

IJEBMR

[Current Issue](#)

[Archive](#)

[Editorial Board](#)

[Author Guidelines](#)

[Indexing/Abstracting](#)

[Aim & Scope](#)

[Review Process & Policy](#)

[Mode of Payment](#)

[Contact Us](#)

Journal Metrics

[Google Scholar](#)

Index

[Directory of Science](#)

[Scientific Indexing Services](#)

[Cite factor](#)

[Research Bib](#)

[SJIF Journal Rank](#)

International Journal of Economics, Business and Management Research
SJIF 2020: Impact Factor : 5.726

ISSN : 2456-7760

Latest Announcements

[Invitation for Paper/Articles : Submission open for Current issue](#)

Submit Manuscript to editor at : info@ijebmr.com

International Journal of Economics, Business and Management Research (IJEBMR: ISSN 2456-7760) is a double blind peer reviewed monthly journal , with a strong Editorial Board and a tested rapid review system. Purpose of IJEBMR is to contribute to the development and dissemination of multidisciplinary knowledge on management, Business & economics to increase dialogue among scholars, researchers and practitioners. It publishes articles of a multi-disciplinary and interdisciplinary nature as well as empirical research from within traditional disciplines and managerial functions. With contributions from around the globe, the journal includes articles across the full range of economics, business and management disciplines.

All submitted articles should report original, previously unpublished research results, experimental or theoretical, and will be peer-reviewed. Articles submitted to the journal should meet these criteria and must not be under consideration for publication elsewhere.

Recently Published Articles

[ISSUES AND OPPORTUNITIES FOR AGRICULTURE SECTOR DURING GLOBAL PANDEMIC](#)

Stavros Kalogiannidis, Katerina Melfou, Greece

[BIG DATA APPLICATION: FROM IDENTIFYING BARRIERS TO FINDING SOLUTIONS](#)

Giang Thi Nguyen, Shu-Yi Liaw*, Taiwan

[STUDY OF THE INFLUENCE OF THE LOCAL SENEGALESE CONTEXT ON THE PERCEPTION OF CUSTOMER SATISFACTION IN THE AUTO INSURANCE MARKET](#)

Mamadou Salla GUEYE, Ngor Sarr, Mouhamadou B. Ly, Mouhamed Badji, Ibrahima Ly, Senegal

[ANALYSIS OF INSURANCE STRATEGIES MITIGATING FARMERS' RISKS IN OGUN STATE, NIGERIA](#)

Owoeye, R. S*, Ojo Olutope Stephen, Odewale Tajudeen Opeyemi and Adeyemi O. Fatoki, Nigeria

International Journal of Economics, Business and Management Research ISSN : 2456-7760 (Online) Email: info@ijebmr.com

 This work is licensed under a [Creative Commons Attribution 4.0 License](#).



Volume 4, Issue 10 , Oct 2020

Article Title & Authors	Page	Download
INJUSTICE AT WORK IN MOROCCAN COMPANIES: WHAT IMPACT ON THE PERFORMANCE OF THE TEAMS? Dr. Soumaya DLIMI, Morocco	1-24	PDF
DESIGN OF ACCREDITATION ARCHIVE SYSTEM TO EASE THE ACCREDITATION MANAGEMENT DURING THE COVID-19 PANDEMIC Lina Rifda Naufalin, Adi Indrayanto, Aldila Krisnaesanti, Priaji Januardi, Indonesia	25-35	PDF
ROLE THE ENVIRONMENT TAX TO SUPPORT BUDGET IN IRAQ ALhusseinawi Latfe, Al Jashami Muhammed, Hazim sumame Azeez, Iraq	36-46	PDF
EFFECT OF EXCHANGE RATE FLUCTUATION ON NIGERIA EXTERNAL TRADE Nwobia Charles Emeka, Ogbonnaya-Udo Nneka, Okoye John Nonso, Nigeria	47-60	PDF
EFFECTS OF MONETARY POLICY ON SELECTED MACROECONOMIC VARIABLES IN NIGERIAN ECONOMY Nwobia Charles Emeka, Ogbonnaya-Udo Nneka, Ezu Gideon Kasie, Nigeria	61-74	PDF
MOTIVES FOR FIXED ASSET REVALUATIONS: EMPIRICAL STUDY IN INDONESIA STOCK EXCHANGE Sri Hastuti, Bambang Sutopo, Ari Kuncara Widagdo, Doddy Setiawan, Indonesia	75-84	PDF
DOES MORAL PRINCIPLES AND ETHICAL BEHAVIOUR INFLUENCE INDONESIAN TAXPAYER PREFERENCE TO PARTICIPATE IN TAX AMNESTY PROGRAMS? Ponty SP Hutama, Rahmawati, Payamta, Djuminah, Indonesia	85-102	PDF
LEADERSHIP STYLES AND ORGANIZATIONAL COMMITMENT AMONG MANAGERS IN BAHRAIN Mohamed Abdulaziz Zainuddin, Muhammad Hasmi Abu Hassan Asaari, Malaysia	103-117	PDF
ONLINE BUSINESS PRACTICES TO ENABLE CONSUMER PROTECTION IN THE AFRICAN CONTEXT Laura Best, Miemie Struwig, South Africa	118-132	PDF
DOES GCG INCREASE FINANCIAL PERFORMANCE? A STUDY IN INDONESIA SHARIA BANKS. Devi Novianti, Tri Gunarsih*, Ralina Transistari, Indonesia	133-141	PDF
MODELING OF REGIONAL DEVELOPMENT IN BULGARIA IN THE XXI CENTURY Kamen PETROV, Bulgaria	142-153	PDF
THE ANALYSIS OF CUSTOMER SATISFACTION FACTORS SHAPING AIRPLANE TICKET REPURCHASE INTEREST ON TRAVELOKA Muhammad Ripandi, Yanti Murni, Indonesia	154-171	PDF
ECONOMIC GLOBALIZATION, EXTERNAL TRADE AND THE NIGERIAN ECONOMY Nteegah, Alwell, Nigeria	172-186	PDF
REGIONAL ECONOMIC INTEGRATION AND ECONOMIC GROWTH IN THE WEST AFRICAN MONETARY ZONE (WAMZ) COUNTRIES Omolehinwa, Linda Udo Chineye; Alwell Nteegah & Sylva Ezema Kalu, Nigeria	187-204	PDF
FEASIBILITY ANALYSIS ON DEVELOPMENT OF THE COMPANY DEBALI IN JAKARTA Amelia Kurniawati Proboningrum, J.E.Sutanto, Indonesia	205-212	PDF
THE PROBLEM OF OVER-INDEBTEDNESS IN THE CORONA ECONOMY (CASE OF GEORGIA) Emzar Jgerenaia, Maka Ghanlashvili, Georgia	213-221	PDF
MANAGING AUSTRALIAN VOCATIONAL EDUCATION AND TRAINING FOR ECONOMIC RECOVERY Richard Skiba, Australia	222-233	PDF
KEY PERFORMANCE INDICATORS DEVELOPMENT BASED ON ACADEMIC QUALITY ASSURANCE Retno Kurniasih, Refius Pradipta Setyanto, Ratno Purnomo, Tiladela Luhita, Indonesia	234-246	PDF
RACISM AND EXCLUSION: THE SUPERIORITY VIRUS AND RECOMMENDATION Carl Hermann Dino Steinmetz, Netherlands	247-274	PDF
EFFECTIVENESS OF MONETARY TRANSMISSION MECHANISM OF INTEREST TRANSMISSION POLICY: Investigation of NAIRU (Non-accelerating Inflation Rate of Unemployment) as an Alternative Target of Monetary Policy in Indonesia 2006-2019 Nur Aufa Fitriana, Ghozali Maski, Indonesia	275-289	PDF

**FEASIBILITY ANALYSIS ON DEVELOPMENT OF THE COMPANY
DEBALI IN JAKARTA**

Amelia Kurniawati Proboningrum¹, J.E.Sutanto²
Universitas Ciputra Surabaya, INDONESIA

Abstract

The purpose of this study is to analyze the feasibility business development of CV. Deballi in Jakarta, especially from the aspects of the business environment, aspects of industrial structure, aspects of market and marketing, legal aspects, aspects of human resources, and financial aspects and financial aspects with the calculation of the feasibility of investment such as NPV, IRR, and Payback Period. The selected respondents are respondents who have made purchases at the Deballi company. The financial aspect uses the calculation of the Payback Period, Net Present Value, and Internal Rate of Return, and calculates the financial conditions at the optimistic points. The results showed that based on the non-financial aspect, this business development of CV. Deballi is feasible to run. Financial analysis of CV. Deballi shop shows an NPV value of IDR. 162.247.348, an IRR value of 30%, a payback period of 1 year.

Keywords: study, Market and marketing, Technical, Human resources, Financial

INTRODUCTION

A business feasibility study is needed to be taken into consideration in the development of the Deballi Company in Jakarta, considering that currently, demand does not only come from Surabaya but Jakarta and West Java. However, this must be reviewed first using a business feasibility study aspect analysis, namely aspects of the business environment, aspects of industrial structure, marketing, human resources, and technical and financial aspects The development of Micro, Small, and Medium Enterprises (UMKM) is currently very rapid, dominating the manufacturing industry sector in terms of the number of businesses and workers (Afiyah, et al., 2015; Khamaludin, et. Al., 2019). This makes the potential for good business opportunities in the procurement of office stationery because the main factor that is one of the needs of the office is office stationery, especially in the need for paper, although currently the need for paper is reduced due to the growing number of technologies, but every office must provide paper for make sales, contract files, purchases, etc. According to data (BPS, 2017) in 2015, the number of large and medium-sized manufacturing industry companies in DKI Jakarta Province was 1,323 companies. Of the various types of industries surveyed, the type of pulp industry has the largest quantity, reaching 281 companies or 21.24 percent of the total number of large and medium manufacturing industry companies. In 2010, the Deballi company served the needs of paper, office stationery and printing at various companies in Surabaya. Deballi's turnover in 2010 was for the supply of paper, office stationery and printing. However, even competitive competition in business is very tight and seeing the business potential that can be offered is not only paper, office stationery and printing is an option in the hope that it can serve all types of office needs.

This Debali company was founded by a student at Universitas Ciputra Surabaya. In July 2010 the Debali leaders decided to recruit as many as three employees to be in the marketing, operational, while for the finances they were managed by the company owners themselves. However, in 2013 the company owner tried to expand his business in Jakarta by sending a letter offering office stationery to a ministry in Jakarta so that the company owner tried to expand his business in Jakarta. Meanwhile, company revenue data during 2010 - 2017 (Figure 1)

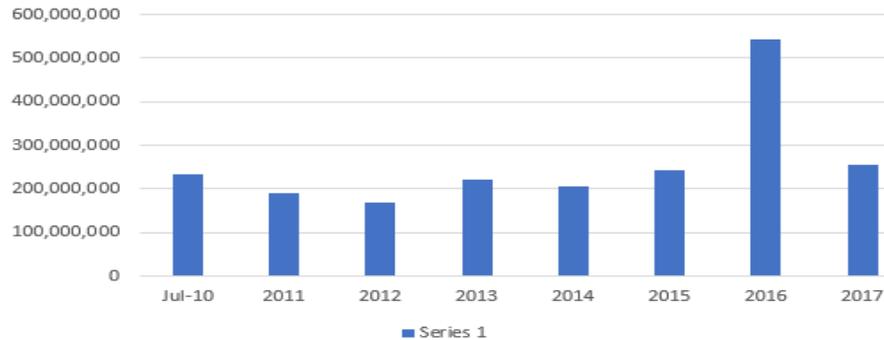


Figure 1. Revenue in 2010 - 2017.
Sources: Data base of CV. Debali in 2018

Based on Figure 1, it can be explained that in 2010 - 2012 there was a decline but not too drastically in 2013 it increased again due to the direct appointment of the Ministry of Law and Human Rights worth IDR 120,000,000 in the form of a supplier of paper and office stationery so that in 2013 again had high sales. As time goes by, the owner of the Debali company starts wanting to develop a business in Jakarta by sending offer letters to various companies and notary offices in Jakarta. As a result, the Debali company managed to penetrate the Infomedia company, a subsidiary of the Telkom Indonesia group so that it also affected the sales turnover of 2015. In 2016 the Debali company managed to get direct procurement for the first class immigration map printing in Central Jakarta worth IDR. 185,000,000 and direct procurement of stationery. office for the ministry of law and human rights worth Rp.198,000,000, so this greatly affects Debali's sales turnover. In 2017 Debali apart from serving companies and offices also got a job from the ministry of law and human rights as well as telkom with a total value of approximately IDR. 55,000,000, -. Because the quality and service that Debali provides is considered quite good, Debali is trusted to work on the passport applicant's folder for the Class 1 immigration office in Bandung - West Java. After running in 2010 - 2017, the Debali company has customers of more than 80 offices that are actively forwarding purchases to Debali in Surabaya and 35 offices that are still actively using Debali's services in Jakarta. A business feasibility study is needed to be taken into consideration in the development of the Debali Company in Jakarta considering that currently demand does not only come from Surabaya but Jakarta and West Java.

LITERATURE REVIEW

Feasibility Study

A project or business feasibility study is an activity to evaluate, analyze, and assess whether or not a business project is feasible or not carried out. In general, the purpose of conducting a

feasibility study, especially for investors, is to avoid over-investing or investing too large for a project or business activity that turns out to be unprofitable. (Afiyah, et al., 2015; W Widya, et al., 2017). According to Latuny, 2010, Nugroho, et al.,2014; Ferdiansa, et al.,2013) Much business feasibility has been done in terms of market, technical, financial, management, legal and environmental aspects.

Market and Marketing Aspects

In general, in the evaluation of market and marketing aspects, several things are studied, namely starting from the market, which includes the market area and transportation methods, consumer identification, current position of the product, composition and development of product demand from the past to the present, future demand projections. , to the possibility of competition and the role of the government in supporting the development of product marketing (Kasmir and Jakfar. 2015:48; Sulisyanto, 2010:82-91; Yanuar, 2016;). While. According to Zeth (2019), the strategy used to determine the response from the market, namely the product (Amelia, et al., 2018; Imansingsih and Rohman, 2018; price (Silaningsih and Utami, 2018; Barcelona, et al., 2019; Indriani and Azhad, 2018; Pane, 2018; promotion (Birchet et al., 2018; Deebhijarn, 2016; Payson and Karunanithy, 2016; Tat, et al., 2012). Furthermore, promotion relationships with supportive purchasing decisions (Astuti et al., 2015; Azzadina et al., 2012; Hasan, et al., 2016); and place, according to (Harahap, et al., 2017; Minai and Lucky, 2011).

Technical Aspects

Rangkuti (2012:5) said that technical aspects are things that are directly related to company operations such as production capacity, technology to be used, production scale, production process, location, layout, scheduling and inventory levels.

Management and Human Resources Aspects

Based on Rangkuti (2012:5) aspects of management study matters relating to the management plan and business implementation. Management functions, according to Kasmir and Jakfar (2015:168-169) are (1) planning, (2) organizing, (3) implementation, (4) supervision.

Financial aspect

The method of financial analysis used is according to Rangkuti (2012:7) adalah Payback Period (PP), Net Present Value (NPV), and Internal Rate of Return (IRR). Brigham and Houston (2011:104) said that financial analysis needs to use the worst case, base case and best case scenarios to consider the risks.

Legal Aspects

The legal aspect examines the legality of the proposed project to be built and operated, this means that every project to be established and built in a certain area must comply with the laws and regulations in force in that region. The following shows the types of data, data sources and how to obtain data and how to analyze data related to legal aspects (Kristian and Indrawan, 2019)

RESEARCH METHODS

This study uses a quantitative descriptive analysis method that aims to describe or explain events or events that occur at the present time in the form of meaningful numbers. To answer the problem formulation of non-financial aspects in this study, the data analysis used is a model (Sugiyono 2016) which consists of data reduction, data presentation and drawing conclusions. Furthermore, to answer the formulation of the problem in the financial aspect, an analysis of the eligibility criteria for investment is used, which consists of the calculation of NPV, IRR, and payback period. The project proposal can be accepted if the NPV value shows a number more than zero ($NPV > 0$), the IRR is greater than the determined rate of return, and the payback period is faster than the economic life of the project. (Putri, et al.,2019; Fitriani, et al., 2019). The calculation aims to assess whether the investment is feasible or not to run (Dinifasya, 2016).

Five Force Analysis

The threat of new entrants to the printing business was very big - printers have only started to appear in recent years. Proving that there are so many opportunities for the printing business every time there is an opportunity, any business will definitely be followed by business competition. Especially considering the growing potential of the industry in Jakarta, and analysis indicator see Table 1

Table 1. Five Force Analysis Indikator

No.	Indicator	Average	Condition
1	Threat of newcomers	3	Quite influential
2	Threat of substitute products	1	Not influential
3	Bargaining power of buyers	3	Sufficiently influential
4	Bargaining power of suppliers	3	Sufficiently influential
5	Competitors between competitors who there are	3	Quite influential

RESULT AND DISCUSSIONS

Evaluation Results of Market and Marketing Aspects

Table 2. Evaluation of the Condition of CV Debali

No	Description	CV. Debali Condition	Analysis
1	Have determined the right STP market to work with.	CV Debali has set STP	feasible
2	The Marketing Mix Strategy has been well formed according to STP	CV Debali has determined the Marketing mix strategy	feasible

Source: Data Processed, 2018

Table 2, Based on the results of the evaluation of the market and marketing aspects of CV Debali, it can be said that the market and marketing aspects of CV Debali's business development deserve to be done.

Evaluation of Financial Aspects

Table 3. CV Debali Sales Projection Optimistic Condition (IDR)

Sales	2017	2018	2019	2020
Design services	355.820.400	426.984.480	512.381.376	614.857.651
Printing service	1.181.067.987	1.417.281.584	1.700.737.900	2.040.885.480

Source: Data Processed, 2018

After conducting research on business development studies CV. Debali has several managerial implications that can be applied to the company from the six main aspects studied, namely environmental aspects and industrial structure, market and marketing aspects, technical aspects, management and human resources aspects, financial aspects, legal aspects, see Table 4.

Table 4. Environmental Aspects and Business Structure

Before Research	After Research
Market and Marketing aspects Marketing Mix is not well executed	Improve the quality of both products and services and improve strategies in promotion
Financial aspect Unrecorded	Annual turnover target. Measure the annual turnover target based on the economy and the sales growth earned
Location aspect The specified location is less strategic.	Looking for a location with a minimal area on the parking lot and close to customers
Legal aspects Never took advantage of legality.	Utilization of legality and additional legality for the Jakarta area.
Managerial and HR aspects. Salary is still below the UMR	Increase employee salaries in line with the development of CV. Debali used an increase in Jakarta's UMR which increased by 8.03%
Technical aspects. The specified location is less strategic.	Looking for a location with a minimal area on the parking lot and close to customers

Table 5. Feasibility of Financial Aspects in Optimistic Condition

No	Indicators	In 2017		In 2018	
		Condition	Analysis	Condition	Analysis
1	PP	3.6 years	not feasible	1 year	feasible
2	PI	9.67	feasible	16.4	feasible
3	NPV	119.234.002	feasible	162.247.348	feasible
3	IRR (rate interest: 20%)	22%	feasible	30 %	feasible

CV. Debali, when viewed from the feasibility of the financial aspect, is considered feasible for business development under normal, pessimistic, and optimistic conditions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of this study, can be concluded that, First, Industrial environment and structure, based on the PEST analyzed, it can be concluded that the existence of "DEBALI" can enliven the printing business that is starting to bloom in Jakarta. Second, market and marketing aspects. Currently, "DEBALI" printing services are very much needed in Jakarta, as evidenced by the increasing number of market demands to help business activities in marketing. Third, technical aspects, DEBALI has determined the location for business development, namely Raya Pondok Kelapa A3 No.6, which is located in East Jakarta. Fourth, management and HR aspects, a simple organizational structure has been formed by DEBALI which is accompanied by the employees' terms and expertise. The recruitment process ran smoothly with 14 employees in accordance with existing specifications. The Five, financial aspects, financial report projections project profit and loss and cash flow statements from 2017 - 2020. The methods used are PP (Payback Period), NPV (Net Present Value), and IRR (Internal Rate of Return). Sixth, legal aspects, Debali is a company that already has a legal entity, namely, CV. Legality in a company is essential because it is the identity of the company. Currently, the corporate identity is the handle of customer trust in a company. Finally, Finally, providing recommendations in practice there is an increase in company performance from 2017 to 2018. Based on 2018 experience, the company's performance is better than the previous year, so the hard efforts that have been made can be used as a reference for improving performance in the next year.

Acknowledgment

The authors would like to thank the Supervisor for his contribution and support to the research. They are also thankful to all the reviewers who gave their valuable inputs to the manuscript and helped in completing the paper. Finally, authors want to thank the editor for supporting this paper published.

REFERENCES

- Afiyah, A., Sifii, M.m & Dwiatmanto. (2015). Analisis studi kelayakan usaha pendirian home industry. (Studi kasus pada home industry coklat Cozy Kademangan Blitar), *Jurnal Administrasi Bisnis (JAB)*, 23(1), 1- 12.
- Amelia L., R., Kusumawati, A., & Mawardi M., K. (2018). The influence of marketing mix variable on purchasing decision and customer satisfaction. *Jurnal Administrasi Bisnis (JAB)*, 28 (2), 1-10
- Astuti R., Silalahi R., & Wijaya G. (2015). Marketing strategy based on marketing mix influence on purchasing decisions of Malang Apples consumers at giant olympic garden mall (MOG), Malang City, East Java Province, *Indonesia. Agriculture and Agricultural Science Procedia* 3, 67- 71
- Azzadina, I., Huda, N.A., & Sianipar, C.P.M. (2012). Understanding the relationship between personality types marketing-mix factors and purchasing decisions. *International Congress on Interdisciplinary Business and Social Science*, 65, 352-357.

- Barcelona C., Tumbel T., M., dan Kalangi J., A.A., F. (2019). Pengaruh marketing mix terhadap keputusan pembelian pada CV. Justiti Motor Lembata. *Jurnal Administrasi Bisnis*, 8 (2), 34 – 42
- Birch, D, Memery J., & Kanakaratne M.(2018). The mindful consumer: Balancing egoistic and altruistic motivations to purchase local food. *Journal of Retailing and Consumer Services* 40, 221–228.
- Badan Pusat Statistik. (2017). *Badan pusat statistik tabel dinamis*. Diambil kembali dari Badan Pusat Statistik
- Latuny, W.(2010). Analisa kelayakan aspek finansial industri kerajinan kerang mutiara. *Arika*, 4 (1), ,89-96
- Deebhijarn S. (2016).The marketing mix strategy model to influencing decision to purchase ready to drink (RTD) green teas.*International Journal of Science: Basic and Applied Research*,29 (1),90-103.
- Dinifasya, N. M. C. W. (2016). The partner of feasibility analysis opening of a party partner outlet. *E-Proceeding of Management*, 3(3), 3501–3508.
- Ferdiansa, Bakar, A., & Fitria, L. (2013). Analisis kelayakan usaha pembuatan seragam sekolah di Desa Panyirapan Soreang Kabupaten Bandung. *Jurnal Online Institut Teknologi Nasional*,2 (1), 32-43
- Fitriani, F., Sutarni, S., Trisnanto, T. B., Fatih, C., & Asnawi, R. (2019). Beras' bigge business financial sustainability: Case study at UMK participants in the local food development model. *Journal of Food System and Agribusiness (JoFSA)*, 3(1), 15–23
- Harahap D.A, Hurriyati R., Gaffa V., & Amanah D. (2017) The effect of location and products completeness to consumer buying decision of small and medium enterprise market. *In Proceedings of the 2nd Global Conference on Business, Management and Entrepreneurship (GCBME 2017)- Increasing Management Relevance and Competitiveness: 30-33*ISBN: 978-989-758-333-9
- Hasan S., Wahid M., & Basamalah S. (2016). Marketing mix effects on the decision of customers matter in choosing the home purchase loans in PT. BNI 46 Griya BNI (Persero) Tbk. Branch Makassar. *International Journal of Business and Management Invention*, 5 (6), 20-30.
- Indriani, &Azhad, M.,M. (2018). Impact of marketing mixes on consumer decisions in buying services products PT. asuransi sinarmas Jember. *Jurnal Manajemen Dan Bisnis Indonesia*, 4(10), 83- 91
- Imaningsih E. S., & Rohman S. (2018). The model of product quality, promotion, price and purchase decisions. *Jurnal Ekonomi*, 23 (2), 260-271
- Kasmir & Jakfar. (2012). *Studi kelayakan bisnis*, Jakarta: Fajar Interpratama Offset.
- Kasmir, & Jakfar. (2015). *Studi kelayakan bisnis*. Jakarta: Prenada media Group.
- Khamaludin, Juhara, S., & Sodikin. (2019). Studi kelayakan bisnis bengkel bubut cipta Teknik mandiri (Studi kasus di perumnas Tangerang Banten), *Jurnal Keilmuan dan Aplikasi Teknik*. 6(1), 1-6.
- Kristian, W., & Indrawan, F. (2019). Studi kelaykan bisnis dalam rangka pendirian XX Café. *Jurnal Akuntansi Maranatha*, 11 (2), 279-400.

- Latuny, W.(2010). Analisa kelayakan aspek finansial industri keajinan kerang mutiara. *Arika*, 4 (1), 89-96
- Minai M., S., & Lucky E., O. (2011). The conceptual framework of the effect of location on performance of Small Firms. *Asian Social Science*, 7 (12): 110–118.
- Nugroho, I. A., Bakar, A., & Fitria, L. (2014). Analisis Kelayakan Usaha Pencucian Kendaraan Bermotor Studi Kasus Purwokerto Timur Jawa Tengah. *Reka Integra*, 3(1), 27–37.
- Pane D., N. (2018). Analisis pengaruh bauran pemasaran jasa terhadap keputusan pembelian teh botol sosro. *Jurnal Manajemen Tools*, 9 (1), 13 – 25.
- Payson S. P. & Karunanithy. (2016.). Impact of marketing mix on buying behaviour a case study of motorbike buyers in Jaffna district. *EPRA International Journal of Economic and Business Review*, 4 (1), 132-138
- Rangkuti, F. (2012). *Studi kelayakan bisnis dan investasi*, Jakarta: PT Gramedia Pustaka Utama.
- Silaningsih E. & Utami P. (2018). The effect of marketing mix to consumer willingness to buy in micro small medium enterprises (MEME) snacks product. *Jurnal Sosial Humaniora*, 9 (2):144-158.
- Suliyanto. (2010). *Studi kelayakan bisnis*. Yogyakarta: CV. Andi Offset.
- Sugiyono. (2016). *Metode penelitian kuantitatif, kualitatif dan R&D*. Bandung: PT Alfabeta.
- Tat, H., H., Rasli A., Thoo Ai Chin T., A., & Sukati, I. (2012). The relationship between marketing mix and customer decision-making over travel agents: An empirical study. *International Journal of Academic Research in Business and Social Sciences*. 2 (6), 522- 530.
- W Widya., M., Sidig, A., & Ilal, N. (2017). Analisis kelayakan bisnis pada perusahaan industri roti Greyoung Bakery melalui pendekatan finansial, *Jurnal Riset Akuntansi dan Manajemen*, 6(2), 85-92
- Yanuar, D. (2016). Analisis kelayakan bisnis ditinjau dari aspek pasar, aspek pemasaran dan aspek keuangan pada UMKM makanan khas Bangka di Kota Pangkalpinang, *Jurnal E-KOMBIS*, 2 (1), 41 -151