ongoing relationship that makes immune to pull competitors Focus main For consumer This that is adapt service with connection client certain

4) Advocate that is supporters who buy product as well as buy it in a way regular , but advocates also encourage others to buy , he talk about manufacturers , do marketing and delivering consumer to producer . Focus main that is make Lots client For do sale For manufacturer .

5) Consumers or lost clients . Consumers or Lost Client that is someone who has ever So consumer or client but Not yet buy return at least in One cycle normal purchases , if consumers or lost clients active return consumer considered

danger when tall the possibility For switch . Focus main that is with develop a “retake ” plan based on a diagnosis of inactivity . “ Satisfaction Strategy Customers in Retention Discussion of Research Results Research results This show that the strategy of building and maintaining customer relationships has role important in increase loyalty consumers at the Medan Chicken Cheese Balls UMKM.

Findings This in line with Relationship Marketing Theory put forward by Berry (1983) and Morgan and Hunt (1994), which emphasizes that trust , commitment , and communication is foundation main in create connection term long between business and customers .

Findings about importance consistency quality product as base trust consumer support results Rahmawati's research (2021), which states that trust customers in culinary MSMEs formed through experience repeated positives . However , research This expand findings the with show that in the Chicken Cheese Balls product , the experience sensory such as taste and texture own more roles dominant in build loyalty compared to aspect service solely .

research results also strengthen Putri and Siregar's findings (2022)(Akinrinoye, 2020) about role quality service and proximity emotional in push purchase repeat . In the context of the Medan Chicken Cheese Balls UMKM, the closeness emotional built through personal interaction and communication that is informal but consistent . This is show that MSMEs with source Power limited still capable create loyalty tall through intensive interpersonal approach .

From the digital CRM side , the findings study This in line with Lubis (2023) who emphasized importance utilization of social media in increase loyalty culinary MSME customers . However , research This show a more approach integrated between digital and interpersonal communication (hybrid communication). Different with a number of study earlier than emphasize digital CRM, results study This show that combination interaction live and digital more effective in small MSME context .

Study this is also in line with the findings of Yusuf (2020) and Dewi and Kurniawan (2021) which stated that CRM in MSMEs is not must based technology high . However , the results study This add perspective new with emphasize the role of customer experience as a mediator between CRM strategy and loyalty consumer experience positive customers become bridge between MSME interaction and formation loyalty term long .

In a way contrast , some study previously positioning CRM as a system oriented towards data management and technology . Research This show that in small-scale MSMEs small , CRM is more effective when understood as approach flexible and contextual relational findings This enrich CRM literature with show that simple CRM practices can give impact significant to loyalty consumers .

With Thus , research This strengthen argument that an integrated customer relationships strategy — includes quality products , hybrid communications , and experiences customers — is key the success of the Medan Chicken Cheese Balls UMKM in increase loyalty consumers . Findings This No only support relationship marketing and CRM theory , but also provides contribution relevant empirical for development of culinary MSME strategies in Indonesia, especially in products food contemporary with characteristics dynamic consumers .



Figure 1. Product chicken cheese balls

CONCLUSION

Based on results research , can concluded that the Medan Chicken Cheese Balls UMKM has implement a sufficient customer *relationship* strategy effective in build and maintain connection with consumers . This strategy covering improvement quality products , friendly and fast service , use of social media as a promotional and communication media , as well as giving promotion or attractive sales programs . Efforts This capable create satisfaction consumers and build trust , which becomes base important in connection term long between MSMEs and customers .

Next , the right strategy in increase loyalty consumers in culinary MSMEs No only focus on aspects price , but also on consistency quality product , comfort services , as well as ability perpetrator business in understand needs and wants consumers . The relationship that is established in a way good and sustainable will push consumer For do purchase repeat as well as recommend product to others. With thus , loyalty consumer can formed through experience positive feelings in a way continously .

In addition , the implementation of a sustainable customer *relationship management* strategy give impact positive to sustainability Chicken Cheese Balls Medan MSME business . Strong relationships with customer can helping MSMEs in face competition growing business tight , increase image business , as well as expand market share . Therefore Therefore , MSME actors are expected to can Keep going developing relationship strategies innovative and adaptive customers to change need consumers to increase loyalty and sustainability business in term long .

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