

## DETERMINING THE PRIORITY OF THE MARKETING MIX OF THE KUANTAN-II FRIED BANANA AGROINDUSTRY BUSINESS IN THE SUB-DISTRICT OF LIMA PULUH KOTA PEKANBARU USING AHP METHOD

*Penentuan Prioritas Bauran Pemasaran Usaha Agroindustri Pisang Goreng Kipas Kuantan-II Di Kecamatan Lima Puluh Kota Pekanbaru Menggunakan Metode AHP*

Astrie Vita Maisari<sup>1)</sup>; Rini Nizar<sup>2)</sup>; Hamdan Yasid<sup>3)</sup>

<sup>1),2),3)</sup>Department of Agribusiness, Faculty of Agriculture, University of Lancang Kuning, Riau, Indonesia  
Email: rininizar@unilak.ac.id

### ABSTRACT

The purpose of this research is to analyze the priority of the right marketing mix decision in the fan-fried banana agro-industry Kuantan-II. The research method for drawing samples was carried out by using purposive sampling technique. Data analysis method to analyze priority of marketing mix uses AHP (Analytical Hierarchy Process) method manually using Excel software. Results of the priority research analysis of the Marketing Mix (Marketing Mix) in the Kuantan-II Fan Fried Banana agro-industry, it is known that: Producers or Business Actors of Kipas Kuantan-II Fried Banana must innovate because it produces the highest weight (0,522), the Marketing Mix must be done Producers prioritize products with the highest weight (0,361), compared to Price with a weight (0,310), Promotion with a weight (0,166), and Distribution with a weight (0,161). The sub-mix on product variables that must be considered by producers or business actors is product quality with the highest weight (0,477). Business actors should innovate on their products, considering the increasingly fierce competition at this time. Innovations such as starting to penetrate into e-commerce will make the reach of consumers wider in the current era of digitalization. In addition, business actors must maintain the quality of their products so that consumers always trust and do not switch to similar competitors. In the promotion variable, business actors should promote their company without always involving other agencies. Although promotion is the third priority in the marketing mix variable, business actors must continue to carry out

*promotions because with the existence of "promotions" old or new products can be known or known by consumers, especially consumers in the Pekanbaru area.*

**Keyword : *ahp, fried banana, marketing mix***

### ABSTRAK

Riset ini bertujuan menganalisis prioritas keputusan bauran pemasaran yang pas pada usaha agroindustri Pisang goreng kipas kuantan dua. Metode penelitian untuk menarik sampel dilakukan dengan teknik Purposive Sampling. Metode untuk menganalisis prioritas bauran pemasaran menggunakan AHP (Analytical Hierarchy Process) dengan cara manual menggunakan perangkat lunak Excel. Dari hasil analisis riset prioritas Bauran Pemasaran (Marketing Mix) pada usaha agroindustri Pisang goreng kipas kuantan dua dikenal kalau: Produsen alias Pelaku Usaha Pisang goreng kipas kuantan dua mesti menerapkan Inovasi karna menciptakan bobot yang sangat besar (0,522), Bauran Pemasaran yang harus dilakukan oleh Produsen adalah mengutamakan Produk karena memiliki bobot paling tinggi (0,361), dibanding dengan Harga yang memiliki bobot (0,310), Promosi dengan bobot (0,166), serta Distribusi dengan bobot (0,161). Sub bauran pada variabel Produk yang harus diperhatikan oleh produsen atau pelaku usaha adalah Kualitas produk dengan bobot paling tinggi (0,477). Pelaku usaha sebaiknya melakukan Inovasi pada produknya, mengingat semakin ketatnya persaingan pada saat ini. Inovasi seperti mulai merambah ke e-commerce akan membuat jangkauan konsumen semakin luas di era digitalisasi saat ini. Selain itu, Pelaku usaha harus tetap mempertahankan kualitas produknya agar konsumen selalu percaya dan tidak beralih ke pesaing sejenis. Pada variabel promosi, sebaiknya perusahaan melakukan promosi tanpa selalu melibatkan instansi lain. Walaupun promosi menjadi prioritas ketiga dalam variabel bauran pemasaran, pelaku usaha harus tetap melakukan promosi sebab dengan terdapatnya promosi produk lama ataupun baru bisa diketahui atau dikenal oleh konsumen, terutama konsumen di kota Pekanbaru.

**Kata Kunci: *ahp, pisang goreng, bauran pemasaran***

### INTRODUCTION

Fried bananas are one of the snacks that are often found in regencies/cities in Indonesia. This food is made from bananas that have been peeled and then smeared with a mixture of flour, eggs, cornstarch, sugar and salt then fried in hot oil until cooked and have a golden brown colour (Tastemade, 2015). Kepok banana is the raw material that is often used in the manufacture of fried bananas, but in fact not all kepok banana are suitable as basic ingredients. The color of the banana is indeed yellow, but when it is fried it can't be crispy or crunchy, sometimes it also does not taste sweet (Pemilik Usaha, 2020). Kepok banana itself is spread in several areas in Indonesia such as Aceh, West Sumatra, Nias Island, Bengkulu, Lampung to the island of Java. Fried banana is one of the most

common types of fried foods in Indonesia. We can easily find this snack in almost every warung / shop either on the roadside or in five-star hotels. Along with the times, fried bananas are increasingly varied and have many choices such as molen bananas, fan fried bananas, sale bananas, chocolate bananas and many more. Fried bananas that were once considered a village snack, have now evolved into a modern snack with a variety of appetizing toppings. The development of banana commodities aims to meet the needs of fruit consumption along with increasing public awareness of the importance of nutrition & vitamin intake (Komaryati & Suyatno, 2012). Bananas are high in nutrients, low in cholesterol and high in vitamins. The content contained in bananas include potassium, vitamin A, chlorine, carbohydrates, vitamin C and minerals. The largest carbohydrate component in bananas is starch in the flesh which will be converted into sucrose, glucose and fructose when bananas are ripe (Ismanto, 2015).

One of the agro-industry businesses that was initially established was Fan-Fried Banana Kuantan Dua, which is located on Jalan Kuantan Raya Block F No-6 District Lima Puluh Kota Pekanbaru. Established since 1991 (30 years running) the people of Pekanbaru city definitely know this business. The crispy banana texture makes the Fan Fried Banana Kuantan Dua business different from other fried bananas. The taste of the fan-fried banana that is increasingly in demand by the people of Pekanbaru city has even reached several big cities in Indonesia and to neighboring countries such as Malaysia and Singapore. Until 2007, this fan-fried banana product was registered with the Ministry of Law and Human Rights of the Republic of Indonesia to obtain a trademark protection certificate. The high popularity of the business, products that already have copyrights and also the turnover received has reached hundreds of millions of rupiah, making the development of this business more wide open in the face of changes that occur in every business.

However, during the year 2018 to 2019, this business experienced a significant reduction in the number of manufactures and sales turnover of fan fried bananas. This change can be seen in 2018, where the company produces 1,700,928 bananas per year with a sales turnover of IDR 4,153,218,000 and in 2019 the company produces 1,437,602 bananas per year with a sales turnover of IDR 3,744,503,000, meaning that in the 2018-2019 range. there was a 9.8% decrease in turnover (Pemilik Usaha, 2020). The decline in turnover that occurred in the span of a year is certainly a complex problem. If allowed to happen continuously, it will threaten the sustainability of the Fan Fried Banana business. The decline in turnover that occurs, of course, can be anticipated by knowing what aspects/factors are a priority in consumer preferences in buying fan fried bananas. So that consumer loyalty can be maintained in the hope that the turnover of fried banana fans will be more optimal than before.

AHP (Analytical Hierarchy Process) is a decision support model developed by Thomas L. Saaty. This decision support model will describe complex multi-criteria problems into a hierarchy. With a hierarchy, a complex problem can be broken down into groups so that the problem will appear more structured and systematic. AHP can help solve complex problems by compiling a hierarchy of criteria, assessed subjectively by interested parties and then draws various considerations in order to develop weights or priorities. This approach has been widely applied in various researchs, among others are Al-Harbi (2001) in project management, Gnanasekaran et al. (2006) in the supplier selection, Sukiyono and Widiono (2020) in optimizing household economic resources.

Aspects/Factors that are considered by consumers in buying fried bananas are product, price, distribution and promotion. These four factors are a series of marketing variables that are controlled by business actors and are used to reach the target market, which is called the marketing mix. The marketing mix is one of the strategies in marketing in order to create personal preferences for the brand of a product. (Kotler & Armstrong, 2012) divides four variables from the marketing mix including product, price, distribution and promotion. Threats to business continuity can be anticipated if a decision to be taken is based on a decision support model, namely AHP, because the problems that appear will be more structured and systematic by determining the aspects/factors that are the priority of marketing mix decision in the Fan-Fried Banana Kuantan Dua business in Lima Puluh Kota District, Pekanbaru.

## RESEARCH METHOD

The object under study is Banana Agroindustry; Fried Fan Banana business owned by a married couple (Mr. Yana Patriana and Ms. Susi Hartini), Lima Puluh district, Pekanbaru City which was chosen intentionally (Purposively) with the criteria of a large scale business and is an established business. The research time required is three months, starting from September to November 2020.

The experts who were selected to carry out the weighting were two people with the consideration that the appointed experts understood the marketing aspects and the AHP method. The data analysis used in this research is the Analysis Hierarchy Process. Data processing carried out in this study using Microsoft Excel software.

AHP (Analytical Hierarchy Process) is a functional hierarchy with the main input is human perception. With a hierarchy, a complex and unstructured problem is solved into groups. Then the group is organized into a form of hierarchy (Parhusip, 2019). This analysis is basically trying to take a quantitative approach to qualitative problems by paying attention to consistency in doing quantification. Hierarchy According to Saaty in (Munthafa & Mubarak, 2017) writing, is a description of complex problems into a hierarchical structure that

begins with a general goal, followed by sub-goals, criteria and alternative possibilities at the lowest level of criteria.

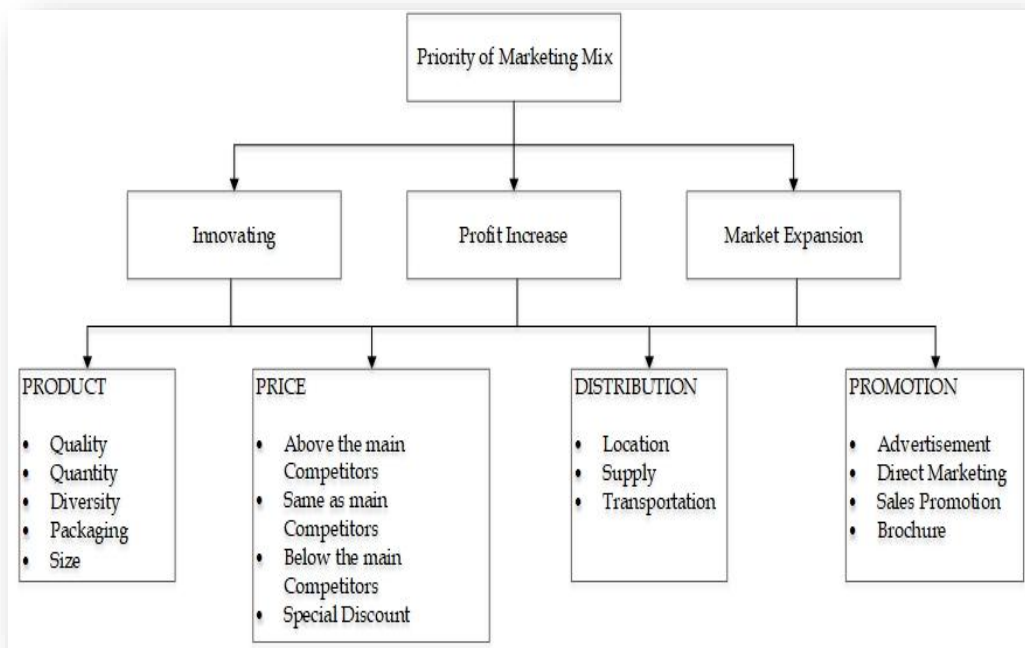


Figure 1.  
Marketing Mix Decision Priority Hierarchy

## RESULT AND DISCUSSION

### Work Profile

The beginning of the establishment of the Fan Fried Banana business stems from the hobby of eating and cooking which is owned by Mrs. Susi Hartini. Starting from this hobby, which in turn inspired her to open a fried banana business. Starting from cooking 1-2 combing bananas using a wick stove in a place under a tree with a tin roof which is located on Jalan Kuantan-II, right on September 18 1991 the journey of Susi Hartini to become an entrepreneur began. As time goes by Kuantan Fan Fried Bananas are increasingly in demand by the public from various directions, both from inside to outside the city of Pekanbaru. Customers must be willing to queue every day to be able to "taste" the fan fried bananas. The high enthusiasm of customer demand for the fan fried bananas causes the demand for raw goods to skyrocket. Fulfilling the need for raw materials cannot only be relied on the local market, but is also supported by

cooperation with several outside suppliers, such as the Provinces of North Sumatra and West Sumatra.

After running for 12 years, in 2003 to be exact, the building that was once just a small shop finally moved to a two-story shophouse building on Jl. Raya Kuantan. In order to increase marketing, product development continues to be carried out, with product innovations in the form of half fried fan bananas. This product is intended to be a souvenir, where the half fried fan banana can be re-fried and enjoyed in a warm condition. The rise of similar products at that time, forced Mrs. Susi Hartini to make efforts to protect its agro-industrial brand. Until finally, there was officially a trademark in 2007 and with it received a Trademark Rights Protection certificate and has been registered with the Ministry of Law and Human Rights (Rahmah et al., 2015).

### Profile of Fan Fried Banana Agroindustry Entrepreneurs

Entrepreneurial profile can describe in general the conditions and abilities in managing business. These characteristics can be seen from agroindustry experience, education level and age. Age is one aspect that affects a person's ability to think or do activities. Age also plays an important role in achieving success in developing a business because it can affect memory, productivity and mindset in accepting new things (Tanto et al., 2012). In table 1 it can be seen that the age of the Kuantan-II Fan Fried Banana Agroindustry entrepreneurs are 53 years and 51 years. (Aprilyanti, 2017) states that the productive age is in the age range of 15-59 years. Based on the age aspect, the Kuantan-II Fan Fried Banana Agroindustry entrepreneurs are included in the productive workforce. Where in this productive period entrepreneurs can still play an active role in directly managing their business activities.

Furthermore, education is also important in business development. Based on table 1, it can be explained that the last education of the entrepreneurs is high school. Thus entrepreneurs have adequate education and can run their business well until now.

Table 1. Entrepreneur Profile of Fan Fried Banana Agroindustry

No.	Entrepreneur Profile	Husband	Wife
1. Name		Yana Patriana	Susi Hartini
2. Age		53 y/o	51 y/o
3. Gender		Male	Female
4. Last Education		High School	High School
5. Primary Work		Owner	Owner (Founder)
6. Pengalaman Beragroindustri		29 years	29 years

Source : (Business Owner, 2020)

Next, the experience of agro-industry cannot be underestimated in managing a business. The higher a person's experience, the greater the opportunity to minimize all risks that will occur in the future (Wirawan et al., 2019). In addition to risk, high business experience also has an impact on effectiveness in the process of allocating production factors and business management so that it is expected to increase productivity and income (Afifah, 2014).

### Data Analysis

The results of processing priority data for the marketing mix objectives in the Fan Fried Banana Agroindustry can be seen in Table 2 below:

Table 2. Weight Value and Marketing Priority of Fan Fried Banana

Purpose	Weight	Priority
Innovating	0,522	First
Profit Increase	0,363	Second
Market Expansion	0,113	Third

Source: Data Analysis, 2020.

Table 2. above explains the priority order of marketing objectives based on the weight value of the Fan Fried Banana Agroindustry, namely making innovation into the first priority, increasing profits as the second priority and market expansion into the third priority. Analysis of development strategies in the context of increasing competitiveness consists of various aspects related to the driving and inhibiting factors that influence it. Aspects related to the driving and inhibiting factors that affect the increase in competitiveness in the fan banana agroindustry consisting of product, price, distribution and promotion will be explained in the hierarchical chart in Figure 2.

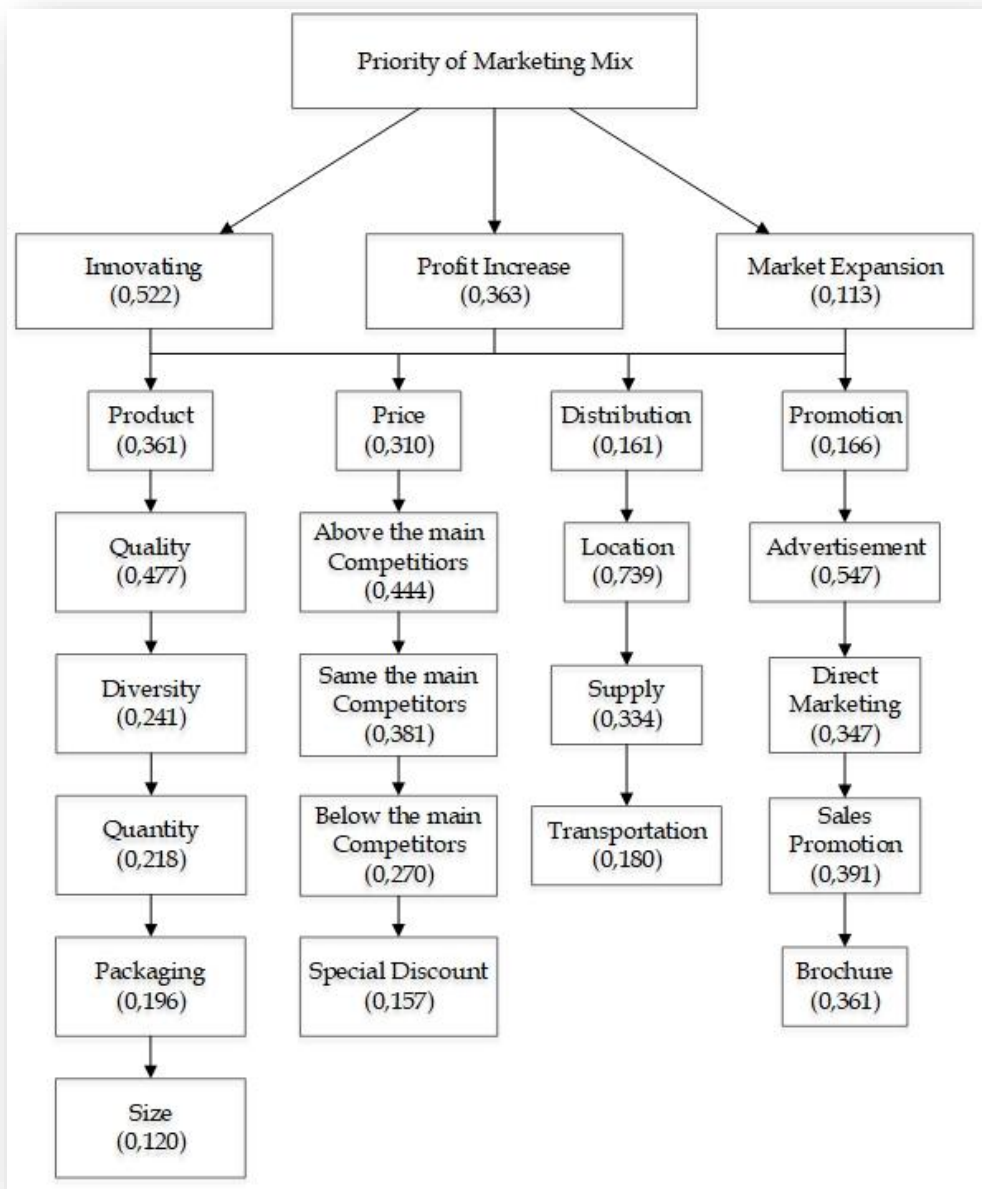


Figure 2.  
Marketing Mix Priority Weight Chart

The first priority assessed by the expert is Innovation with the highest weight among other aspects with a value of 0.522. One of the innovations in product aspects that have been carried out by business actors is frozen bananas which are claimed to be able to last for 2 months if placed in the freezer so that the product is suitable as a souvenir by consumers from outside the city of



Pekanbaru because market-oriented innovation is a major factor in increasing industrial capacity (Porter, 2008). In the price aspect, business actors innovate in the form of product segmentation in the form of mini, normal and jumbo sizes as variations resulting from the non-uniform size of raw bananas. In contrast to the distribution aspect, business actors are still reluctant to innovate in the form of adding new business branches due to considerations in the aspect of supervision that is quite difficult to carry out which are estimated to have an impact on product quality in maintaining taste and shape with the standards set by agroindustry. Meanwhile, in terms of promotion, agro-industry benefits from the city government's support for products by providing free advertising on television channels (RTV) as a reward for implementing GMP (Good Manufacturing Practice) in accordance with applicable regulations & willing to become an icon for typical souvenirs from Pekanbaru City. Innovation is a key for companies to grow, survive and remain profitable (Chandra & Haryadi, 2016). Innovation itself can usually be interpreted as updating or changing products creatively in order to improve business performance in order to be able to compete against competitors, where it is known that the market continues to grow and moves very dynamically, given the increasingly fierce market competition today, the adoption of innovations should continue to be carried out (Rashin & Ghina, 2018).

The second priority is increasing profits. The increase in profits obtained by agro-industry in the 2018-2019 range is caused by tourism promotion agendas or events organized by the Pekanbaru City Government, Riau Provincial Government and Pekanbaru City Tourism Office. Sales growth marked by an increase in market share will have an impact on increasing profits from the company (Putra & Badjra, 2015). High sales growth indicates that the company has good growth prospects in the future so that the company has opportunities for business development (Pagano & Schivardi, 2003). (Kesuma, 2009) also states that sales growth is an increase in the number of sales from year to year or from time to time. On the other hand, the decrease in profit/turnover was mentioned by business actors due to the implementation of a paid cargo policy by the aviation (aviation) party, which resulted in a decrease in buying interest from consumers outside Pekanbaru City. (Swastha & Irawan, 2008) suggested that the factors that influence the size of the turnover are divided into two factors, namely internal and external factors. Based on the information above, the factors causing the decline in profits obtained by the fan banana agroindustry were caused by external factors, namely the cargo cost policy set by the aviation (aviation) party so that the demand for fried banana fans from outside the city was not as much as when there was no cargo cost policy.

The third priority is market expansion, expansion can be done when a company is able to increase its profit. Market expansion aims to expand market share by introducing products in various other areas with the hope that profits

will increase higher than before (Hansen & Juniarti, 2011). The decrease in the amount of profit earned by the fan fried banana agroindustry in the 2018-2019 range makes market expansion the last priority in marketing objectives. In this case, the fan fried banana agroindustry evaluates its marketing aspects by prioritizing innovation into product, price, distribution and promotion so that the industry profits can increase and the next step is to expand the market. When a company wants to expand it will need a lot of capital. Various ways of adding capital can be done by using the profits obtained as additional capital, making loans to banks or issuing shares that are sold to the public through the capital market (Lim & Wiyoto, 2014). Expansion can be done when a company is able to increase the amount of its profit (Panjaitan & Muslih, 2019). Thus, market expansion becomes relevant as the fourth or last priority.

The results of the processing of marketing mix priority data on the fan-fried banana agroindustry can be seen in Table 3. below:

Table 3. Weight and Priority of the Fan Fried Banana Agroindustry Marketing Mix

Marketing Mix	Weight	Priority
Product	0.361	First
Price	0.310	Second
Distribution	0.161	Fourth
Promotion	0.166	Third

Source : Data Analysis, 2020

Table 3. above explains that the product is the first priority of the four variables with a weight value of 0.361. The definition of a product according to (Kotler & Keller, 2009) is anything that is offered to the market for attention, consumption or use so that it may satisfy a need or want. In the product variable, five factors were identified consisting of product quality, product diversity, product quantity, product packaging and product size. The first factor that has the highest weight value is the quality of the product where the quality of the product lies in the crispiness of the fried banana fan. The second is the variety of products where the available flavors are only original flavors and also frozen banana choices which are intended for consumers from outside the region. The third is the quantity of products available in packs of 250 gr to 500 gr. Fourth is product packaging which is specially designed for frozen bananas, but for fan fried bananas it is usually packaged as usual, fifth is product size which is available in various sizes ranging from small to jumbo. These five factors make the product aspect a priority in the marketing mix. From these factors, product quality is the main consideration for consumers before buying because

consumers already consider the taste and crispness of the Kuantan-II Fan Fried Banana to be the best compared to its competitors. So that the product or in this case the Fan Fried Banana becomes an advantage that can be prioritized in a marketing strategy for business actors. Because, the competitive advantage of a product is one of the determining factors of product success, where the success of the product is measured by the parameter of the number of product sales (Tjiptono, 2008).

The selected price variable becomes the second priority with a weight value of 0.310. The definition of price is the amount of money needed to get some combination of products and services (Kapahang et al., 2016). Many companies approach pricing based on the goals they want to achieve, including increasing sales, maintaining market share, maintaining price stability and achieving maximum profit (Blackwell et al., 2012). In the price variable, 4 factors are identified which consist of above the main competitor's price, the same as the main competitor's price, below the main competitor's price and special discounts. The factor that has the first highest weight value is above the price of the main competitor because the price of the product provided is set higher by business actors according to the jumbo size, product quality and services provided and the convenience of the place of business compared to competing products. The second factor is the same as the price of the main competitors where business actors divide products into normal sizes so that consumers can adjust to their tastes at affordable prices. The third factor is below the price of the main competitors where the business actor divides the product into mini sizes which are intended for consumers who want a unique shape and also at a price that is more affordable than the usual or normal size. The fourth factor is special price discounts given during religious holidays or national holidays in order to participate in enlivening and taking advantage of holidays when the level of fan-fried banana sales increases. From the above factors, above the main competitor's price becomes the main priority in the price variable, this is due to the quality, comfort of the place, good and neat packaging makes consumers feel satisfied so that the price given is not a problem for consumers. If the product provided is in accordance with consumer expectations, loyalty will be formed towards the product. Consumers who are fasting for a product will continue to make purchases of that product (Raharjo, 2013).

The promotion variable becomes the third priority with a weight value of 0.166. According to (Tjiptono, 2008) promotion is a marketing activity that seeks to inform, influence, persuade and remind the target market of its products to be willing to accept, buy and be loyal to the products offered by the company. In the promotion variable there are four factors consisting of advertising, direct marketing, sales promotion and brochures. The factor that has the highest weight value first is advertising, where the Pekanbaru city government provides support for the product by providing free advertisements that are broadcast on

the Riau Television (RTV) channel as a reward for being willing to become an icon for typical souvenirs from Pekanbaru City. The factor with the second highest value is direct marketing carried out by employees and also business owners directly to consumers who are enjoying fried bananas on the spot. The factor with the third highest value is sales promotion where special discounts are given during religious holidays or national holidays that make the selling level of fried banana fans high. The factor with the fourth highest score is the brochure where business actors have not used it, because they feel confident in the quality of the product they have, the consumer will tell others about the quality of the Kuantan-II Fan Fried Banana. From the above factors, the advertising factor becomes the main priority in the promotion variable, this is in line with the purpose of the promotion, namely disseminating interesting information so that the target market chooses, buys and is loyal to the products being marketed. (Solihin, 2015) explained that urban communities more often access mass media, in this case television. As a result of the intense exposure to advertising, there has been a shift in lifestyles that are more consumptive among urban communities in fulfilling their every need and desire.

The distribution variable becomes the last priority with a weight of 0.161. According to (Oentoro, 2010) distribution is a marketing activity that seeks to facilitate and facilitate the delivery of goods from producers to consumers, so as to fulfill consumer desires based on the type, quantity, price and place needed. In the distribution variable there are three factors consisting of location, inventory and transportation. The factor that becomes the first priority is the location that is deemed ineffective if creating a new branch because business actors feel that there is a risk of a product that is not similar to the original product. The factor that becomes the second priority is inventory, where business actors are increasing the number of collecting traders agents in each region and also obtaining supporting raw materials from direct distributors. The third priority factor is transportation where access to business locations on Jalan Kuantan Raya is located in the corner of the city, the location of the parking lot is also minimal so that buyers often park their vehicles in the area around the business location. From the above factors, the location factor becomes the main priority in the distribution variable in the marketing mix, consumer loyalty to the product makes small obstacles that lie in the distribution variable sidelined by consumers. So that consumers still want to buy even though the business location is in the corner of the city. In addition, the current business location has not moved since 2003 which makes location consistency high value. (Lupiyodi, 2013) revealed that the location determines the success of a product because it is closely related to the potential market.

## CONCLUSION AND SUGGESTIONS

### Conclusions

Based on the results and discussions that have been described, it can be concluded that the priority of the marketing mix (Marketing Mix) in the fan-fried banana agro-industry business consists of:

1. The main objective of the marketing mix in the Fan Fried Banana agroindustry is to make innovation the first priority, then increase profits in the second & last priority, market expansion being the third or final priority.
2. The priority of the marketing mix in the fried banana agroindustry consists of the product being the first priority of the four variables, then followed by the price variable on the second priority, then the promotion variable being the third priority & finally distribution being the fourth priority.

### Suggestions

There are several things that can be conveyed for future improvements for the Fan Fried Banana Agroindustry, namely:

1. For marketing purposes, business actors should innovate on their products, considering the increasingly fierce competition at this time. Innovations such as starting to penetrate into e-commerce will make the reach of consumers wider in the current era of digitalization. In addition, business actors must maintain the quality of their products so that consumers always trust and do not switch to similar competitors.
2. In the promotion variable, business actors should promote their company without always involving other agencies. Although promotion is the third priority in the marketing mix variable, business actors must continue to carry out promotions because with the existence of "promotions" old or new products can be known or known by consumers, especially consumers in the Pekanbaru area.

## REFERENCE

- Afifah, N. Y. (2014). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Tenaga Kerja untuk Tetap Bekerja di Sektor Pertanian. *Jurnal Ilmiah Mahasiswa FEB UB*, 2(2), 1-12
- Al-Harbi, K. (2001). Application of the AHP in Project Management. *International Journal of Project Management*, 19, 19-27. doi: 10.1016/S0263-7863(99)00038-1
- Aprilyanti, S. (2017). Pengaruh Usia dan Masa Kerja Terhadap Produktivitas Kerja (Studi Kasus: PT. OASIS Water International Cabang Palembang).

- Jurnal Sistem Dan Manajemen Industri*, 1(2), 68–72. doi: 10.30656/jsmi.v1i2.413
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2012). *Consumer Behavior* (Null). Singapore: Cengage Learning
- Chandra, G. C., & Haryadi, B. (2016). Proses Inovasi Produk Pada PT Mekar Usaha Nasional. *AGORA*, 4(2), 338–344
- Gnanasekaran, S., Selladurai, V., & Manimaran, P. (2006). Application of analytical hierarchy process in supplier selection: An automobile industry case study. *South Asian Journal of Management*, 13(4), 89–98.
- Hansen, V., & Juniarti. (2011). Pengaruh Family Control, Size, Sales Growth, dan Leverage terhadap Profitabilitas dan Nilai Perusahaan. *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Ismanto, H. (2015). *Pengolahan Tanpa Limbah Tanaman Pisang*. Batangkaluku: Balai Besar Pelatihan Pertanian.
- Kapahang, N. F., Tampi, J. R. E., & Rogahang, J. J. (2016). Pengaruh Kualitas Produk & Harga Terhadap Keputusan Membeli (Studi Pada Konsumen Dodol Salak Produksi Desa Pangu). *Jurnal Administrasi Bisnis*, 4(4), 1–5. doi: 10.35797/jab.4.4.2016.13820.
- Kesuma, A. (2009). Analisis Faktor Yang Mempengaruhi Struktur Modal Serta Pengaruhnya Terhadap Harga Saham Perusahaan Real Estate Yang Go Public Di Bursa Efek Indonesia. *Jurnal Manajemen Dan Kewirausahaan*, 11(1), 38–45. doi: 10.9744/jmk.11.1.pp.%2038-45
- Komaryati, & Suyatno, A. (2012). Analisis Faktor-Faktor Yang Mempengaruhi Tingkat Adopsi Teknologi Budidaya Pisang Kepok (Musa Paradisiaca) di Desa Sungai Kunyit Laut Kecamatan Sungai Kunyit Kabupaten Pontianak. *Ilmu Pengetahuan Dan Rekayasa*, 13(3), 53–61
- Kotler, P., & Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran (Principles of Marketing)* (Edisi Ke-1). Jakarta: Pearson Prentice Hall
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran* (Edisi Ke-1). Jakarta: Erlangga
- Lim, S. A. N., & Wiyoto, S. (2014). Analisis Perbedaan Abnormal Return dan Kinerja Keuangan Perusahaan Sebelum dan Sesudah Merger atau Akuisisi. *Jurnal ULTIMA Accounting*, 6(2), 18–38. doi: 10.31937/akuntansi.v6i2.184
- Lupiyodi, R. (2013). *Manajemen Pemasaran Jasa* (Edisi Ketiga). Jakarta: Salemba Empat
- Munthafa, A. E., & Mubarak, H. (2017). Penerapan Metode Analytical Hierarchy Process Dalam Sistem Pendukung Keputusan Penentuan Mahasiswa Berprestasi. *Jurnal Siliwangi*, 3(2), 192–201.
- Oentoro, D. (2010). *Manajemen Pemasaran Modern*. Yogyakarta: Laksbang Pressindo
- Pagano, P., & Schivardi, F. (2003). Firm Size Distribution And Growth. *Scandinavian Journal of Economics*, 105(2), 255–274. doi:10.1111/1467-

9442.t01-1-00008

- Panjaitan, D. K., & Muslih, M. (2019). Manajemen Laba: Ukuran Perusahaan, Kepemilikan Manajerial Dan Kompensasi Bonus (Studi pada Perusahaan Manufaktur yang Terdaftar di Bursa Efek Indonesia Tahun 2014-2017). *Jurnal ASET (Akuntansi Riset)*, 11(1), 1–20. doi: 10.17509/jaset.v11i1.15726
- Parhusip, J. (2019). Penerapan Metode Analytical Hierarchy Process (AHP) Pada Desain Sistem Pendukung Keputusan Pemilihan Calon Penerima Bantuan Pangan Non Tunai (BPNT) Di Kota Palangka Raya. *Jurnal Teknologi Informasi*, 13(2), 18–29. doi: 10.47111/jti.v13i2.251
- Pemilik Usaha. (2020). *Dokumen Agroindustri Pisang Goreng Kipas Kota Pekanbaru*. Pemilik Usaha. Pekanbaru
- Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. *Harvard Business Review*, 86(1), 78–93
- Putra, A. A. W. Y., & Badjra, I. B. (2015). Pengaruh Leverage, Pertumbuhan Penjualan dan Ukuran Perusahaan Terhadap Profitabilitas. *E-Jurnal Manajemen*, 4(7), 2052–2067
- Raharjo, A. (2013). Pengaruh Kualitas Produk Terhadap Loyalitas Konsumen Yang Dimediasi Oleh Kepuasan Konsumen Pengguna Kartu AS. *SEGMENT Jurnal Manajemen Dan Bisnis*, 9(1), 1–12. doi: 10.37729/SJMB.V9I1.365
- Rahmah, S. R., Restuhadi, F., & Khaswarina, S. (2015). Analisa Atribut Bauran Pemasaran Yang Mempengaruhi Kepuasan Konsumen Pisang Goreng Kipas Kuantan-II Di Kota Pekanbaru. *Jurnal Online Mahasiswa (JOM) Bidang Pertanian*, 2(2), 1–12
- Rashin, M. A., & Ghina, A. (2018). Identifikasi Inovasi dan Kinerja Bisnis Dalam Meningkatkan Daya Saing. *Jurnal Penelitian Pendidikan*, 18(2), 213–219. doi: 10.17509/jpp.v18i2.12963
- Solihin, O. (2015). Terpaan Iklan Mendorong Gaya Hidup Konsumtif Masyarakat Urban. *Jurnal Ilmu Politik Dan Komunikasi*, 5(2), 41–50. doi: 10.34010/jipsi.v5i2.225
- Sukiyono, K. & Septri Widiono. (2020). Optimizing Household Economic Resource to Lessen Population Pressures on Villages around Kerinci Seblat National Park Bengkulu Province. *Jurnal Manajemen Hutan Tropica*. 26(3): 268-281. doi: 10.7226/jtfm.26.3.268
- Swastha, B., & Irawan. (2008). *Manajemen Pemasaran Modern* (Ke-13). Liberty Offset.
- Tanto, D., Dewi, S. M., & Budio, S. P. (2012). Faktor-Faktor Yang Mempengaruhi Produktivitas Pekerja Pada Pengerjaan Atap Baja Ringan Di Perumahan Green Hills Malang. *Rekayasa Sipil*, 6(1), 69–82.
- Tastemade. (2015). *Pisang Goreng. Food*. Retrieved from <https://id.tastemade.com/videos/pisang-goreng/>

- Tjiptono, F. (2008). *Strategi Pemasaran* (Edisi Ke-3). CV. Andi Offset.
- Wirawan, K. E., Bagia, I. W., & Susila, G. P. A. J. (2019). Pengaruh Tingkat Pendidikan Dan Pengalaman Kerja Terhadap Kinerja Karyawan. *Bisma: Jurnal Manajemen*, 5(1), 60–67. doi: 10.23887/BJM.V5I1.21991