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Implementation of Marketing Communication Strategy to Increase Purchase Interest in Cosmetic Products (Case Study of PT X)

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ABSTRACT

This study aims to determine and analyze the marketing communication strategy implemented by PT X. The marketing communication strategy implemented by PT X is a marketing strategy that collaborates with Makeup Artists to increase purchasing interest from target consumers. The method used in this study is a qualitative research method with data collection techniques through in-depth interviews. Researchers conducted interviews with six informants. Three informants interviewed were internal teams of PT X, and the other three were people who work as Makeup Artists who collaborate in the marketing strategy implemented by PT X. The results of this study indicate that the marketing communication strategy of PT X in collaboration with Makeup Artists in the Project Makeup Academy is a marketing strategy that can increase purchasing interest of target consumers. In implementing this strategy, Makeup Artists are sales agents who promote PT X's cosmetic products to the targeted consumers, namely Project Makeup Academy students.

ABSTRAK

This study aims to determine and analyze the marketing communication strategies implemented by PT X. The marketing communication strategy implemented by PT X is a marketing strategy that collaborates with Makeup Artists to increase purchasing interest from target consumers. The method used in this research is a qualitative research method with data collection techniques through in-depth interviews. Researchers interviewed six informants. Three of the informants were from PT X's internal team, and the other three were makeup artists who collaborated on PT X's marketing strategy. The results of this study indicate that PT X's marketing communication strategy in collaboration with Makeup Artists in the Project Makeup Academy is a marketing strategy that can increase the purchasing interest of target consumers. In implementing this strategy, makeup artists serve as sales agents who promote PT X's cosmetic products to the target consumers, namely Project Makeup Academy students.

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INTRODUCTION

The beauty industry in Indonesia has experienced rapid growth year after year. Our society today recognizes the importance of personal appearance. One of the components to support appearance is the use of cosmetic products. In general, cosmetic products are always associated with women, but as time goes by, men nowadays are also aware of how important it is to maintain their appearance, and it is no longer taboo if we meet men who use cosmetic products [1]. Therefore, the target market of the beauty industry is expanding, along with the growing consumer market; consequently, the competition within it will also become increasingly intense.

Tight market competition requires companies to always take effective and efficient marketing steps in order to compete with competitors in their class. This is happening in the cosmetics industry in Indonesia. One of the marketing steps taken by companies is implementing a marketing strategy [2]. The marketing strategy implemented certainly requires a basic concept in accordance with the interests of marketers and the needs and desires of customers. Marketing strategy can be seen as one of the bases used in compiling overall company planning. If a marketing strategy has been prepared, communication is needed to achieve the planned targets [3,4]. Marketing communication is a form of communication that aims to strengthen marketing strategies and communication applications that aim to help a company's marketing activities.

The right marketing communication strategy can prevent companies from losses due to ineffective and inefficient promotional activities [5,6]. Regarding marketing communication strategies, PT X has implemented integrated marketing communication strategies through advertising, promotional media, sales promotions, event promotions, and other forms. However, the cosmetic products distributed by PT X are still less competitive than similar cosmetic products from other brands on the market. The various marketing communication strategies implemented by PT X appear to have been ineffective in boosting consumer interest in purchasing PT X's products.

According to informant R's presentation in the interview, the competition faced by PT X in the period 2018 to 2020 was quite tight compared to other competitor companies. Even though the cosmetic products sold by PT X are of good quality, some even have better quality when compared to similar products from other brands, the fact is that public interest in buying PT X products is still less competitive. The communication message conveyed by PT X has not been able to present a clear and prominent differentiation compared to competitors. This has an impact on low emotional and functional appeal in building bonds with consumers.

Therefore, this research is important to analyze how the implementation of PT X's marketing communication strategy can increase interest in purchasing cosmetic products amidst increasingly dynamic industrial competition. In facing this situation, PT X implemented a marketing communication strategy in the form of a project that supports marketing activities to increase market interest in purchasing its cosmetic products. This study aims to determine the marketing communication strategy of PT X, which can increase market interest in purchasing cosmetic products.

LITERATURE REVIEW

Marketing Communication Strategies to Increase Purchase Interest

Marketing communications are the means by which companies inform, persuade, and remind consumers about the products and brands they sell. This theory emphasizes the importance of proper communication planning so that the message is conveyed effectively

[7]. A marketing communications strategy is a unified, comprehensive, and integrated plan that links the company's strategic strengths to environmental challenges, designed to ensure the effective dissemination of information about the company and its offerings to the target market [8]. According to Yusanto, a marketing communication strategy is a collection of guidelines and policies that are used effectively to match marketing programs (products, prices, promotions, and distribution) with effective targets [9]. Marketing communication strategy is also a fundamental tool planned to achieve the company's goals in developing sustainable competitive advantages through the markets entered and marketing programs used to serve the target market [10].

It can be concluded from the theory above that marketing communication strategy is a tool to achieve the goal of providing information, influencing, and promoting marketing activities in order to achieve company success. Marketing communications is an application aimed at assisting a company's marketing activities. The application is greatly influenced by the various forms of media used, the attractiveness of the message and the frequency of presentation, marketing communication as a marketing activity using communication techniques aimed at providing information to many people with the hope that the company's goals will be achieved, namely an increase in income (profit) as a result of increasing the use of services or purchasing products offered [6,11–13]. Marketing communication is a form of communication designed to strengthen marketing strategies and achieve broader market segmentation. Marketing communication studies can also be described as various efforts to strengthen customer loyalty to products, specifically goods and services offered by the company. According to Soemanagara, the characteristics of marketing communications are as follows [6]:

1. Marketing communication is complex, meaning it is not as simple as chatting with colleagues at work or with family at home.
2. Marketing communications have the goal of increasing income (profit).
3. Can grow a person's desire to own or obtain a product.

According to Tjiptono, effective marketing communication activities can be achieved by going through the eight main interrelated stages below [10]:

1. Identify the target audience.
2. Determine communication objectives.
3. Design the message.
4. Select communication channels.
5. Develop a total communication budget.
6. Determine the integrated marketing communications mix.
7. Implement the integrated marketing communications (IMC) strategy.
8. Gather feedback.

Soemanagara explains 5 marketing models that can be applied in marketing communication strategies by companies [6]:

1. Media Support
2. Publicity & Corporate Advertising
3. Direct Marketing
4. Sales Promotions
5. Personal Selling

Purchase interest is something related to consumer' plans to buy a particular product and how many units of the product are needed in a certain period [14,15]. According to Hasan, purchasing interest is part of the consumer behavior component in consumption attitudes, the respondent's tendency to act before the purchasing decision is actually implemented [16]. Purchase interest is also a behavior that appears as a response to an object that shows the consumer's desire to make a purchase [17]. This means that consumer buying interest will arise automatically if consumers feel interested or give a positive response to what the seller offers.

According to Schiffman and Kanuk, indicators that show a person's tendency to show interest in buying a product or service can be seen from several components, including [18]:

1. Interested in finding out information about the product.
2. Considering purchasing.
3. Interested in trying.
4. Want to learn more about the product.
5. Want to own the product.

Several factors influence the emergence of interest. Quoting Crow and Crow's opinion, several factors that influence the emergence of interest are [19]:

1. Internal motivation
2. Social motives
3. Emotional factors.

Understanding consumer behavior cannot be separated from purchasing interest, because purchasing interest is one of the stages that a subject goes through before making a decision to purchase.

METHOD

The research method used was qualitative. Data collection techniques and procedures were carried out in three ways: participatory observation, interviews, and documentation. This study presents two types of data: primary data and secondary data. Primary data was obtained through interviews and observations conducted by the researcher with several informants. The secondary data that is the source of data for this research is literature references related to the research problem, but is still based on the characteristics of valid and empirical scientific data. Secondary data in this study was obtained from various data sources, both in printed media and those available online, to suit the data needs.

Informants were selected purposively. The data sources used here are not representative of the population, but rather represent information. Based on certain access which is considered to have information related to the research problem in depth and can be trusted as a reliable source. The purposive informant selection technique involves selecting informants intentionally and not randomly. The informants selected are those assumed to be able to provide information relevant to the research problem, also known as information-rich cases. The number of informants in qualitative research is adjusted to the data requirements [20].

In this study, the researcher chose three informants who were the sources of data related to PT X's marketing communication strategy, namely Romi as the owner of PT X, Ferry as the brand manager of PT X, and Christine as the leader head of marketing of PT X. Then, in looking at the relationship between marketing communication strategies and

purchasing interest in PT X's cosmetic products, the researcher chose three informants, each of whom was a make-up artist who used PT X's cosmetic products.

RESULTS AND DISCUSSION

Tjiptono quotes the opinion of Tull and Kahle in his book, that marketing communication strategy is a fundamental tool planned to achieve the company's goals in developing sustainable competitive advantages through the markets entered and marketing programs used to serve the target market [10]. Faced with intense competition in the cosmetics industry, PT X implemented a marketing communications strategy to achieve corporate success, specifically, increasing sales. In determining which strategy to implement, PT X carefully planned it, taking into account the current market situation and conditions.

Continuing with Tjiptono's [10] explanation of the main stages for implementing an effective marketing communication strategy, PT X also applies the same approach in implementing its company's marketing communication strategy. Determining the target audience, budget, and people who act as "tools" for conveying messages and "executors" of the implemented strategy is their main focus. The goal of the marketing communications strategy implemented by PT X is essentially to increase sales. However, intertwined with this, another goal PT X aims to achieve is to increase the target audience's purchasing interest in their cosmetic products. Naturally, by stimulating purchasing interest from targeted consumers, increased sales will also be achieved. This is in accordance with research results which prove that purchasing interest plays a significant role between marketing strategies (such as segmentation, targeting, promotions, prices, and discounts) and increasing sales volume [21,22]. The higher the purchase interest stimulated through promotions, perceived value, or digital experiences, the more likely consumers are to make an actual purchase [23,24].

In this study, the author interviewed 3 informants who were internal teams from PT X who were considered to have the best understanding of the marketing communication strategies implemented by PT X. The data collected from the results of the interviews conducted by the author with the 3 informants became the basic reference in the description of this discussion.

Project Makeup Academy with Makeup Artist, A Main Marketing Communication Strategy Implemented by PT X to Increase Target Consumers' Purchasing Interest.

There are several marketing models used in implementing marketing communication strategies. One of the marketing communication strategies implemented by PT X is the personal selling model, where makeup artists act as salespeople or sellers in this marketing activity. Soemanagara explains personal selling as a form of direct communication between a seller and a potential buyer (person-to-person communication) [6]. Personal selling allows for direct dialogue, where the seller can tailor messages, answer questions, and address objections in real-time, thereby building trust and long-term relationships [25,26]. In this case, the seller attempts to help and persuade potential buyers to purchase the product being offered. Research [27,28] also shows that personal selling has a significant influence on buying interest and purchasing decisions, primarily due to its ability to build relationships and provide personalized solutions.

The marketing strategy model implemented by PT X is a personal selling model. Personal selling is generally carried out by sales promotion girls (SPGs), but this differs from PT X's implementation, where the company collaborates with makeup artists for personal

selling. In addition to seeking profit through sales, PT X deliberately chose makeup artists because they can provide product knowledge about the cosmetic products they sell to customers. Compared to sales promotion marketers (SPGs) or people in other professions, such as beauty influencers or beauty vloggers, PT X believes makeup artists play a more significant role in transferring product knowledge to potential consumers. According to the explanation presented by PT X, makeup artists are considered capable of building customer trust, as they provide direct explanations of cosmetic products. This is also supported by the direct application of cosmetic products in the Makeup Academy classes held by the makeup artists. Through direct application in the Makeup Academy class, Makeup Artists also transfer product knowledge to their students, who are the consumers targeted by PT X in their company's marketing strategy project.

At this stage, the Makeup Artist provides a direct review of the advantages and uniqueness of PT X's cosmetic products. A crucial aspect of the marketing process implemented by PT X is that the target consumers, who are students at the Makeup Academy, are unaware that the Makeup Artists are collaborating on this marketing project. Therefore, the reviews and explanations presented by the Makeup Artists are considered honest and trustworthy. Effective marketing communication activities, according to Tjiptono, can be achieved through eight main stages [10]. Looking at the marketing communications strategy implemented, it turns out that PT X also follows the stages described by Tjiptono. These stages are:

1. Identify the target audience.

PT X's marketing communications strategy pays close attention to the target consumers it wishes to target. In this Makeup Academy project, PT X's target audience is students at the Makeup Academy run by a Makeup Artist.

2. Determine communication objectives

According to an internal informant from PT X, the main objective of their strategy is to convey and communicate product knowledge to the target audience

3. Design the message

At this stage, based on interviews with internal PT X representatives, the author identified two main areas of focus for PT X:

- a. What they want to convey to the target audience or the content of the message. In this regard, PT X wants to convey detailed information about the cosmetic products they market, of course, this is related to the quality and advantages of their cosmetic products.
- b. Who should deliver it (message source). In this case, PT X chose a makeup artist as the messenger they wanted to convey in their marketing communications strategy. PT X considers people with a profession as makeup artists to have high credibility when discussing cosmetic products. PT X is confident in this because Makeup Artists will be more trusted by the target audience because in their daily work, Makeup Artists often deal with cosmetic products from various brands. In addition, PT X is also confident that the target audience will be more confident in the explanations of Makeup Artists because they are considered more experienced and more familiar with cosmetic products currently on the market.

4. Choosing a communication channel.

The communication channel used by PT X in its marketing communication strategy is personal communication, which is a strategy implemented through face-to-face meetings at the Makeup Academy hosted by a Makeup Artist.

5. Develop a total communications budget.

In determining the communications budget for its marketing communications strategy, PT X uses the percentage of sales method. This method calculates the budget based on the achieved product sales parameters. In the Makeup Academy project, in collaboration with makeup artists, PT X offers discounts on every product sold by the makeup artists. Therefore, the budget will have its own measurement parameters, namely based on total product sales. This is advantageous for PT X, as it does not need to allocate a budget if there are no sales of its cosmetic products.

6. Determining the integrated marketing communications mix.

In implementing the Makeup Academy project with MUAs, PT X has planned the elements of the integrated marketing communications mix. PT X's primary focus in this strategy is on the personal selling conducted by the MUAs to their students.

7. Implement an integrated marketing communications (IMC) strategy.

The completed marketing communications strategy plan will then be implemented in live activities.

8. Collecting feedback.

The final step taken by PT X was to gather feedback on the marketing communications strategy they had implemented. The feedback they received from the MUAs was valuable and could be reused to develop their business in the future. As explained in the previous interview, PT X was able to gather a series of feedback regarding the target audience's response to the cosmetic products they marketed. PT X also gained knowledge about the products that were in demand by their target audience. Furthermore, PT X also gained insight from the MUAs regarding the strengths and weaknesses of their current cosmetic products. The MUAs also provided input to PT X regarding which cosmetic products would be successful when marketed to the target audience, taking into account both current and future trends.

The marketing communication strategy implemented by PT X also stimulates factors that drive interest in someone. Crow and Crow in [19] explain that there are three factors that drive someone's interest. According to the author's analysis, the strategy implemented by PT X is a series of activities that directly stimulate factors that generate purchasing interest from the target audience, namely:

1. Intrinsic motivation

Essentially, students attending the Makeup Academy are people with a deep interest and curiosity in cosmetic products and their professional application. Company X's decision to target students at the Makeup Academy is a smart one. Naturally, it's easier to stimulate purchasing interest in a target audience that already has an interest in the product being sold. In this case, Company X doesn't need to work hard to

develop purchasing interest from the target audience until it becomes a decision to purchase the product.

2. Social motives

Another driving factor stimulated by PT X to increase purchasing interest among its target audience is social motives. Students who attend classes conducted by MUAs certainly have their own reasons for choosing that MUA over another. One reason is undoubtedly that the students admire and recognize the makeup skills of their chosen makeup artist. At Makeup Academy, MUAs serve as tutors or teachers for students enrolled in the class. The MUAs' explanations and application of the cosmetic products used in class are eagerly awaited by the students. When the MUAs explain the cosmetic products they use, the students naturally desire to use the same products to achieve makeup results similar to those created by their chosen MUA.

3. Emotional factors

Emotional factors are one of the factors that stimulate purchasing interest. PT X's decision to collaborate with a MUA serves as a foundation that appeals to the emotional factors of their target audience. This is based on the target audience's admiration for the MUA who chose to tutor them in honing their makeup skills. Similar to social factors that stimulate purchasing interest in the target audience, emotional factors are also based on a sense of conformity within the target audience. This is the stimulus that sparks purchasing interest in the target audience and also leads to a decision to purchase the product.

Advantages of Marketing Communication Strategy Implemented by PT X

Based on the discussion above, PT X's marketing communication strategy in collaboration with MUAs has several advantages, namely:

1. This strategy uses a personal selling marketing method that involves face-to-face interaction with target consumers, allowing MUAs to efficiently transmit product knowledge.
2. The strategy implemented by PT X has the advantage of collaborating with MUAs, individuals with highly credible professions, to promote and discuss cosmetic products.
3. The credibility of MUAs provides another advantage in the marketing communication strategy implemented by PT X because it can build consumer trust regarding the cosmetic products being promoted.
4. Another advantage of this strategy lies in the condition where target consumers are unaware that the MUAs are agents promoting PT X's cosmetic products, so the explanations presented by the MUAs regarding PT X's cosmetic products will be perceived as honest personal reviews from the MUAs.
5. This strategy also has budgetary advantages. This is because the total budget required for this marketing strategy is determined by the sales figures for each MUA's cosmetic products.
6. Another advantage of this strategy is more sentimental, as the target consumers are Makeup Academy students, and the agents promoting PT X's cosmetic products are

MUAs. Naturally, the students idolize these MUAs and desire to learn from them. Therefore, the stimulation from the MUAs will significantly influence the purchase intention of target consumers.

CONCLUSION AND SUGGESTIONS

The results of this study explain that the marketing communication strategy implemented by PT X, which involves collaboration with MUAs in the Makeup Academy Project, is a strategy that increases purchasing interest among target consumers. PT X's marketing communication strategy successfully increased the company's profits by 15% in the first year and 20% in the second year. The strategy implemented by PT X also goes through several stages that make the marketing strategy effective, as explained by Tjiptono [10]. In its implementation, PT X can also stimulate purchasing interest among its target audience. Consumer purchasing interest is a key focus area for PT X, which aims to increase it through this collaborative strategy with MUAs, ultimately driving company profits. However, the collaboration with MUAs also aims to transfer product knowledge to the target audience.

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